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Transitions Optical Launches Diversity Advisory Board in Canada

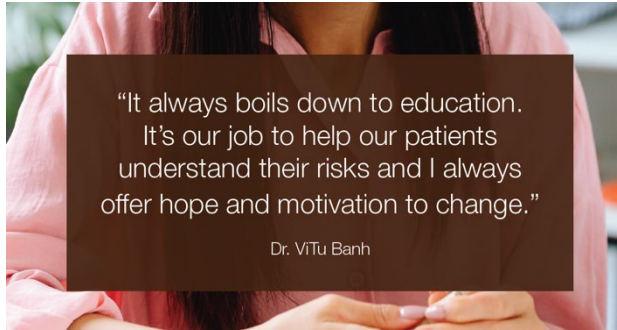
MONTREAL, June 21, 2023 – Recognizing its long-standing history of supporting diversity and inclusion efforts in the optical industry, Transitions Optical has announced the launch of a new Diversity Advisory Board in Canada. The board includes eyecare professionals with expertise on the unique eye health and communication needs of diverse patients, specifically the three largest and fastest-growing BIPOC populations in Canada, Asian Canadians, Black Canadians and Indigenous Canadians.

The new board held its inaugural meeting in Vancouver, B.C. in June 2023. During the meeting, the Board discussed goals and objectives for the year, including efforts to provide culturally and linguistically appropriate vision care to a diverse patient base and to help improve representation of diverse populations in the optical industry, through outreach to student populations beginning career planning and current optical industry professionals. The Board's efforts will build on recent activities including country-wide



“Show empathy and try not to make assumptions. It helps to be aware of systems that are in place to aid Indigenous populations in Canada.”

Sophia Seward-Good, Optometric Assistant and Founder, Ay Lelum



research conducted in 2022 to determine perceptions of eye health risks among diverse populations in Canada, a resulting thought leadership white paper and a partnership with Ay Lelum, a second-generation Coast Salish Design House from Nanaimo, B.C., Canada.

Members of the 2023 Transitions Canada Diversity Advisory Board include:

- **Danielle Gordon, O.D.** – *Sphere Optometry*
- **Wael Yassein** – *The Eye Shoppe*
- **Essence Johnson, O.D.** – *Parkland Hospital*
- **Vi Tu Banh, O.D.** – *Uxbridge Optometry*
- **Germain Dupuis, O.D.** – *Centre Visuel du KRT*
- **Harbir Sian, O.D.** – *Highstreet Eyecare, Clarity Eyecare*
- **Aunalee Boyd-Good** – *Director at Ay Lelum The Good House of Design Inc.*



From left to right: Arlene Segovia, Transitions; Dr. Germain Dupuis; Aunalee Boyd-Good; Wael Yassein; Dr. Essence Johnson; Dr. Harbir Sian; Isabelle Tremblay, Transitions; Dr. Vi Tu Banh

"The new Diversity Advisory Board is the latest of our efforts at Transitions Optical to build on the strong foundation we have around diversity and inclusion efforts in Canada," said Isabelle Tremblay, Director of Sales & Marketing, Transitions. "In tandem with our board members, our goal is to engage with the optical industry to improve diversity representation, reach consumers and their unique vision needs, equip eyecare professionals with tools and education to serve diverse patients, and empower the next generation of students."

Transitions Optical provides its industry partners with the tools and education they need to better serve and improve communication with their culturally diverse patients. Resources are available free-of-charge to eyecare professionals at Transitions.com/en-

canadapro/. Those interested in being involved with the Transitions Diversity Advisory Board can contact cscanada@transitions.com for more information.

About the *Transitions*® Brand

Transitions® eyeglass lenses and shields set new standards of advanced performance to provide ever increasing visual comfort, and always blocking 100% of UVA and UVB rays. Product leadership, consumer focus, and operational excellence have made the *Transitions*® brand one of the most recognized consumer brands in optics. For more information about *Transitions*® *Light Intelligent Lenses*™, visit Transitions.com or Transitions.com/en-canadapro/.

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