



WORLD COUNCIL OF OPTOMETRY

World Council of Optometry (WCO) Announces Theme for 2026 World Optometry Week Celebration March 22-28

ST. LOUIS, January 15, 2026— World Optometry Day, held annually on March 23, celebrates optometry's vital role in global health while highlighting how optometrists worldwide are expanding access to eye care as a fundamental human right. This year, the World Council of Optometry (WCO) will celebrate World Optometry Week 2026 from March 22–28 with the theme “A Shared Vision: Collaboration in Global Eye Care.”

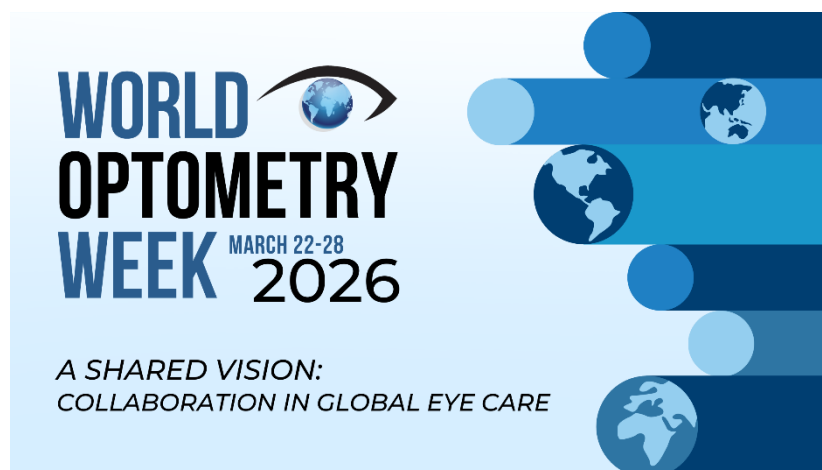
Key issues outlined in the [2019 World Report on Vision \(WRV\)](#), such as the growing global population, aging demographics, and rising urbanization pose significant challenges to healthcare systems, particularly in providing sustainable eye care. As demand continues to rise globally, no single profession can address the world's growing vision and eye health needs alone.

“Collaboration is fundamental to the future of eye care,” said Cindy Tromans, President of the World Council of Optometry. “Optometrists are important primary vision and eye health providers, and our greatest impact comes when we work with others across the health system. This theme reflects both the reality of modern eye care and our shared responsibility to ensure no one is left behind.”

The 2026 World Optometry Week theme aligns with global health priorities, including the World Health Organization's call for integrated, people-centered eye care and collaborative cross-sector efforts to improve access, quality, and sustainability of services. It reminds us that putting people at the center of eye care means putting collaboration at the center of how we work. Looking ahead, meaningful progress in eye health depends largely on shared goals, shared responsibility, and coordinated action.

We invite optometrists worldwide to leverage WCO’s multilingual [World Optometry Week Social Media Resources](#) to support your advocacy efforts for World Optometry Week and World Optometry Day. Additional assets will be added in the coming weeks.

Let WCO know how your organization is celebrating World Optometry Day and World Optometry Week 2026 by emailing communications@worldoptometry.org.



About the World Council of Optometry

The World Council of Optometry (WCO) is an international membership-based non-profit organization for individual optometrists, industry professionals, and optometric organizations, that envisions a world with high-quality, accessible eye health and vision care for all people. Its mission is to advance and promote optometry, global eye health and vision care through collaboration, education, and advocacy. To learn more, please visit www.worldoptometry.org or follow WCO on [LinkedIn](#), [Facebook](#), [X](#), and [Instagram](#).

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