



The Canadian Association of Optometrists celebrates Vision Health Month with online campaign encouraging Canadians to “GetEyeWise”

Ottawa, May 1, 2026 – Having trouble with the fine print? Perhaps it is time to *Get Eyewise*, as recommended by the Canadian Association of Optometrists’ (CAO) annual public education campaign.

As the national voice of optometry, CAO remains committed to using Vision Health Month to raise awareness about the importance of regular, comprehensive eye exams. With sponsorship support from [Alcon](#), CAO is joined in this campaign by the [New Brunswick Association of Optometrists](#), [the Nova Scotia Association of Optometrists](#) and [the Prince Edward Island Association of Optometrists](#).

At the forefront of vision care, the optometrist uses a comprehensive eye exam to diagnose, treat and help prevent eye disease and disorders. This exam can also help to reveal more serious and life-threatening conditions, including diabetes, cardiovascular disease and some neurological conditions.

“Maintaining good eye health is important for clear vision, but your eyes are also a window into your overall health,” said Dr. Allison Scott, President of the Canadian Association of Optometrists. “Seeing an optometrist should be a regular part of everyone’s health care routine, from infants to seniors.”

CAO’s “GetEyeWise” campaign will run throughout May and June on Facebook, Instagram, and YouTube in both English and French.

To find more about the CAO’s new awareness campaign, please visit: <https://opto.ca/everyday-mistakes>

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About the Canadian Association of Optometrists

The Canadian Association of Optometrists (CAO) is the national voice of optometry. Optometrists are independent primary health care providers and represent the front line of vision health. Optometrists practice in a range of settings: most work in private practice, others work in clinics, hospitals, community health centres, corporate optometry, research, teaching, and administration.



CANADIAN ASSOCIATION OF OPTOMETRISTS
ASSOCIATION CANADIENNE DES OPTOMÉTRISTES

Recognized at home and internationally as a leading advocate for the profession, CAO is dedicated to providing leadership and support to its +8,400 members (Optometrists, Students, and Optometric Assistants) to enhance the delivery of healthy eyes and clear vision for all Canadians. For more information, visit www.opto.ca

For media inquiries, contact Rhona Lahey, Communications Advisor with the Canadian Association of Optometrists at rlahey@opto.ca

About Alcon

Alcon helps people see brilliantly. As the global leader in eye care with a heritage spanning over 75 years, we offer the broadest portfolio of products to enhance sight and improve people's lives. Our Surgical and Vision Care products touch the lives of more than 260 million people in over 140 countries each year living with conditions like cataracts, glaucoma, retinal diseases and refractive errors. Our more than 25,000 associates are enhancing the quality of life through innovative products, partnerships with Eye Care Professionals and programs that advance access to quality eye care.

Learn more at <https://www.alcon.ca/en>.