



Students of Vision

2023 STUDENTS OF VISION SCHOLARSHIP PROGRAM

Demonstrate to us how you will advocate for diversity, equity and inclusion for a chance to win a \$2,000, \$1,500, or \$1,000 scholarship, a free trial pair of *Transitions*[®] lenses, and a trip to Transitions Academy 2024!

Brought to you by Transitions Optical, Inc. and the Opticians Association of Canada, the Students of Vision Scholarship Program supports the next generation of opticians, optometrists and optometric assistants.

THE CHALLENGE

As a future leader in the optical industry, demonstrate to us how you will advocate for diversity, equity and inclusion in your coming role as an optical professional.

Black, Indigenous, and people of colour (BIPOC) in Canada are quickly becoming the majority—and, as a result, more eyecare professionals are experiencing a culturally diverse patient base with unique vision care and communication needs. At the same time, the global and national conversation around diversity, equity and inclusion is driving positive changes for populations who historically have not been treated equally, and who may also be impacted by lack of access to health care and other resources to improve their health and well-being.

Recent research from Transitions Optical, conducted by Wakefield Research, demonstrated the need for further education surrounding eye health for diverse patients. In fact, 81% of Canadian consumers surveyed do not agree that their ethnicity puts them at an increased risk for certain eye issues, while the opposite is true for several ethnicities. Most respondents also do not believe their eye health can be affected by extended exposure to the sun's ultraviolet (UV) radiation and found that nearly seven in 10 (67 percent) of Canadians have not had an eye exam within the past year.ⁱ

ⁱSurvey conducted by Wakefield Research on behalf of Transitions Optical between March 28 and April 6, 2022 among a representative sample of 1,000 Canadian adults, 18+.

A few things to think about as you prepare your project...

- Consider all of your advocacy possibilities! You may advocate for your patients by implementing activities such as inclusive communication, educating them about eye health concerns, and providing an inclusive atmosphere. You may also advocate with your colleagues or think of methods to boost the pipeline of diverse individuals joining the optical business. Consider which approach(es) could be most impactful.
- Think about how will you address the different vision care needs of your diverse patients. Some eye health issues are more prevalent in different groups - are there products or other solutions you can recommend to help protect their eyes?
- What are the facts? Consider using trusted sources or resources from Transitions Optical's website to bolster your submission with research around diversity and eye care. As a start, read Transitions Optical's "Fostering A Diverse, Equitable and Inclusive Optical Industry In Canada" White Paper.
- Think big (or small)! Your submission can tackle the optical industry as a whole, or focus on how you will make a difference locally.

HOW TO APPLY

Select a Format.



ESSAY



PRESENTATION



VIDEO

To enter, develop a project which shows how you will advocate for diversity, equity and inclusion in order to help educate your patients and protect their vision. All three formats have been winners in the past; creativity is encouraged!

Projects will be evaluated by a panel of judges based on the following criteria: creativity, presentation, strategic thinking and ethics. **The students who submitted the best three projects will receive prizes of \$2,000, \$1,500, and \$1,000 - plus a free trial pair of *Transitions* lenses for each winner! The first place winner will also receive an invitation to Transitions Academy 2024 in Orlando, FL.**

Submit your project (or send any questions) to:
StudentsofVision@Transitions.com

Include:

1. Name
2. Phone Number
3. E-mail
4. Mailing Address
5. School
6. Program

Projects must be submitted by: **October 15, 2023**

Winners announced: **November 15, 2023**

