



2021 STUDENTS OF VISION SCHOLARSHIP PROGRAM

Address the heightened need for light protection for your patients for a chance to win a \$2,500, \$1,500 or \$500 scholarship!

Brought to you by Transitions Optical 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, tell us how you plan to address and resolve patients' heightened concerns regarding increased exposure to harmful UVA, UVB, and blue light in your coming role as an optical professional.

The global COVID-19 pandemic has altered consumer behaviour in many unforeseen ways - some of which may be permanent. Many people were forced to spend more time indoors than ever before. According to recent studies, 6 in 10 eyeglass wearers reported spending more time on their digital devices and 75% of them have experienced issues as a result, including eye strain, eye fatigue, discomfort looking at bright screens and sleep interruption.

Additionally, around 40% of eyeglass wearers also declared that the pandemic allowed them to spend more time going outdoors in the bright sunshine. Over half these consumers reported dealing with issues related to sun damage, such as headaches, eye fatigue, and trouble seeing in the bright sun.

With new daily habits leading to increased light exposure and ultimately increased risk for eye damage, it's becoming clear to optical experts and patients alike that the need for light protection is more prevalent than ever.

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

- Reflect on how new consumer behaviour may impact your recommendations for your patients both in their daily habits and in the products they're purchasing to maintain their eye health. Contemplate what products, services and/or habits might provide the best eye protection.
- Think about your target audience! Many consumers may not see the value in products, treatments, or behavioural changes that would significantly decrease their exposure to harmful light. Examine the types of arguments or incentives that might persuade them to prioritize eye health and light protection.
- What are the facts? Consider using resources from Transitions Optical's website and/or other trusted sources to bolster your presentation with research around light sensitivity. As a start, try taking the Transitions' Light Sensitivity Quiz!

HOW TO APPLY

Select a Format.



ESSAY



PRESENTATION



VIDEO

To enter, develop a project, in one of the formats to the left, which demonstrates how you'll address the increased need for light protection in your coming role as an optical professional. 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 \$2,500, \$1,500 and \$500.**

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: **November 1, 2021**
Winners announced: **November 15, 2021**



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