



2024 STUDENTS OF VISION SCHOLARSHIP PROGRAM

Demonstrate to us how you will educate younger patients about protecting their eyes from UVA, UVB and blue-violet light for a chance to win a \$2,000, \$1,500, or \$1,000 scholarship, a pair of *Transitions*® evaluation lenses, and a trip to *Transitions*® Academy in Feb. 2025!

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 educate younger patients about the importance of protecting their eyes from UVA, UVB and blue-violet light in your coming role as an optical professional.

Today's younger generations are growing up in a digital age, spending significant time in front of screens and under artificial lighting. There is a lot of talk about digital device usage and blue-violet light*, but what most people don't know is that the sun is the largest singular source of blue-violet light, emitting over 100 times the intensity of electronic devices and screens.¹ While most Canadians recognize the importance of sunscreen to prevent sunburns and skin cancer, many may be unaware that UV light from the sun can cause serious eye damage. Overexposure to UV rays has been linked to a number of eye diseases that can lead to vision loss.

By establishing healthy habits early—such as consistent UV eye protection—children, teens, and young adults can significantly reduce their risk of future vision loss, ensuring that they protect their eyes today for a lifetime of better sight. This underscores the critical need for eyecare professionals to raise awareness and advocate for proper eye protection among younger generations.

¹ Source: Baillet G., Granger B., Points de Vue, International Review of Ophthalmic Optics, March 2016.

* Blue-violet light is between 400 and 455nm (ISO TR 20772:2018).

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

- **Consider all of your connection possibilities!** You can connect with younger patients about the risks of UVA, UVB and blue-violet light exposure and the importance of protective eyewear through many channels. Whether it's through engaging educational programs, community outreach, social media, or during their visit. Consider which approach(es) would be most effective for your target audience, and what could have the most lasting impact.
- **What products will you recommend?** Consider recommending products that would appeal to younger generations. A photochromic lens like *Transitions® GEN S™* lenses can be a great fit due to its fast activation and feedback speed, and wide availability of colors to enhance the style of the eyeglasses.
- **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 UVA, UVB and blue-violet light. Examine the types of arguments or incentives that might persuade them to prioritize eye health and light protection. Are they more interested in technology, style, convenience, etc. and how does that play into your approach?
- **What are the facts?** Consider using research to help inform your efforts, or reinforce your recommendations.



HOW TO APPLY

Select a Format.



ESSAY



PRESENTATION



VIDEO

To enter, develop a project which shows how you will educate younger patients about protecting their eyes from UVA, UVB and blue-violet light. 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 pair of *Transitions* evaluation lenses for each winner! The first place winner will also receive an invitation to *Transitions®* Academy 2025, taking place Feb. 2 - 5 in Orlando, FL.**

To be eligible, you must either be currently enrolled for the 2024-2025 school year or registered for the upcoming 2025 school year

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: **December 10, 2024**
Winners announced: **January 2025**

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