

Having trouble viewing this email? [Click here](#)



The Opticians Council of Canada  
Le Conseil des Opticiens du Canada

## Opticians Respond to the Call



Engaging Opticians in the national brand is critical to its success. While we can raise public awareness about our profession, it's the Opticians who deliver the brand promise, assuring consumers that they are dealing with a knowledgeable, trained, professional who helps them see better.

For the past few months we've focused our efforts in reaching out to Opticians from coast to coast to understand what they know about the Licensed Optician brand, if they support it and what's needed to make it work for them.

Participation in the research was very positive. Over 1300 Opticians took the online survey and a further 300+ participated in focus groups, interviews and regional events. Most Provinces were well represented and we learned a lot.

## Top 10 Observations

**#10** Opticians love the brand, think it's valuable and see it as critical to protecting the profession.

**#9** Many Opticians simply haven't heard about the brand and tools available on [LicensedOptician.ca](http://LicensedOptician.ca).

## In This Issue

Opticians Respond to the Call  
Top 10 Observations  
iPad Winners  
Research Highlights

**"If we (Opticians) don't add value to the eyewear process then how are we different from an online sale? We have to distinguish ourselves."**

*- Survey participant*

## Research Highlights



LicensedOptician<sup>SM</sup>  
Vision refined.  
OPTICIANS COUNCIL OF CANADA

- 88% of Opticians surveyed were aware of the Licensed Optician brand, 12% were not.
- Only 50% of the surveyed Opticians had signed up on [www.licensedoptician.ca](http://www.licensedoptician.ca) to access brand tools and information.

More communication is needed.

**#8** Apathy. Not all Opticians see themselves as health care professionals or part of a community - engagement is a challenge. Opticians need to be inspired.

**#7** Opticians want to see associations, colleges and schools supporting and communicating the brand more.

**#6** Continuing education credits increase participation in brand activities, but making activities mandatory decreases participation.

**#5** There's no easy way (i.e. central database) to communicate to Opticians across Canada on a regular basis.

**#4** Participating and supporting the brand must be made easy for Opticians.

**#3** Opticians want to see more public awareness education and advertising. This is critical to their support.

**#2** Employers (including Optometrists) and Opticianry students need to hear about the brand so they can support it.

**#1** Opticians believe they have a role to play in supporting and building the brand.

We also gathered some great ideas, quotes and insights which have helped shape the go forward strategy. Expect further updates, new tools and education in the coming months. If you are among the 50% who have not signed up on [Licensed Optician](#) you're missing out on great tools and information to get you going. [Sign up today!](#)

## iPad Winners

Congratulations to Wai Lun Keung from Ontario and Jim Evans from Newfoundland for being the winners

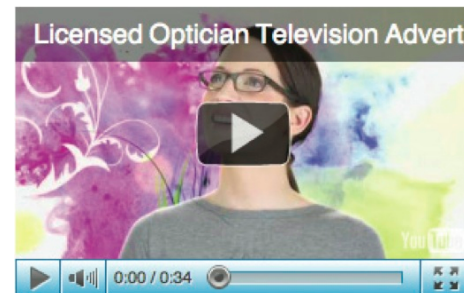
- 83% said that the brand would help people understand what an Optician does.
- 83% said the brand would have a positive effect on the profession overall.
- 66% display the Licensed Optician decal in their place of work.
- 88% said they identify themselves as a Licensed Optician to customer.

**"Licensed Opticians have been shy and meek about what they do. Now we've been given an avenue to express the work we do - loud and proud!"**

*- Survey participant*

## Follow-up Links

- [Licensed Optician.ca](#)
- [Campaign Tools](#)
- [Online Store](#)
- [What Can I Do?](#)



[Share](#)

of the Licensed Optician online survey draw for the two iPad prizes! Thank you to all the Licensed Opticians that filled in the online survey!



Opticians Council of Canada / 2711-83 Garry Street, Winnipeg, Manitoba R3C 4J9/  
[www.opticianscouncil.ca](http://www.opticianscouncil.ca) / [cchong@opticianscouncil.ca](mailto:cchong@opticianscouncil.ca)

**[Forward email](#)**



This email was sent to [cchong@cobc.ca](mailto:cchong@cobc.ca) by [cchong@opticianscouncil.ca](mailto:cchong@opticianscouncil.ca) | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

COBC | 420 - 2025 West Broadway | Vancouver | British Columbia | V6J 1Z6 | Canada