

List of key messages

We have developed these key messages that we encourage you to use in your patient communications, if talking to the media, or within public forums. The more we can use these consistently, the more they will start to resonate within the community.

- >> Our optometrists are primary health care providers delivering comprehensive eye health and vision care.
- >> We are available to provide a range of comprehensive eye health and vision care.
- >> Our practice has a stringent COVID-safe plan.
- >> In today's climate, taking care of your health is as critical as ever and patients may have a number of concerns related to their eye health as a result of the global pandemic. We can counsel patients and treat a number of eye-related conditions including digital eye strain, dry eye or the onset of myopia (short-sightedness) in children.
- >> With around 90% of blindness and vision impairment preventable or treatable if detected early enough, it is important to prioritise your eye health by having regular eye examinations.
- >> As optometrists, we are a vital part of your healthcare team. We can identify early warning signs and manifestations of more than 270 systemic and chronic diseases including diabetes, high blood pressure, autoimmune diseases and cancers.
- >> You can find an optometrist near you by using the Find an Optometrist search function on the Good vision for life website.
- >> We provide a healthy and safe environment for patients to receive optometric care. Since the outbreak of the COVID-19 pandemic there are a range of consultation options available to suit patients' needs, including face-to-face care and tele-health. Stringent infection control principles are adhered to in our practice.
- >> Optometry Australia recommends regular eye examinations should commence from before starting primary school and then regularly throughout life, typically every two to three years. However, Australians should visit an optometrist immediately if they notice changes to their vision.
- >> Optometry Australia drives the Good vision for life campaign, which aims to educate Australians about eye health, so there is loads of helpful information on www.goodvisionforlife.com.au. We encourage people to sign up to receive regular updates and information.
- >> The Optometry Australia 2020 Vision Index found that three quarters (76%) of all Australians consider their eyesight to be their most important sense, with three in five Australians stating they're worried about the quality of their eyesight.

