

OFF SCREENS OUTSIDE OPTOMETRIST



Good vision for life[®]

An Optometry Australia initiative

Myopia Awareness Campaign Resource Guide

Campaign Supporters

Diamond Supporter



HOYA Lens Australia is proud to partner with Optometry Australia's Myopia Awareness Campaign as the Diamond sponsor, addressing the growing prevalence of myopia in children. HOYA Vision Care is committed to promoting innovative solutions, like MiYOSMART lenses with D.I.M.S. Technology, clinically proven to slow myopia progression by up to 60%. This partnership aims to raise awareness among optometrists and parents about the importance of early myopia management and the use of evidence based solutions. The campaign launches on April 7, 2025, marking a significant step in combating this global health challenge.

Sapphire Supporters



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Seeing beyond

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Introduction

Optometry Australia is delighted to unveil our **Myopia Awareness Campaign**, a groundbreaking initiative designed to confront the rising tide of myopia across Australia and reshape how the public views eye health and the vital role of optometrists. With the powerful slogan “Off screens. Outside. Optometrist.,” this campaign is a rallying cry for families to reduce screen time, embrace outdoor activities, and prioritise regular eye check-ups.

Launching publicly in April 2025, this effort is more than just raising awareness—it’s about empowering optometrists like you to lead the charge in early detection, prevention, and management of myopia, while redefining our profession in the eyes of the community. Backed by an impressive coalition of partners—from our Diamond partner Hoya to a host of Ruby, Sapphire, Gold, and Silver supporters—this campaign reflects a united commitment across the optometry sector to safeguard the vision of future generations. For many years, optometrists have voiced frustration over the public’s narrow perception of our profession as merely “the glasses people.” This campaign is part of Optometry Australia’s response to that challenge, a strategic push to elevate your role as primary eye care providers and shift the narrative toward the broader, critical impact you have on public health.

Optometry Australia’s consumer research in our 2020, 2022 and 2024 Vision Index surveys have revealed that public awareness and understanding of myopia remains very low. In our latest survey in November 2024, 21% of the survey respondents had never heard about myopia, while 32% had heard about myopia but were unaware of myopia symptoms. Concerningly, a large majority (85%) of respondents were unaware of myopia control options or treatments. From the study results, 45% of children had not seen the optometrist before the age of 9. This correlates with Medicare data indicating that less than one in three children aged 5-14 had an eye examination in the last financial year.

By targeting Australian parents with young children through a dynamic mix of video, social media, radio, and digital outreach, we’re driving families to member practices with a renewed understanding of why regular eye care matters. But piquing their interest is just the beginning—it’s up to you to build their trust with exceptional, evidence-based myopia care. This is a unique opportunity to showcase your expertise, strengthen your practice, and contribute to a nationwide movement that promises healthier vision and a reduced burden of blindness in the years ahead.



Introduction

To ensure you're ready to meet this moment, we've developed a wealth of resources, accessible through the Myopia Microsite within the member-only section of our website.

This Quick Start Resource Guide is your entry point to those tools—downloadable patient materials, fact sheets, management guides, videos, and free CPD courses—all designed to sharpen your skills and equip you with the latest in myopia management. We're asking you to dive in, upskill yourself, and harness these resources to deliver best-practice care that not only meets patient needs but also reinforces optometry's standing as a cornerstone of Australian healthcare.

This campaign is a win-win: it reduces myopia rates for the public, elevates our profession's profile, and eases long-term pressure on the health system—a true collaboration benefiting optometrists, families, and the broader community.

As optometrists, you are the heartbeat of this initiative, and we're proud to support you in leading the way. We want you to feel inspired by the scale of this effort and the momentum it's building, knowing that Optometry Australia is working tirelessly to drive demand for your services while championing the public's eye health. Take pride in being part of a profession that's stepping up to tackle a growing epidemic with innovation and expertise.

Explore the microsite, engage with the CPD opportunities, and seize the business potential this campaign creates for your practice. Together, let's spread the message of the importance of preventative eye care and regular check-ups, resetting health behaviours across Australia and cementing optometry's place at the forefront of this vital mission.

This is your chance to get involved, make a difference, and help shape a clearer future for all.



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GUIDEBOOK

Myopia Management:
Get started and
build confidence

OA WEBINAR

What are the new and
emerging therapies in
myopia control?

PODCAST

Optometry Talks:
Understanding Myopia
Management: a guide for
the everyday optometrist

PRACTICE RESOURCES

Free-to-download
resources to support
clinical communication
and patient management
in myopia

POSITION STATEMENT

Optometry Australia
Position Statement on
Myopia Management

Thank you.

Visit the [Optometry Australia Myopia Microsite](#) for more resources and information.

