

C.A.O. BULLETIN

INTERACTION PARTICIPANTS PLOT FIVE YEAR OBJECTIVES

Presidents, vice-presidents, secretaries and CAO Councillors of each provincial optometric association met to discuss current and future five-year objectives during CAO's Interaction '80 in Ottawa on June 16. Topics included legislation, education, communications, the Trust Fund, and provincial issues in optometry. On Day II of the conference, the participants were joined by representatives of the schools and colleges of optometry and students associations to foster a full and open exchange of views from the optometric community. Dr. Harding LeRiche delivered the Keynote Address (see next item). In addition, reports were received from both schools of optometry. The next issue of the Journal will feature a full conference wrap-up.

EPIDEMIOLOGIST ADDRESSES INTERACTION '80

Dr. Harding LeRiche, an epidemiologist from the University of Toronto who has studied the delivery of vision care by ophthalmologists and optometrists, presented the Keynote Address on Scope of Practice to some 50 optometric leaders June 16 during CAO's Presidents/Secretaries Conference—Interaction '80—in Ottawa. He was asked to comment on the role of the optometrist and compared aspects of primary vision care as delivered by optometrists and ophthalmologists. His speech was followed by group discussions of the issues by conference participants, culminating in a consensus geared towards concrete future objectives.

Dr. LeRiche undertook a study of vision care delivery by ophthalmologists in a 1977 study for the Ontario Medical Association. He is also responsible for a 1979-80 study on optometric care done for the Ontario Ministry of Health. (At press time Dr. LeRiche's address was not yet available, however, we will be carrying a full report in our next issue along with our regular Interaction '80 coverage.)

CAO COUNCIL MEETING

CAO Council held its summer meeting June 14 in Ottawa just prior to Interaction '80. Topics included the discussion of a new political action program necessitated by the reinstatement of new liberal government this spring, CAO involvement in federal government programs, consolidation of the new CAO committee structure, the 1980 public information program, interprofessional relations, and the 1981 Biennial Congress in Quebec City.

BCOA PREVENTS OPTICIAN FROM PRACTISING OPTOMETRY

A 1979 B.C. Supreme Court case in which the British Columbia Optometric Association sought to prevent a contact lens firm from illegally practising optometry has been resolved in favour of the B.C.O.A.

The court found that the use of an ophthalmometer and slit lamp by employees of the optician "... to measure the curvature of the parts of the eye ... to assess the lens strength ... constituted the practice of Optometry. ..."

The court also ruled that advice given concerning the necessary type of lens "... having regard to the possible functional involvement of the organic disorder in the patient's right eye, constituted the practice of optometry. ..."

Finally the court ordered that the contact lens firm desist from practising optometry, "... in particular, from conducting the investigation of the function of the human eye by means of test lenses, test cards, trial frames and other instruments or devices ... specifically Ophthalmometers and Slit Lamps and the adaptation of lenses, or the use of orthoptic instruments of any kind for the purpose of improving or correcting the visual function."

THIRD PARTY ACTION MOVES AHEAD

The National Advisory Commit-

tee on Vision Care Benefits has been working diligently to ensure the creation of a uniform system of vision care benefit plans in Canada. The committee's work is well on target with recent action being taken to consolidate its information base and identify the appropriate format of presentations to insurance carriers, industry and labour. The Advisory Committee has produced an introductory brochure and each provincial representative has agreed to have his provincial association identify target groups with a potential interest in vision care plans. Each province is also selecting a committee to negotiate with these groups.

Members of the national committee are: Jean-Marie Rodrigue (Chairman, Quebec); John Snow (Nfld.); Greg Beer (P.E.I.); Ron Haines (N.S.); Wayne Lenehan (N.B.); Guy Lamoureux, (Legal Counsel, Quebec); Bob Newhouse (Ontario); Harry Basman (Manitoba); Dick Watts, (CAO representative, Alberta); Jim Krueger, (Sask.); Brian Cox, (B.C.); Don Schaefer (General Manager, Ottawa).

CIVIL AVIATION REFERRALS NEED FURTHER CLARIFICATION

In 1979, Transport Canada implemented a CAO request which required eye examination notices to pilots to include the option of using an optometrist for the test. However, some Regional Aviation Medical Officers have not been accepting optometric reports and CAO will be requesting a further meeting with department officials to clarify the matter.

OTTAWA OPTOMETRISTS PARTICIPATE IN CPHA'S NATIONAL CONFERENCE

Several Ottawa optometrists took part in the 71st Annual Conference of the Canadian Public Health Association in Ottawa June 23-26. Aside from the lectures they attended, the practitioners manned the CAO booth in the display area, discussing vision care with hundreds of visiting health care practitioners and administrators. The Conference theme this year was "Public Health in the '80's—Opportunity or Demise?"

MEDIC ALERT BRACELET COULD SAVE VISION

Glaucoma and contact lens patients are in danger of suffering vision loss in the event of an incapacitating accident or sudden illness if authorities are unaware of the patient's special needs. Optometrists can help reduce this danger. CAO has made arrangements with the Medic-Alert Foundation to publicize the need for these patients to be aware of the Medic-Alert program. By wearing an identity bracelet and carrying an Alert card, these patients can ensure they receive the proper care during an emergency. Please check the envelope that brought you this edition of the Journal for Medic-Alert information in order to better advise your patients who may benefit from the Medic-Alert program.

CAO REPRESENTED AT I.O.O.L. MEETING IN JAPAN

Dr. George Woo was in attendance at the 53rd Congress of the International Optometric and Optical League and acted as CAO's representative during the proceedings in Nagoya, Japan May 26-30. Dr. Woo also participated as a lecturer in the educational program which included many leading lecturers from around the world. The Congress will be followed by the 3rd Annual Meeting of the International Federation of Asian and Pacific Associations of Optometrists in Hong Kong and both events are expected to stimulate further improvements to the field of vision care in Asia.

MANITOBA O.D. ON C.N.I.B. MANAGEMENT BOARD

The Manitoba Optometric Society is making excellent progress in its relationship with the CNIB in that province. Dr. Bruce Rosner has become a member of the CNIB Manitoba Division's Board of Management in what is believed to be the first time an optometrist has held this position on a provincial level.

Dr. Steven Mintz has recently delivered a lecture for CNIB on Safety Goggles in Sports, the first time in Manitoba an optometrist has been publicized as a CNIB speaker.

MOS is also working with CNIB and the Manitoba government to set

up a geriatric vision screening program, following the success of the provincially sponsored Vision Conservation Program for children. (See report in CJO, December, 1979).

CAO'S NEW PUBLIC INFORMATION COORDINATOR



CAO's Public Information Office has secured a new Coordinator, Mr. Alex Saunders, 26, who brings a variety of valuable qualities to the position. Alex combines his recent experience as a publicist/public relations officer for the St. Lawrence Parks Commission in Kingston with a professional degree in Journalism from Carleton University.

He commenced full-time duties June 14 following a two week orientation period which led to his participation in the Presidents/Secretaries Conference June 15-16. Alex received a thorough introduction to his new role from Tom Little who has now re-located in Vancouver after three years with CAO.

PUBLIC INFORMATION PROGRAM

CAO's public information program is continuing to meet the needs of the public in many areas as demand for vision care information grows. The series of six new pamphlets has received an overwhelming response, with over 25,000 pamphlets sent out as of May 15 and the third English printing underway. The first French pamphlets were mailed with the March Journal and early response has been excellent.

Two public service announcement TV films were distributed this spring, the 30 second "general" film and the 60 second "old age" film. Television stations air them without

charge, thus raising public awareness in a way that would otherwise cost hundreds of thousands of dollars.

Seven news releases have been issued in the first six months of the year: Vision and Smoking, Low Vision, Vision and Diabetes, Vision and Mental Retardation, Medic-Alert Bracelets, Sunglasses and Holiday Tips. The first five were part of CAO and provincial association's efforts to extend inter-professional relations to other organizations in the health care field.

\$145,000 AIR TIME FOR PSA's IN MONTREAL

During 1978-79 free air time valued at \$145,133 was provided by a Montreal television station for broadcast of the vision care public service films produced by CAO. According to information from l'Association Professionnelle des Optométristes du Québec, CFTM-TV aired the 60-second messages 63 times in 1978 and 54 times in 1979. They also broadcast the 30-second message 12 times in 1978. Word was also received from two other stations, CKRS in Jonquiere, who aired the 30-second message 30 times (\$1800) and CHLT in Sherbrooke, who aired the same message 78 times (\$5,145).

\$30,000 CAMPAIGN IN READER'S DIGEST BEGINS

The Manitoba, Alberta and British Columbia Optometric Associations are jointly sponsoring a \$30,000 public information campaign that will carry a one page announcement in five issues of Reader's Digest. The magazine has a circulation of 446,000 in the three provinces and optometrists there will each contribute \$100 to support the program. The Alberta Association has levied an extra \$100 in the event that additional announcements are placed in the Reader's Digest in Alberta alone.

A complimentary program costing the three provinces \$8,295 would see additional information reach the public through colour eye charts, sports posters, general news releases and television and radio public service announcements.