

**World Council of Optometry Strategic Plan 2021-2024**  
**'One Voice for Optometry'**

<b>Mission</b> – To promote eye health and vision care globally as a human right and advancing optometry’s role in achieving this goal through advocacy, education, and collaboration	<b>Vision</b> – A World with equitable access to quality eye health and vision care for all people
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Our strategic goal areas:

<b>Theme 1</b>	<b>Theme 2</b>	<b>Theme 3</b>	<b>Theme 4</b>
<b>Inspiring Optometric Excellence</b>	<b>Integrating Optometry in the Broader Health Sector</b>	<b>Membership Support and Growth</b>	<b>Future Planning</b>
Meeting human resource needs within the profession through supporting optometric education and student training.	Continuing to increase awareness of optometry as a provider of vision and eye care services .	Serving members by supporting them to function at the highest level possible through education, public health and legislative initiatives.	Continued collaboration with the WHO and IAPB to address the visual needs of the world, and participation in all aspects of eyecare on a global level.
Maximizing optometry’s contribution to improving vision and eye health outcomes through continued development of the profession, supporting optometrists to learn necessary competencies.	Supporting efforts to ensure delivery of eye care is equitable and accessible, through the inclusion of optometry in the delivery of eye care.	Growing country, affiliate and individual memberships, including programs to educate the public about our organization and the work that we do; and by developing a shared responsibility in growing WCO between the members, the leadership, and the staff.	
Promoting and advocating ethical practice.	Supporting the inclusion of optometry in the team approach to health.	Working to increase efforts by accessing financial and personnel resources through the efforts of WOF, collaborative programs and seeking grants.	Continuing to be the international voice of the profession.
Providing guidance and support to members on the legislation and regulation of the profession.	Supporting our members to become recognized as an official profession, which is regulated and legislated.	Providing support to increase the number of fellowships that are available.	Investigating the most effective governance model with a goal of increased member engagement.
Supporting expansion of scope of practice as new/updated science and evidence emerges, through the revision and updating of competencies that define optometry.	Emphasizing and supporting life-long learning that highlights new/updated evidence for health promotion, prevention, screening, diagnosis and treatment of vision and eye health disorders.		Monitoring the science of new technologies and models of care, including AI, that can improve delivery of optometric services and educating the profession when these new models arise.
Providing programs to develop leadership within the profession who can speak for the profession at local, national and international levels and be advocates for official recognition.			
Integrating optometry into public health by addressing the issues outlined in the World Report of Vision (2019) including but not limited to focusing on integrating optometry into universal health care, supporting a continuum of care, emphasizing integrated patient centered care and ensuring the profession is able to practice at the level of their education.			