

World Council of Optometry Announces Theme for 2024 World Optometry Week Celebration March 17-23

Advancing Optometry's Commitment to Global Eye Care

ST. LOUIS, January 29, 2023— World Optometry Day, March 23, shines an annual spotlight on the profession of optometry and the contribution of optometrists worldwide to increasing access to eye health care as a human right. This year, the World Council of Optometry (WCO) will celebrate World Optometry Week 2024 from March 17 – 23, and specifically World Optometry Day on March 23, with the theme “Advancing Optometry’s Commitment to Global Eye Care.”

With this theme, WCO seeks to highlight the ongoing work done by optometrists across the globe to improve equitable access to eye care as well as the profession’s role in promoting the adoption of Integrated People-centered Eye Care (IPEC) in countries’ health systems, as recommended by the World Health Organization’s (WHO) 2019 World Report on Vision.

“As we approach World Optometry Week 2024, I am encouraged to see how optometry as a profession is embracing the need to address the large burden of preventable vision impairment,” shares WCO President, Dr. Sandra Block. “We continue to educate our patients as well as stakeholders who understand the importance of access to quality eyecare. Optometry has taken a leadership role in addressing the many challenges.”

We invite optometrists worldwide to use our [World Optometry Week Social Media Resources](#) to assist in your World Optometry Week and World Optometry Day advocacy. Our partners at the International Agency for the Prevention of Blindness (IAPB) have developed the [Advocacy to Action Toolkit](#) to learn more about advancing the IPEC model as the future of equitable eye care.

Let WCO know how your organization is celebrating World Optometry Day and World Optometry Week 2024 at communications@worldoptometry.org.

About the World Council of Optometry

The World Council of Optometry (WCO) is an international membership-based non-profit organization for individual optometrists, industry professionals and optometric organizations that envisions a world where optometry makes high quality eye health and vision care accessible to all people. Its mission is to facilitate the development of optometry around the world and support optometrists in promoting eye health and vision care as a human right through advocacy, education, policy development and humanitarian outreach. To learn more, please visit www.worldcouncilofoptometry.info or follow us on [LinkedIn](#), [Facebook](#), [X](#), and [Instagram](#).

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