



WORLD COUNCIL OF OPTOMETRY

World Council of Optometry Unveils Theme for World Optometry Week 2025 Celebration March 17-23

Eyes to the Future: Optometry Improving Global Wellness

ST. LOUIS, February 06, 2025— The World Council of Optometry (WCO) is happy to announce the theme for World Optometry Week 2025: [Eyes to the Future: Optometry Improving Global Wellness](#). WCO's World Optometry Week 2025 celebration will begin on Monday, March 17, and conclude with World Optometry Day on Sunday, March 23. This annual observance highlights optometry's critical role in global health and wellness and the contribution of optometrists worldwide to increasing access to eye health care as a human right. With this year's theme, WCO aims to emphasize optometry's far-reaching impact and its vital role in shaping the future of eye care worldwide.

Optometry's Global Impact

Optometry is far more than just vision correction; it is a key pillar in global healthcare, contributing to overall wellness, disease prevention, and the diagnosis of health conditions that affect more than just the eyes. When incorporated into health systems, optometry can act as an entry point for detecting a range of health issues. WCO is proud of the ongoing efforts by optometrists who continue to break down barriers to care by expanding access, educating patients, and advocating for better integration of eye care into health systems worldwide.

"As an optometrist and the President of WCO, I am proud to see how the care we offer our patients helps lead to increased awareness of health issues, more involvement in prevention of vision and overall health problems, along with early diagnosis, quality eyecare and integration of vision and eye health as a part of universal health care," says WCO President Sandra Block. "We know that visual impairment can negatively affect our patients, so we need to collectively work with the health care team to ensure the best outcomes possible."

Optometry's Future in Global Eye Care

As we look to the future, optometry's role in global healthcare is more important than ever. The growing global population, coupled with an aging demographic and increasing urbanization, presents significant challenges for healthcare systems, particularly in delivering sustainable eye care. Optometry is uniquely positioned to lead the way in preparing for these challenges by expanding its role as a primary eyecare provider within collaborative care models.

Optometrists' education and training continue to evolve, empowering professionals with the skills to address not just vision correction but also to investigate, monitor, and treat a wide range of eye diseases. Launched March 2024, the [WCO Competency Framework for Optometry](#) highlights the competencies required for optometry to participate most effectively in the international eye care agenda. This expanded scope is crucial in meeting the growing demand for eye care, especially in areas with limited access to eye care in community or hospital settings. By integrating optometrists into healthcare teams, countries can better prevent and treat eye diseases and address the needs of their populations.

Looking ahead, WCO calls on optometrists, healthcare leaders, and policymakers worldwide to ensure that eye care remains a priority of the global health agenda. As optometry continues to evolve, it will play a key role in shaping health systems and promoting overall wellness. Through collaboration,

innovation, and continued education, the global optometry community is preparing for the future, ensuring that the eyes of tomorrow are in capable hands.

Join us in celebrating World Optometry Week 2025 with the theme "Eyes to the Future: Optometry Improving Global Wellness" and be part of a movement that is shaping the future of eye care around the world. We invite optometrists worldwide to use our multi-lingual [World Optometry Week Social Media Resources](#) to support your advocacy efforts for World Optometry Week and World Optometry Day. Additional assets will be added in the coming weeks.

Let WCO know how your organization is celebrating World Optometry Day and World Optometry Week 2025 at communications@worldoptometry.org.

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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 with high-quality, accessible eye health and vision care for all people. Its mission is to advance and promote optometry, global eye health and vision care through collaboration, education, and advocacy. To learn more, please visit www.worldcouncilofoptometry.info or follow us on [LinkedIn](#), [Facebook](#), [X](#), and [Instagram](#).

Media Contact

Allison Bartnick, Marketing and Communications Associate
World Council of Optometry
abartnick@worldoptometry.org