

Dear WCO Member:

In an effort to increase optometrists' awareness, capacity and participation in VISION 2020 activities, the World Council of Optometry (WCO) developed the Public Health Toolkit: Developing Optometry's Leadership in Eye and Vision Care. We are happy to announce that this vital material is available on our website (www.worldoptometry.org). The link is under the Member Login Section - Core Policies & Documents - Link to VISION 2020 Public Health Toolkit.

Spearheaded by the WCO's Public Health and Development Committee (PHDC), the Toolkit provides a step-by-step approach to incorporating the key components of a public health program while customizing interventions to specific needs. It is a practical resource offering tools and information that you can immediately apply. We strongly encourage you to use this material to advance and participate in VISION 2020 programs.

WCO has begun the second phase of implementation by offering workshops on VISION 2020 and the Toolkit. Thus far, we have delivered programs in India and Norway. Our ideal outcome is for workshop participants to produce an action plan for consideration and implementation by optometrists and key partners within their countries and to provide WCO with feedback. Sessions will be planned in combination with national and regional meetings.

The WCO extends thanks to the PHDC for its tremendous work in creating this resource. In addition, we offer sincere appreciation to VISTAKON, Division of Johnson & Johnson Vision Care, Inc. for their generous support in the publication and distribution of the Public Health Toolkit.

Please feel free to contact the WCO Secretariat with any questions - especially if you need assistance logging into the Members Only section of the Website. The PHDC remains accessible for counsel and advice.

Sincerely,
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