



Opticians Month in Ohio Ideas to Try

Meet & Greet

Invite patients and potential patients to meet the opticians in your shop or practice and ask questions about their eyewear. Plan to give a short introduction at the Meet & Greet that includes:

1. An introduction of the staff opticians in attendance,
2. A description of the opticians' activities at your shop or practice,
3. An explanation of how those activities benefit patient care, and
4. An invitation to ask questions about eyewear and eye health.

Participate in Local Health Fairs

Host a session or participate at health fairs or when speaking to senior citizens groups. Encourage patients to bring their eyewear to discuss their eyecare needs with an optician.

Take Your Legislator to Work

Hosting a site visit for your state senator and/or representative will provide them with an invaluable view of the contemporary role of opticians. Make sure that an optician in your shop or practice is interacting directly with patients during the visit as to best show him or her the benefits an optician offers a consumer. For more assistance in planning a visit for your legislator, contact the OAO office at 800-661-5367 x3187 or Info@OAO.org.