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The Person Behind the Role: Well-being and purpose in Optometry by Sheena Tanna-Shah launched on 2 September 2026, with a free ebook available to everyone working or studying within UK optometry sponsored by Optometry Wales.

The Book was launched at an event held at The Lighthouse, Swansea Bay on 2 September hosted by Optometry Wales with speeches by Gwyn Williams, MS. *(Photos attached)*

Written in response to the growing pressures experienced across the profession, the book explores wellbeing, identity, confidence and the importance of looking after the individual behind every role.

People are often recognised for what they do, the responsibilities they carry and the support they provide to others. The Person Behind the Role encourages readers to pause and consider the human being behind those expectations regardless of their job title, position or stage in their career.

Author Sheena Tanna-Shah said:

"We spend so much of our lives fulfilling roles at work, at home and within our communities that it can be easy to lose sight of ourselves as individuals.

"This book is an invitation to pause, reflect and reconnect with the person behind those responsibilities. I wanted it to feel honest, accessible and relevant to the real challenges people face, rather than presenting wellbeing as another task to complete."

Although inspired by Sheena's experiences and conversations within optometry, its themes extend beyond any one profession. The book explores the quieter pressures that can affect people at every stage of their lives and careers, including self-doubt, exhaustion, changing priorities and the expectation to appear as though everything is under control.

The significant support of Optometry Wales has made it possible for the digital edition to be offered free to everyone working or studying within UK optometry. Its commitment to the project has been instrumental in helping this important message reach people across the profession.

Judy Misra, Chief Executive of Optometry Wales stated

"*On behalf of Optometry Wales, I'm genuinely pleased that we are able to support the development and digital distribution of this well-being resource. Since Optometry Contract*

Reform was introduced in October 2023, I've seen first-hand how practices across Wales have had to adapt, evolve, and take on new responsibilities in caring for patients.

The optometry profession depends on the people who show up every day to deliver eye-care services, and their well-being matters.. Ensuring that practitioners and practice teams feel supported, valued, and able to thrive is essential if we are to continue providing the high-quality care that patients across Wales deserve."

Gwyn Williams, MS who spoke at the launch event stated*: "Maintaining my mental health and well-being throughout my career as a consultant ophthalmologist, as well as my position as a Member of the Senedd, has been crucial to my overall health. It is vital to pay attention to signs of your body becoming stressed, or even beginning to burn out, in order to stay healthy.*

Tanna-Shah's excellent book highlights the importance of having a purpose when working, but it also emphasises that there needs to be attention paid to balancing that work with your own personal wellbeing. Vitally, this stems from the culture that is created in the workplace."

A printed edition will also be available for those who prefer a physical copy.

Sheena added:

"Wellbeing support should not only be available when someone reaches crisis point. Sometimes, simply feeling seen and understood can be the beginning of meaningful change.

"My hope is that the book starts more open conversations and reminds people that their value extends far beyond their role or job title."

The Person Behind the Role launched on 2 September 2026.

For further information and access to the free ebook, visit please see attachment

Notes to editors

- Title: The Person Behind the Role: Well-being and purpose in Optometry
- Author: Sheena Tanna-Shah
- Launch date: 2 September 2026
- Print edition RRP: £16.99
- A free ebook will be available to everyone working or studying within UK optometry.
- The free ebook initiative has been made possible through the significant support of Optometry Wales.
- Sheena Tanna-Shah is a co-founder of Inspiring Success and Optometry Wellness and works to promote more open, human conversations about wellbeing.

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Optometry Wales is the umbrella professional body for all community optometrists, dispensing opticians and optometric practices in Wales, with our main function to represent the profession at all levels in Wales. Optometry Wales negotiates on behalf of the Regional Optical Committees in Wales in respect of national NHS services provided by optometry in primary care.