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To: Dispensing Optician Committee Members **Date:** August 18, 2017

From: Martha Garcia, CLD, SLD **Telephone:** (916) 575-7170
Committee Chair

Subject: **Agenda Item 6 – Discussion and Possible Action to Create DOC Outreach Campaign**

During the July 14 meeting, staff identified the severe outreach needed for the Registered Dispensing Optician (RDO) Program. Outreach areas included the following:

- Education about the Board
- Clarification – Board vs. ABO Certification
- Renewal Requirement through Board NOT ABO
- Education on registration types
- Improved communication methods
- California Prison Industry Authority ([CALPIA](#))

DCA's Communications Office will assist the DOC in drafting a communications plan addressing the above areas and any other outreach areas suggested by the DOC.