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To: Public Relations and Outreach Committee Members **Date:** September 28, 2017

From: Rob Stephanopoulos, Assistant Executive Officer **Telephone:** (916) 575-7185

Subject: **Agenda Item 4 –Discussion and Possible Action Regarding Board Strategic Plan “Outreach” Objectives**

Once the Board approved its Strategic Plan, the Department of Consumer Affairs’ (DCA) SOLID team met with staff to develop an action plan to implement the Board’s goals and objectives. While the Executive Officer and staff are ultimately responsible for implementing Board policy, there are several objectives where staff could benefit from committee input and feedback.

Please review the proposed action plan (Attachment 1) for the Board’s Strategic Plan “Outreach” Objectives and provide input/feedback wherever necessary.

GOAL 5: OUTREACH

The Board proactively educates, informs, and engages consumers, licensees, students, and other stakeholders on the practice of optometry and the laws and regulations which govern it.

- 5.1 Review and educate licensees about the scope of practice for optometric assistants, opticians, RDO's, CLD's and SLD's to mirror the letter and chart sent to optometrists clarifying privileges for specific licensing certifications in order to enhance consumer protection.

Start Date: Q3 17/18		End Date: Q1 18/19
Success Measure: Information disseminated.		
		Completion Date
opticians, and RDO's, CLD'S, AND SLD'S and develop letter with chart.		Jan 2018
Consult with and obtain approval from legal counsel.	Policy Analyst	Feb 2018
Obtain feedback from the Dispensing Opticians Committee.	Policy Analyst	June 2018
Disseminate through social media, website, email blasts, and traditional letter.	Policy Analyst	July 2018

- 5.2 Educate practitioners about current federal law regarding contact lens prescription release (8-hour law).

Start Date: Q3 17/18		End Date: Q1 18/19
Success Measure: Information disseminated.		
Major Tasks	Responsible Party	Completion Date
Research updated laws.	Policy Analyst	March 2018
Develop educational materials.	Policy Analyst	May 2018
Consult with legal to ensure the information being Disseminated is accurate.	Policy Analyst	May 2018
Seek feedback from the Outreach Committee.	Policy Analyst	June 2018
Disseminate educational materials.	Policy Analyst	June 2018

- 5.3 Educate licensees and registrants about advertising requirements (e.g. free eye exams, free 2nd pair of glasses, etc.) to avoid misleading the public and reduce licensee confusion.

Start Date: Q4 17/18		End Date: Q2 18/19	
Success Measure: Information disseminated.			
Major Tasks		Responsible Party	Completion Date
Research applicable laws.		Policy Analyst	May 2018
Develop educational materials.		Policy Analyst	June 2018
Consult with legal to ensure the information being disseminated is accurate.		Policy Analyst	June 2018
Seek feedback from the Outreach Committee.		Policy Analyst	June 2018
Disseminate educational materials.		Policy Analyst	July 2018

- 5.4 Educate the public on how to adequately fill contact lens prescriptions based on expiration dates and quantity limits to increase awareness and enhance consumer protection.

Start Date: Q1 18/19		End Date: Q3 18/19	
Success Measure: Information disseminated.			
Major Tasks		Responsible Party	Completion Date
Research relevant laws.		Policy Analyst	August 2018
Develop educational materials for consumers.		Policy Analyst	September 2018
Consult with legal to ensure the information being disseminated is accurate.		Policy Analyst	September 2018
Seek feedback from the Outreach Committee.		Policy Analyst	June 2018
Disseminate educational materials.		Policy Analyst	July 2018

- 5.5 Develop a public relations campaign to educate unlicensed sellers regarding contact lens distribution laws to mitigate future violations, therefore protecting consumers.

Start Date: Q4 17/18		End Date: Q2 18/19	
Success Measure: Information disseminated.			
Major Tasks		Responsible Party	Completion Date
Research relevant laws.		Policy Analyst	May 2018
Develop educational materials.		Policy Analyst	June 2018
Work with DCA’s Communication’s team to develop outreach campaign, including identifying audience, potential partnering stakeholders and implementation timeline.			
Consult with legal to ensure the information being disseminated is accurate.		Policy Analyst	June 2018
Seek feedback from the Outreach Committee.		Policy Analyst	October 2018
Disseminate educational materials.		Policy Analyst	October 2018

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 mote BreZE’s online renewal capability to licensees to decrease manual entries and improve staff efficiency.

Start Date: Q3 17/18		End Date: Q3 17/18	
Success Measure: 10% decrease in manual entries.			
Major Tasks		Responsible Party	Completion Date
Update social media and website.		Policy Analyst	January 2018
Send email blast via LISTSERV.		Policy Analyst	January 2018
Partner with related professional associations including the California Optometric Association (COA) and the California Association of Dispensing Opticians (CADO).		Policy Analyst	January 2018

- 5.7 Develop a communication plan utilizing technology to communicate more effectively with stakeholders, patients, and licensees.

Start Date: Q2 17/18		End Date: Q3 17/18	
Success Measure: Communication plan developed.			
Major Tasks		Responsible Party	Completion Date
Research other licensing agencies.		Policy Analyst	December 2017
Partnering with DCA’s Communication’s Team, develop a communication plan.		Policy Analyst	December 2017
Seek feedback from the the Outreach Committee.		Policy Analyst	December 2017
Disseminate educational materials.		Policy Analyst	January 2018

- 5.8 Develop a communication plan to raise awareness of the importance of children’s vision health and wellness.

Start Date: Q2 17/18		End Date: Q3 17/18	
Success Measure: Communication plan developed.			
Major Tasks		Responsible Party	Completion Date
Using research from Children’s Vision Workgroup and COA, develop communication plan.		Policy Analyst	December 2017
Seek feedback from the Children’s Vision Workgroup.		Policy Analyst	December 2017
Implement communication plan.		Policy Analyst	January 2018