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To: Board Members **Date:** November 3, 2017

From: Jessica Sieferman **Telephone:** (916) 575-7184
Executive Officer

Subject: Agenda Item 14. Update and Discussion on Staff Outreach at Continuing Education Events

Background

Currently, staff present to third year optometry students about the Board and its licensing, enforcement and administrative processes. The presentation includes examples of frequent complaints, potential consequences, and helpful reminders throughout their career.

However, the Board and staff agree that more can be done to educate licensees on a regular basis. One recommendation is to have staff attend and/or present at continuing education events throughout California. However, due to the Governor's Executive Order B-06-11, only mission critical travel is permitted. According to the Order, "mission critical" means travel that is directly related to:

- Enforcement responsibilities.
- Auditing.
- Revenue collection.
- A function required by statute, contract or executive directive.
- Job-required training necessary to maintain licensure or similar standards required for holding a position.

Mission critical does not mean travel to attend:

- Conferences (even those that historically have been attended).
- Networking opportunities.
- Professional development courses.
- Continuing education classes and seminars.
- Non-essential meetings that can be conducted by phone or video conference.
- Events for the sole purpose of making a presentation unless approved by the Department Director.

In the past, other Board/Bureau requests to have a booth at conferences to disseminate information and answer questions or to provide general outreach typically was not approved. What has been approved are requests where the Board/Bureau is on the agenda as a speaker on very specific topics that have major impact on the industry (i.e., legislative changes, implementing regulations, changing from state to national exams, etc...) or where the Board/Bureau can justify this is the best forum to disseminate key information to industry. The location is a major factor as well.

Proposed Action

Staff proposes creating a continuing education course focusing on the Board's mission and its licensing, enforcement and administrative functions. Much like the outreach provided to third year optometry students, it could include example of frequent complaints and potential consequences. It could also provide specific information pertaining to statutes and regulations that are often overlooked by licensees.

In order to offer continuing education credit, staff recommends submitting the course content (once approved by legal) to the Practice and Education Committee for review and approval if it's determined to meet the criteria pursuant to CCR § [1536](#) (g).

If approved, staff would work with the professional associations to attend major continuing education events. While at the event, staff could have a booth with information about BreEZe and two laptops readily available to assist licensees with logging into BreEZe and onboard their licenses. In addition, staff would work with DCA to create a webinar course, much like DCA's Sexual Harassment Prevention Training. Questions could be asked throughout the course and a certificate could be provided upon completion.

Strategic Plan Goals and Objectives

Creating this course and attending continuing education events would assist the Board in meeting several Strategic Plan Objectives, including, but not limited to:

- 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.
- 5.2 Educate practitioners about current federal law regarding contact lens prescription release (48 hour law).
- 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.
- 5.6 Promote BreEZe's online renewal capability to licensees to decrease manual entries and improve staff efficiency.
- 5.7 Develop a communication plan utilizing technology to communicate more effectively with stakeholders, patients, and licensees.

If travel requests are denied, Board staff would proceed with the webinar. While a physical presence may be more effective, creating a webinar course reduces cost and reaches a wider audience.