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**To:** Public Relations and Outreach Committee Members **Date:** March 23, 2018

**From:** Todd Kerrin  
Policy Analyst

**Telephone:** (916) 575-7182

**Subject:** Agenda Item 4 - Update and Discussion Regarding Strategic Plan Outreach Objectives and Deliverables Including its Consumer Outreach Campaign and BreZE Outreach to Licensees/Registrants

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The Public Relations and Outreach Committee (PROC) established the following 2018 deliverables:

- Implement newsletter at least twice a year;
- Participate in outreach events to promote BreZE, educate licensees about the Board and laws/regulations;
- Update website to mirror MBC's; and,
- Strategic Plan Outreach Objectives

#### Newsletter Update

Staff developed the content for the Spring 2018 Newsletter (Attachment 1) focusing on recapping 2017, providing insight into the Board's focus in 2018, educating licensees/registrants on scope of practice (including optometrists' expanded scope and clarification on the different registration types), and promoting BreZE. In addition, there is a reminder for child/elder abuse reporting requirements and helpful advertising reminders.

Prior to submitting to DCA's Design Team, staff requests feedback on the content. Additional content can be added to the Spring 2018 newsletter or used to develop a Summer 2018 newsletter.

#### Outreach Events Update

No current updates available.

#### Website Update

As previously indicated, the Board's website is scheduled to start the redesign phase in August 2018. In the meantime, all committees have reviewed content on the website and provided updates where necessary. Staff will continually update the website as necessary. If the PROC ever has content recommendations, please forward to Board staff.

#### Strategic Plan Outreach Objectives Update

Please see the attached document for a complete update on each outreach objective (Attachment 2)

## **Hello Spring 2018!**

Armed with a new [Strategic Plan](#) and five well-appointed committees, the Board is well on its way to having the most productive year yet! Here's a holistic, high-level focus on what's to come:

**Consumer Protection Committee** -Reviewing the enforcement lifecycle, potential updates to disciplinary guidelines, and identification of methods to reduce unlicensed sale and distribution of cosmetic contact lenses.

**Dispensing Opticians Committee** -Delivering guidelines and strategies for foundational licensee education, regulatory compliance standards development, and clarification or definition of terminology specific to business relationships.

**Legislation and Regulation Committee** -Forging ahead with delivery on Children's Vision legislation, mobile clinic service model review, and emerging technology framework development.

**Practice and Education Committee** -Holding regular meetings to review continuing education course requests, re-architect the approval process to gain consent, and coursework categorization when requested by the Board's Audit Program.

**Public Outreach Committee** -Implementing a biannual newsletter, participating in outreach events to promote BreZE and educate licensees about laws/regulations, and updating our website.

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## **2017 Accomplishments**

The Board had one busy year! Here are a few of the things that we accomplished:

- Held 20 public meetings comprised of Board, committee, and workgroup meetings. Many of these were held by the Children's Vision Workgroup (CVW)—dedicated to AB 1110, which highlighted the importance of comprehensive eye examinations in school-age children. In addition, the CVW worked with Assembly Member Autumn Burke's office and held a press conference at the State Capitol to create awareness of the associated bill. The Board also held mobile optometric clinics meetings, discussing ways to increase patient access while maintaining the same standard of care.
- Closed last fiscal year with the highest enforcement activity in the past four years, with a 100 percent increase in disciplinary actions, a 130 percent increase in Attorney General transmittals, and an 84 percent increase in cases closed over the prior fiscal year.
- Collaborated with the Medical Board of California (MBC) on enforcement efforts related to joint jurisdictional complaints, as well as the potential impact on consumers of emerging technologies. The Board also joined 66 other optometry boards at the annual Association of Regulatory Boards of Optometry (ARBO) conference in Washington, D.C., to discuss national issues impacting regulatory boards and the practice of optometry.
- Registered dispensing optician (RDO) program transitioned from MBC's domain in BreZE to the Board's—streamlining the application process. In addition, the online component was implemented, allowing registrants to submit initial and

renewal applications, and address change request, and notify the Board of co-location relationships—all online.

- Conducted outreach with third-year optometry students at the three California schools of optometry to review common licensing, enforcement, and administrative questions. Further, Board staff and their children participated in the Board's children's vision press event at the Capitol.
- The Board met many goals outlined in its 2016– 2020 Strategic Plan. These included:

Transitioning to the BreEZe database and performing outreach to advise stakeholders about BreEZe.

Transferring regulatory authority for the RDO program from MBC to the Board of Optometry.

Restructuring the enforcement, licensing, and administration units to improve efficiencies with existing resources.

Documenting all current licensing and enforcement business processes, as well as updating the Board member handbook.

Completing individual development plans with all staff to increase professional growth.

We look forward to accomplishing even more in 2018!

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## Child and Elder Abuse Detection

The Board permits optometrists to earn up to eight hours of Continuing Education (CE) credit in patient care management for courses taken in elder and/or child abuse detection.

The child abuse detection courses aren't just good for CE credits—they may be useful to an optometrist's legal obligation. Specifically, the Child Abuse and Neglect Reporting Act (CANRA), Penal Code section 11164 et seq., designates optometrists—and many other licensed professionals—as mandated reporters who must immediately report suspected child abuse or neglect to certain local government agencies.

CANRA requires that any optometrist who, in his or her professional capacity or within the scope of his or her employment, knows of or observes a child whom he or she knows or reasonably suspects has been the victim of child abuse or neglect, to report such incident to a designated agency. The report must be made immediately or as soon as practically possible by telephone and followed up with a written report within 36 hours of receiving the information.

Additional information about CANRA is available on the Board's website [here](#).

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## Advertising Reminders from the Enforcement and Licensing Units

Despite previous outreach efforts, the bulk of the Enforcement Unit's complaints stem from alleged advertising violations. The following is a refresher of the Board's advertising-related Business and Professions Codes (BPC) and California Code of Regulations (CCR). The codes can be found in their entirety on the Board's website, [www.optometry.ca.gov/lawsregs/laws.pdf](http://www.optometry.ca.gov/lawsregs/laws.pdf). The Board may cite any optometrist for not complying with these laws; don't put yourself at risk!

### **Fictitious Name Permit (FNP)**

Do you have a catchy business name? Make sure that you have a current Board-issued FNP. If you wish to practice under any name other than your Board-registered name, you must receive a FNP prior to using it; otherwise, you may be in violation of BPC § 3078. Keep in mind that your FNP must contain “Optometry” or “Optometric” in order for it to be approved. Once issued, the name on your FNP must be used in its entirety—no abbreviations or nicknames.

### **Using Doctor or Dr. Suffix**

When using your name after Doctor or Dr. in an advertisement (including business devices), you must remember to notify the public of your profession with “Optometrist,” “Opt. D,” or “O.D” immediately following your name (BPC § 3098).

### **Address Change Notification**

Have you recently changed practice locations? Make sure you notify the Board! BPC § 3070 also requires you to notify the Board “of any changes in [your] place of practice.” To avoid a potential citation, make sure to notify the Board in writing before engaging in the practice of optometry at your new location. Also, if you had a Branch Office License (BOL), Statement of Licensure (SOL) or FNP tied to your previous location, remember to cancel those and have new licenses/permits issued as applicable.

### **Claiming Special Knowledge**

Don’t do it! Stating that you “specialize” in certain aspects of optometry or claiming specialties such as a “Behavioral Optometrist,” “Developmental Optometrist,” “Pediatric Optometrist,” etc. may violate BPC §§ 3099, 3100, and 651.

### **“Board Certified”**

The Board does not recognize any organization’s board certification. If you are certified by an organization, make sure to state the organization certifying you. Otherwise, it could be considered misleading to the public (BPC § 651). Also, be careful not to indicate that you have special knowledge because you have that certification (BPC § 3100). However, if you are TPA, TPL, or TPG certified, you may state that you are TPA, TPL, or TPG certified by the California State Board of Optometry.

### **Advertising “Free Eye Exams”**

Optometrists can advertise free eye exams as long as all contingencies tied to the “free exam” are fully disclosed in the same advertisement (BPC § 3102).

### **Renew your SOL, FNP, and BOL**

A review of Board records indicates many BOLs, FNPs, and SOLs are delinquent! Make sure yours are current. BOLs expire annually on February 1 (BPC § 3077). FNPs expire annually on January 31 (CCR § 1518) and SOLs expire biennially (BPC § 3152) at the same time as your OPT license.



## Board Passed Sunset Review While Increasing Consumer Protection and Removing Unnecessary Licensing Barriers

The Board was evaluated by the Legislature's Joint Sunset Review Committee. Sunset review is required of all licensing boards every four years, or by the expiration date established by law. The review focuses on the overall necessity of an agency, its cost-effectiveness, and measures its successes and failures. At the conclusion of the review, the Committee may:

- Let the agency expire at the sunset date;
- Continue the agency;
- Make recommendations for improving operations; and/or
- Suggest legislation to aid the agency's mandate.

The Board passed sunset review, and was commended by the Committee for its hard work in successfully meeting its highest mandate; protection of the public. The Board's sunset date was extended in Assembly Bill 1708 (Low) from January 1, 2018 to January 1, 2022. Some other notable outcomes included:

- Enhanced inspection authority.
- Added authority to enroll (and charge a fee for) all applicants/licensees in the National Practitioner's Databank to receive out-of-state discipline notifications.
- Elimination of a license barrier for out-of-state licensees.
- Repeal of the foreign graduate examination sponsorship.
- Migration of the authority to expire optician registrations to Business and Professions Code (BPC) Chapter 5.5.

You can review the Board's full Sunset Review Report on our website [here](#).

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## President's Messages

Want to see what we're up to on a regular basis? Look for the President's Messages posted on our website. There, our Board President provides regular updates to the Board Members, and it's available for all to see! Transparency is one of our values; we hold ourselves accountable to the people of California. We operate openly so that stakeholders can trust that we are fair and honest.

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## Scope Expansion (AB 443)

The Board has received a number of questions related to the scope expansion bill, which took effect on January 1, 2018. Here are a few of the most frequently asked questions:

### **Q: Can I prescribe Latisse as a TPA-certified optometrist?**

**A: Yes.** Effective January 1, 2018, AB [443](#) amended Business and Professions Code (BPC) § [3041](#) allowing TPA-certified optometrists to diagnose and treat hypotrichosis – the condition of having inadequate or not enough eyelashes (BPC § 3041(b)(1)(G)). Latisse (bimatoprost ophthalmic solution) 0.03% is approved as a treatment for hypotrichosis by the U.S. Food and Drug Administration (2009 International Classification of Diseases, Ninth Revision, 374.55). This answer is not intended to address the question of whether Latisse *should* be prescribed in any particular case.

**Q: Can I now prescribe medications to treat diabetes and hypertension, since those are systemic conditions that can affect the eye?**

**A:** Business and Professions Code § [3041](#) states, in part, the following:

“(a) The practice of optometry includes the prevention and diagnosis of disorders and dysfunctions of the visual system, and the treatment and management of certain disorders and dysfunctions of the visual system, as well as the provision of habilitative or rehabilitative optometric services, and is the doing of any or all of the following:”

The scope of practice is limited to disorders and dysfunctions of the visual system and BPC § 3041 is specific as to what that entails. Anything outside of those limits could be construed as practicing outside the scope and may subject the licensee to disciplinary action.

**Q: AB [443](#) authorized the use of any noninvasive medical device or technology, but the device I would like to use is not FDA approved for the diagnosis or treatment of a condition specified in BPC § 3041. Can I still use the device?**

**A:** No. Effective January 1, 2018, Business and Professions Code (BPC) § [3041](#) states, in pertinent part, the following:

...  
(d) An optometrist who is certified to use therapeutic pharmaceutical agents pursuant to Section [3041.3](#) may also perform all of the following procedures:

...  
(17) Use of any noninvasive medical device or technology authorized pursuant to subdivision (f).

...  
(f) (1) Any topical or oral therapeutic pharmaceutical agent, which is not a controlled substance, or ***noninvasive medical device or technology*** that is not expressly authorized for use or prescription by an optometrist certified to use therapeutic pharmaceutical agents pursuant to Section 3041.3 ***shall be deemed to be authorized if it has received a United States Food and Drug Administration approved indication for the diagnosis or treatment of a condition authorized by this chapter.*** A licensee shall successfully complete any clinical training imposed by a related manufacturer prior to using any of those therapeutic pharmaceutical agents or noninvasive medical devices or technologies [emphasis added].

(2) Any other topical or oral therapeutic pharmaceutical agent, which is not a controlled substance, or ***noninvasive medical device or technology*** that is not expressly authorized for use or prescription by an optometrist certified to use therapeutic pharmaceutical agents pursuant to Section 3041.3 and does not meet the requirements in paragraph (1) ***shall be deemed authorized if approved by the board through regulation for the rational treatment of a condition authorized by this chapter.*** Any regulation under this paragraph shall require a licensee to successfully complete an appropriate amount of clinical training to qualify to use each topical or oral therapeutic pharmaceutical agent or noninvasive medical device or technology approved by the board pursuant to this paragraph [emphasis added].

Currently, there are no regulations approving noninvasive medical devices or technologies, pursuant to subsection (f)(2). Therefore, only noninvasive medical devices or technologies meeting the requirements in subsection (f)(1) are permitted for use.

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### **How are we doing?**

The California State Board of Optometry strives to provide the best possible customer service. Please help us by taking a few minutes to complete our brief customer service satisfaction survey [here](#). Your participation is greatly appreciated.

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### **Save Time, Go Online!!**

Have you tried BreZE yet? Those who apply and renew online receive much faster services than regular paper applications.

All Initial License and Registration Applications may be submitted online after registering with BreZE.

- [Register Here](#)
  - [BreZE](#)
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### **RDO, CLD, SLD, OA.... What's the difference?!**

After obtaining the Registered Dispensing Optician Program from the Medical Board of California, it became clear that many registrants/licenses do not know the difference between the registrations and how the registrations are any different than an optometric assistant. They all have very different scopes! Here's a quick breakdown:

#### **Registered Dispensing Optician (RDO)(BPC § [2550](#)):**

- Individuals, corporations, and firms registered to:
  - Fill lens prescriptions written by physician and surgeons or optometrists
  - Take facial measurements, fit and adjust lenses and frames\*

*\*Must be duly registered as SLD (BPC § [2559.1](#)) and/or CLD (BPC § [2560](#))*

#### **Spectacle Lens Dispenser (SLD) (BPC § [2559.1](#))**

- Individual who fits and adjusts spectacle lenses

#### **Contact Lens Dispenser (CLD) (BPC § [2560](#))**

- Individual who fits and adjusts contact lenses

#### **Optometric Assistants (OA) (BPC § [2544](#))**

Under the **direct responsibility and supervision of an optometrist or ophthalmologist**, an optometric assistant in any setting where optometry or ophthalmology is being practiced may do the following:

- Prepare patients for examination.
- Collect preliminary patient data, including taking a patient history.

- Perform simple noninvasive testing of visual acuity, pupils, and ocular motility.
- Perform automated visual field testing.
- Perform ophthalmic photography and digital imaging.
- Perform tonometry.
- Perform lensometry.
- Perform non-subjective auto refraction in connection with subjective refraction procedures performed by an ophthalmologist or optometrist.
- Administer cycloplegiacs, mydriatics, and topical anesthetics that are not controlled substances, for ophthalmic purposes.
- Perform pachymetry, keratometry, A scans, B scans, and electrodiagnostic testing.

Optometric Assistants are NOT regulated, however, they can only operate under licensed optometrists or ophthalmologists.

### **Revamped Continuing Education Audit Process**

The Board recently revamped its CE Audit Process, making it easier for licensees to submit proof of completion. Now, if you are selected for an audit and the Board has your email address, we will email you the audit notification (in addition to sending it via regular mail to your address of record).

If your continuing education documentation is stored in the Association of Regulatory Boards of Optometry (ARBO) [Optometric Education \(OE\) Tracker](#), simply respond to the email with your OE Tracker number. If the courses are not all in OE Tracker, provide us your OE Tracker number and attach the remaining course completion certifications.

You do NOT have to submit documentation for any certificates stored in OE Tracker.

Need to update your email address or address of record with the Board? Log into BreZE and update in real time online!

### **2017 Citations and Disciplinary Decisions**

#### **Blankas Jr, Samson Buted North Hills, CA**

Effective May 5, 2017, a \$2500 citation was issued to Samson Buted Blankas, Jr., with an address in North Hills, CA, for Providing Optometric Services without a Valid, Unrevoked License to Practice Optometry (BPC §3040). [Click here to obtain a copy of the action](#)

#### **Godfrey, Stephen Courtney (OPT 8476) Walnut Creek, CA**

Effective September 8, 2017, a \$2000 citation was issued to Stephen Courtney Godfrey (OPT 8476) for

conviction of a crime substantially related to the qualifications and duties of an optometrist (BPC §§3110(a), (f), (k) and (l)). [Click here to obtain a copy of the action or view the doctor's profile](#)

**Gutierrez, Anacleto (OPT 5532)**

**Sacramento, CA**

Effective September 27, 2017, a \$1000 citation was issued to Anacleto Gutierrez (OPT 5532) for advertising violations (BPC §§3078, 3098, and CCR §1513). [Click here to obtain a copy of the action or view the doctor's profile](#)

**Handmacher, Lesli Diane (OPT 5867)**

**Berkeley, CA**

Effective December 15, 2017, a \$2000 citation was issued to Lesli Diane Handmacher (OPT 5867) for failing to comply with requests for records by a patient and the Board (BPC §3110(x) and HSC §123110). [Click here to obtain a copy of the action or view the doctor's profile](#)

**Swikard, Ioana M. (OPT 9860)**

**Solana Beach, CA**

Effective December 5, 2017, a \$2000 citation was issued to Ioana M. Swikard (OPT 9860) for Incompetence and Failure to Maintain Adequate and Accurate Records (BPC §§3110 (d), and (q)). [Click here to obtain a copy of the action or view the doctor's profile](#)

**Werkhoven, Luke Aris (OPT 11977)**

**Santa Barbara, CA**

Effective September 27, 2017, a \$2000 citation was issued to Luke Aris Werkhoven (OPT 11977) for conviction of a crime substantially related to the qualifications and duties of an optometrist (BPC §§3110(a), (f), (k) and (l)). [Click here to obtain a copy of the action or view the doctor's profile](#)

**Leventhal, Alan Harvey (OPT 6075)**

**Los Angeles, CA**

Effective September 7, 2017, the license of Alan Harvey Leventhal (OPT 6075), with an address of record in Los Angeles, CA was revoked, the revocation was stayed, and his license was placed on three years probation for Criminal Convictions, and Convictions Involving the Use of Drugs and/or Alcohol (BPC §§3110(k), and (l)). [Click here to obtain a copy of the action or view the doctor's profile](#)

**Pinckney, Sophia Thalia (SL40854)**

**Riverside, CA**

Effective March 9, 2017, Spectacle Lens Dispenser Application is granted and SL 40854 of Sophia Thalia Pinckney, with an address of record in Riverside, CA, was immediately revoked, the revocation was stayed, and her registration was placed on three years probation for a Criminal Conviction for DUI (BPC §480(a)(1)). [Click here to obtain a copy of the action or view the registrant's profile](#)

**Kaneko, Kristen Lynn (OPT 10531)**

**Santa Monica, CA**

Effective May 25, 2017, the license of Kristen Lynn Kaneko (OPT 10531), with an address of record in Santa Monica, CA, was publicly reprovved for Gross Negligence and Failure to Refer to an Appropriate Physician (BPC §§3110(b), and (y)(1)). [Click here to obtain a copy of the action or view the doctor's profile](#)

**Anderson, Susanne Wilch (OPT 6613)**

**San Bruno, CA**

Effective September 21, 2017, the license of Susanne Wilch Anderson (OPT 6613), with an address of record in San Bruno, CA, was revoked for a Conviction of a Substantially Related Crime (BPC §§490, 3110(k), and CCR title 16 §1517). [Click here to obtain a copy of the action or view the doctor's profile](#)

**Futch, Randall Dion (SL 5384)**

**Rialto, CA**

Effective March 16, 2017, the registration of Randall Dion Futch (SL 5384), with an address of record in Rialto, CA, was revoked for Conviction of Crimes – DUI and Spousal Battery (BPC §§2555.1 and 2559.3). [Click here to obtain a copy of the action or view the registrant's profile](#)

**Myers, Gary Bruce (OPT 7998)  
Ramona, CA**

Effective December 22, 2017, the license of Gary Bruce Myers, (OPT 7998), with an address of record in Ramona, CA, was revoked for Unsafe Practice, and Use of Alcohol/Drugs in a Dangerous Manner (BPC §822, 3110(a), and (l)). [Click here to obtain a copy of the action or view the doctor's profile](#)

**Swinney, Lori Anne (CL 1368, SL 4033)  
Sacramento, CA and Roseville, CA**

Effective September 8, 2017, the registrations of Lori Anne Swinney (CL 1368, SL 4033), with addresses of record in Sacramento, CA and Roseville, CA, were revoked for Criminal Convictions (BPC §§490, 2555.1, 2559.3, 2563, and CCR title 16 §1399.270). [Click here to obtain a copy of the action or view the registrant's profile](#)

**Anderson, Scott Tyler (OPT 10279)  
San Clemente, CA**

Effective September 13, 2017, the license of Scott Tyler Anderson (OPT 10279), with an address of record in San Clemente, CA, was voluntarily surrendered for Failure to Comply with Probation Conditions: Obey All Laws, Abstain from Controlled Substances/Alcohol, and Testing Positive for a Prohibited Substance Per His Probationary Order. Dr. Anderson's optometry license was placed on probation for three years effective December 11, 2013, by Stipulated Settlement for Criminal Convictions for DUI and Driving with Blood Alcohol Level of 0.08% or More, and Use of Alcohol in a Manner Dangerous to Self or Others (BPC §§490, 3110(k), and (l)). [Click here to obtain a copy of the action or view the doctor's profile](#)

**Casey, Patrick Richard (OPT 12751)  
Aliso Viejo, CA**

Effective December 20, 2017, the license of Patrick Richard Casey (OPT 12751), with an address of record in Aliso Viejo, CA, was voluntarily surrendered for Substantially Related Criminal Convictions and Dangerous Use of Alcohol (BPC §§490, 3110(k), 3110(l), and CCR title 16 §1517). [Click here to obtain a copy of the action or view the doctor's profile](#)

**Kellerman, Branden Michael (SL 6289, CL 1979)  
Escondido, CA**

Effective September 21, 2017, the registrations of Michael Branden Kellerman (SL 6289, CL 1979), with an address of record in Escondido, CA, were surrendered for a Criminal Conviction for Grand Theft by Employee (BPC §§490, 2555.1, 2559.3, and 2563). [Click here to obtain a copy of the action or view the registrant's profile](#)



## 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.*

<b>Objective 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.</b>	<b>Status:</b> IN PROGRESS SCD <sup>1</sup> : July 2019
<ul style="list-style-type: none"> <li>• Content developed as part of Spring 2018 Newsletter</li> <li>• Pending PROC review</li> <li>• Next Steps: Develop Scope of Practice FAQ</li> </ul>	
<b>Objective 5.2 Educate practitioners about current federal law regarding contact lens prescription release (48 hour law).</b>	<b>Status:</b> NOT STARTED
	SCD: Sept. 2018
<b>Objective 5.3 Educate licensees and registrants about advertising requirements (e.g. free eye exams, free 2<sup>nd</sup> pair of glasses, etc.) to avoid misleading the public and reduce licensee confusion.</b>	<b>Status:</b> IN PROGRESS
<ul style="list-style-type: none"> <li>• Content developed as part of Spring 2018 Newsletter</li> <li>• Pending PROC review</li> </ul>	SCD: Dec. 2019
<b>Objective 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.</b>	<b>Status:</b> NOT STARTED
	SCD: Apr. 2019
<b>Objective 5.5 Develop a public relations campaign to educate unlicensed sellers regarding contact lens distribution laws to mitigate future violations, therefore protecting consumers.</b>	<b>Status:</b> NOT STARTED
	SCD: Dec. 2018
<b>Objective 5.6 Promote BreEZe's online renewal capability to licensees to decrease manual entries and improve staff efficiency.</b>	<b>Status:</b> COMPLETED
<ul style="list-style-type: none"> <li>• Increased social media usage to specifically promote BreEZe</li> <li>• Distributed courtesy emails to those up for renewal with link to BreEZe</li> <li>• Replaced paper applications on Board's website with links to BreEZe</li> <li>• Working with stakeholders to promote BreEZe</li> </ul>	AND ONGOING
<b>Objective 5.7 Develop a communication plan utilizing technology to communicate more effectively with stakeholders, patients, and licensees.</b>	
<ul style="list-style-type: none"> <li>• Communications plan adopted by the Board</li> <li>• Currently implementing; developing videos, articles, op-eds</li> <li>• Social Media: <a href="#">Facebook</a>, <a href="#">Twitter</a></li> <li>• New DCA License Lookup for mobile devices</li> <li>• <a href="#">DCA Blog: Glaucoma Awareness Month</a>, <a href="#">O's for the Eyes</a></li> <li>• <a href="#">Consumer Connection Magazine</a> (O's for the Eyes included)</li> </ul>	<b>Status:</b> COMPLETED
<b>Objective 5.8 Develop a communication plan to raise awareness of the importance of children's vision health and wellness.</b>	
<ul style="list-style-type: none"> <li>• Communications plan adopted by the Board</li> <li>• Currently implementing; developing videos, brochures, op-eds</li> <li>• Video: <a href="#">Children's Vision Screenings: A False Sense of Security</a></li> <li>• Article: <a href="#">For Some Kids, Four Eyes Than Two</a></li> <li>• Brochure: Kids Eye Health is Not Child's Play (Attachment 3)</li> <li>• Reaching out to high profile "YouTubers" to solicit support for #ShowOffYourFrameGame campaign</li> </ul>	<b>Status:</b> COMPLETED
<b>Objective 5.9 Conduct an in depth review the Board's website and update information for consumers, licensees, and registrants.</b>	<b>Status:</b> IN PROGRESS
<ul style="list-style-type: none"> <li>• Completed committee review of website and updated information</li> <li>• Developing various FAQs for licensees/registrants</li> <li>• Website re-design initiating August 2018</li> </ul>	SCD: Dec. 2018



The California Department of Consumer Affairs licenses eye care professionals who are committed to making sure that your child's vision is as clear as it can be.

To find an optometrist, contact the State Board of Optometry [www.optometry.ca.gov](http://www.optometry.ca.gov) or the Medical Board of California [www.mbc.ca.gov](http://www.mbc.ca.gov) for an ophthalmologist near you.

For more information about children's eye health, visit [www.optometry.ca.gov](http://www.optometry.ca.gov).



CALIFORNIA STATE BOARD OF  
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Agenda Item 4 - Attachment 3

# Kids Eye Health

Is Not Child's Play





A young child's eyes are always in use. Poor eyesight, can lead to problems in a child's development, school performance, social interactions, and self-esteem.

Vision disorders are the most prevalent disability in childhood, with problems affecting 1 in 5 preschool aged children.



Agenda Item 4, Attachment 3  
The American Optometric Association recommends that infants be seen by an optometrist or ophthalmologist at six months old. By their third birthday, your child should have their first comprehensive optometric eye examination. This primary thorough test, will ensure their vision is developing properly and is recommended annually throughout their school years.

If left untreated, eye and vision disorders can worsen over time, which is why early diagnosis and treatment are critical to a child's vision and overall eye health.

A basic eye exam or vision screening may be helpful, but these typically assess only a single component of vision. As a result, many eye and vision conditions often go undetected.





This primary thorough test, will ensure their vision is developing properly and is recommended annually throughout their school years.

The California Department of Consumer Affairs licenses eye care professionals who are committed to making sure that your child's vision is as clear as it can be.

To find an optometrist, contact the State Board of Optometry [www.optometry.ca.gov](http://www.optometry.ca.gov) or the Medical Board of California [www.mbc.ca.gov](http://www.mbc.ca.gov) for an ophthalmologist near you.

For more information about children's eye health, visit [www.optometry.ca.gov](http://www.optometry.ca.gov).



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**KIDS** Agenda Item 4, Attachment 3

**EYE  
HEALTH**

**IS NOT  
CHILD'S  
PLAY**







A young child's eyes are always in use. Poor eyesight, can lead to problems in a child's development, school performance, social interactions, and self-esteem.

Vision disorders are the most prevalent disability in childhood, with problems affecting 1 in 5 preschool aged children.



If left untreated, eye and vision disorders can worsen over time, which is why early diagnosis and treatment are critical to a child's vision and overall eye health.

A basic eye exam or vision screening may be helpful, but these typically assess only a single component of vision. As a result, many eye and vision conditions often go undetected.



The American Optometric Association recommends that infants be seen by an optometrist or ophthalmologist at six months old. By their third birthday, your child should have their first comprehensive optometric eye examination.

