

MEMBERS OF THE BOARD

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David Turetsky, OD
Lillian Wang, OD



**PUBLIC RELATIONS AND OUTREACH COMMITTEE
TELECONFERENCE MEETING AGENDA**

MEMBERS OF THE COMMITTEE

Maria Salazar-Sperber, JD, Chair
Madhu Chawla, OD
Rachel Michelin
David Turetsky, OD

**Friday, January 31, 2020
10:00 to 11:00 AM
(or until conclusion of business)**

Teleconference Meeting Locations:

DCA Del Paso – Sequoia Room
2420 Del Paso Road, Room 109
Sacramento, CA 95834

California Retailers
Association
1121 L Street, Suite 607
Sacramento, CA 95814

Stevenson Ranch Library –
Meeting Room
25950 The Old Road
Stevenson Ranch, CA 91381

**ORDER OF ITEMS SUBJECT TO CHANGE. ACTION MAY BE TAKEN ON ANY ITEM ON
THE AGENDA.**

- 1. Call to Order/Roll Call/Establishment of a Quorum**
- 2. Public Comment for Items Not on the Agenda**
Note: The committee may not discuss or take action on any matter raised during this public comment section, except to decide whether to place the matter on the agenda of a future meeting [Government Code §11125, §11125.7(a)].
- 3. Discussion and Possible Action Regarding Meeting Minutes**
 - A. June 29, 2018 Committee Meeting
- 4. Update, Discussion and Possible Action Regarding Outreach Campaigns**
- 5. Update and Discussion Regarding Optometry Board's Website**
 - A. Implementation of Assembly Bill 434 (Baker, Chapter 780, Statutes of 2018) State Web Accessibility: Standard and Reports.
 - B. Review of recent changes to website
- 6. Update, Discussion and Possible Action Regarding Strategic Plan Outreach Objectives and Deliverables**
- 7. Future Agenda Items**
- 8. Adjournment**

The mission of the [California State Board of Optometry](#) is to protect the health and safety of California consumers through licensing, education, and regulation of the practice of Optometry.

Meetings of the California State Board of Optometry and its committees are open to the public except when specifically noticed otherwise in accordance with the Open Meeting Act. Public comments will be taken on agenda items at the time the specific item is raised. Time limitations will be determined by the Chairperson. The Committee may take action on any item listed on the agenda, unless listed as informational only. Agenda items may be taken out of order to accommodate speakers and to maintain a quorum. Members of the Board who are not members of this committee may be attending the meeting only as observers.

NOTICE: The meeting is accessible to the physically disabled. A person who needs a disability-related accommodation or modification in order to participate in the meeting may make a request by contacting the Board at 916-575-7170 or sending a written request to the California State Board of Optometry, 2450 Del Paso Road, Suite 105, Sacramento, CA 95834. Providing your request at least five (5) business days before the meeting will help ensure availability of the requested accommodation.

PUBLIC RELATIONS AND OUTREACH COMMITTEE
June 29, 2018
DRAFT MEETING ACTION MINUTES

Teleconference locations:

Department of Consumer Affairs
 HQ2 – Hearing Room
 1747 N. Market Blvd.
 Sacramento, CA 95834

Obexer’s General Store Café
 5300 West Lake Blvd.
 Homewood, CA 96141

Kaiser Permanente
 Dept. of Optometry
 5601 De Soto Ave. Rm. 1761
 Woodland Hills, CA 91367

Members Present

Maria Salazar-Sperber, JD, Chair
 Racehl Michelin

 Madhu Chawla, OD
 David Turetsky, OD

Staff Present

Jessica Siefertman, Executive Officer
 Robert Stephanopoulos, Assistant
 Executive Officer
 Mina Hamilton, Legal Counsel
 Todd Kerrin, Policy Analyst

Guest List

On File

1. Call to Order/Roll Call

Ms. Salazar-Sperber called roll and a 4-0 quorum was established.

2. Public Comment for Items Not on the Agenda

There were no public comments.

3. Discussion and Possible Action Regarding Meeting Minutes: March 23, 2018

Ms. Michelin moved to approve the March 23, 2018 Committee Meeting Minutes. Dr. Chawla seconded. The Committee voted 4-0 and the motion passed.

Member	Aye	No	Abstain	Absent	Recusal
Dr. Chawla	X				
Ms. Michelin	X				
Ms. Salazar-Sperber	X				
Dr. Turetsky	X				

No public comment was made.

4. Update and Discussion Regarding Strategic Plan Outreach Objectives and Deliverables

There was no action taken on this item.

5. Review, Discussion and Possible Action Regarding New Board Logo

Ms. Michelin moved to forward logo #5 to the full board for consideration to replace the current logo. Dr. Turetsky seconded. The Committee voted 4-0 and the motion passed.

Member	Aye	No	Abstain	Absent	Recusal
Dr. Chawla	X				
Ms. Michelin	X				
Ms. Salazar-Sperber	X				
Dr. Turetsky	X				

No public comment was made.

6. Review, Discussion and Possible Action Regarding the Board's Summer 2018 Newsletter

Dr. Turetsky moved to approve the content for the next newsletter. Ms. Michelin seconded. The Committee voted 4-0 and the motion passed.

Member	Aye	No	Abstain	Absent	Recusal
Dr. Chawla	X				
Ms. Michelin	X				
Ms. Salazar-Sperber	X				
Dr. Turetsky	X				

No public comment was made.

7. Future Agenda Items

There were no future agenda items. No public comment was made.

8. Adjournment

The Committee adjourned.

ISSUE MEMORANDUM

DATE	January 31, 2020
TO	Public Relations and Outreach Committee
FROM	Shara Murphy, Executive Officer
SUBJECT	Agenda Item #4: Update, Discussion and Possible Action Regarding Potential Outreach Campaigns

Cosmetic Contact Lens Campaign

At the February 1, 2019 Board Meeting, the Board directed staff to roll out an informational campaign concerning cosmetic contact lenses. Board staff worked with DCA's Office of Public Affairs to create a script which was turned into a [youtube video](#). The video was posted on the Board's website, social media and also on [DCA's blog page](#).

Potential Optometrist and Optician Campaigns for 2020

Background:

Two of the most visible issues concerning the Board are the unsafe practice of hiring unlicensed individuals within a practice and reaching out to future applicants with helpful and necessary information. The Dispensing Optician Committee (DOC) raised concerns regarding an unlicensed population of individuals working for optometrists and dispensing optician businesses. These concerns were met with swift action by the Board to create an occupational analysis to study what this population does in order to determine if or how it should be regulated. In the interim, there are major concerns about unlicensed individuals working in a profession that has very close patient contact.

Discussion:

Staff has been working with the DCA Office of Public Affairs in order to create potential education campaigns to inform businesses and professionals on the importance of hiring licensed professionals as well as the consequences of performing the duties of a licensed professional without receiving the proper license. Staff has been developing video presentations to be provided to instructors instead of sending staff school events. These videos will allow the Board to reach a much wider audience than before and at times when the population is specifically in need of the information.

Below are three potential campaigns which have been developed. If selected by the PROC, staff will begin the process with DCA to produce and distribute the material with the goal of completion by the Fall of 2020. Methods of distribution include social media, an email alert, and possible brochures or infographics.

1. Target Audience: Licensed Optometrists

A comprehensive eye exam can see things that cannot be seen with the human eye. That is also true of a thorough background check and fingerprinting.

You need assistance with your practice, but you cannot jeopardize the care of your patients or put your reputation at risk.

Before you hire, make sure any candidate is licensed with the California State Board of Optometry.

Only licensees of the Optometry Board have been thoroughly screened for prior criminal or disciplinary actions and have been fingerprinted with records kept on file with the Federal Bureau of Investigations (FBI) and the Department of Justice (DOJ).

For safety's sake and peace of mind. Verify the license.

To learn more, visit: www.optometry.ca.gov

2. Target Audience: Graduates of Optometric Assistant Programs, Optometric Assistants working in Doctor's Offices/Licensed Optometrists

Unlicensed Assistant vs. Optician? What's the difference? Plenty.

Only licensed opticians have the necessary experience verified by the American Board of Opticianry (ABO) and the National Contact Lens Examiners (NCLS). Opticians understand the science behind fitting, adjusting, and optometric screening practices. As a licensed optician, you have the skills to address the needs of patients in a doctor's office, and consumers in need of glasses or contacts.

You could be fined \$50K if you operate as an "optician" without registering with the California State Board of Optometry.

Only with a license from the California State Board of Optometry can you call yourself an "optician."

Get the training. Get the license.

To learn more, visit: www.optometry.ca.gov

3. Target Audience: Unlicensed Opticians

So, You Consider Yourself an Optician? Do you Know the Path to Licensure in California?

If you work in opticianry in California, you must know this. You could be fined if you work as an "optician" without a license issued by the California State Board of Optometry.

You may only legally perform the duties of an optician if you are licensed through the California State Board of Optometry. This is beyond certification obtained from the American Board of Optometry (ABO) as well as the National Contact Lens Examiners (NCLS).

If you don't have \$50K to throw away, get licensed.

To learn more, visit: www.optometry.ca.gov

ISSUE MEMORANDUM

DATE	January 31, 2020
TO	Public Relations and Outreach Committee
FROM	Shara Murphy, Executive Officer
SUBJECT	Agenda Item #5: Update and Discussion Regarding Optometry Board's Website

This is an informational update and no committee action is needed.

Review of Assembly Bill 434 (Baker, Chapter 780, Statutes of 2018) State Web Accessibility: Standard and Reports.

On February 5, 2019, the Office of Information Services (OIS), Enterprise Production and Application Support Unit held a general meeting for all BreZE Boards and Bureaus to outline the implementation of [Assembly Bill 434](#) (Baker, Chapter 780, Statutes of 2018) State Web Accessibility: Standard and Reports.

AB 434 provides that before July 1, 2019, and before July 1 biennially thereafter, each state agency must post on the home page of the agency's website a signed certification that the agency's website is in compliance with specified accessibility standards set by the Americans with Disabilities Act (is there some ADA law number stuff that goes here?).

This process will ensure that the Board's website will be brought into compliance with the Americans with Disabilities Act, increasing access to California consumers living with disabilities that may affect the way they interact with the internet. In March 2019, DCA sent guidance to all Boards and Bureaus setting out how websites and documents posted will need to be in compliance with AB 434, and the Governor's office directed DCA to submit a plan by August 2019. The plan includes standards for web posting and attachments; font sizes and types; use of weblinks and captioning for videos and webcasts.

The Board has implemented these changes and is in compliance with DCA's directive.

Review of recent changes to website

Staff has completed the following changes to the Board's website:

1. Optometrist and optician main pages were simplified and the frequently asked questions (FAQ) section has been rewritten and updated with more current information.
2. FAQ page completed regarding Business Office License (BOL) discontinuation was created.
3. List of Board approved CE courses has been posted.
4. A more comprehensive laws and regulations page has been created, including listing of section numbers specific to Optometry and Opticianry.
5. Minor fixes (updated email addresses, malfunctioning tabs, old content being archived, etc.)

Large-scale revision of the website is planned, but due to limited DCA and staff resources a start date for this process has not been determined. Board staff will still meet regularly to identify small-scale fixes that can be made quickly to improve the website's appearance and functionality.

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.

<p>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.</p>	<p style="text-align: center;">Status: COMPLETED AND ONGOING</p>
<ul style="list-style-type: none"> • Content published in Spring 2018 Newsletter • Ongoing updates to website, informational items and posts to social media. • Next Steps: Develop Scope of Practice FAQ (March 2020) 	
<p>Objective 5.2 Educate practitioners about current federal law regarding contact lens prescription release (48 hour law).</p>	<p style="text-align: center;">Status: NOT APPLICABLE – FEDERAL LAW</p>
<p>Objective 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.</p>	<p style="text-align: center;">Status: COMPLETED</p>
<ul style="list-style-type: none"> • Content published in Spring 2018 Newsletter 	
<p>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.</p>	<p style="text-align: center;">Status: COMPLETED</p>
<ul style="list-style-type: none"> • DCA blog; Video: The Peel: A Look At Costume Contacts, What You Need To Know 	
<p>Objective 5.5 Develop a public relations campaign to educate unlicensed sellers regarding contact lens distribution laws to mitigate future violations, therefore protecting consumers.</p>	<p style="text-align: center;">Status: IN PROGRESS Completion: August 2020</p>
<ul style="list-style-type: none"> • January 2020 PROC review of possible optician / optometrist campaigns 	
<p>Objective 5.6 Promote BreZE's online renewal capability to licensees to decrease manual entries and improve staff efficiency.</p>	<p style="text-align: center;">Status: COMPLETED AND ONGOING</p>
<ul style="list-style-type: none"> • Increased social media usage to specifically promote BreZE • Distributed courtesy emails to those up for renewal with link to BreZE • Replaced paper applications on Board's website with links to BreZE • Working with stakeholders to promote BreZE • Content developed in Summer 2018 Newsletter 	
<p>Objective 5.7 Develop a communication plan utilizing technology to communicate more effectively with stakeholders, patients, and licensees.</p>	<p style="text-align: center;">Status: COMPLETED</p>
<ul style="list-style-type: none"> • Communications plan adopted by the Board • Currently implementing; developing videos, articles, op-eds • Social Media: Facebook, Twitter • New DCA License Lookup for mobile devices • DCA Blog: Glaucoma Awareness Month, O's for the Eyes • Consumer Connection Magazine (O's for the Eyes included) 	
<p>Objective 5.8 Develop a communication plan to raise awareness of the importance of children's vision health and wellness.</p>	<p style="text-align: center;">Status: COMPLETED</p>
<ul style="list-style-type: none"> • Communications plan adopted by the Board • Currently implementing; developing videos, brochures, op-eds • Video: Children's Vision Screenings: A False Sense of Security • Article: For Some Kids, Four Eyes Than Two • Brochure: Kids Eye Health is Not Child's Play 	
<p>Objective 5.9 Conduct an in depth review the Board's website and update information for consumers, licensees, and registrants.</p>	<p style="text-align: center;">Status: COMPLETED</p>
<ul style="list-style-type: none"> • Completed committee review of website and updated information • Completed FAQs for licensees/registrants • Website re-design completed as resources allow 	