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MEMBERS OF THE COMMITTEE
 Cyd Brandvein, Chair
 Jeffrey Garcia, O.D.
 David Turetsky, O.D.

**CONSUMER PROTECTION & OUTREACH COMMITTEE
 TELECONFERENCE MEETING MINUTES**

Friday, October 22, 2021

This public meeting was held via WebEx Events.

| Members Present | Staff Present |
|------------------------|---|
| Cyd Brandvein, Chair | Shara Murphy, Executive Officer |
| David Turetsky, O.D. | Cheree Kimball, Assistant Executive Officer |
| Jeff Garcia, O.D. | Marc Johnson, Policy Analyst |
| | Terri Villareal, Lead Enforcement Analyst |
| | |

Link to audio of meeting:

<https://www.youtube.com/watch?v=yGUetrN1pQM&feature=youtu.be>

1. Call to Order/Roll Call/Establishment of a Quorum

Audio of Discussion: 00:28 / 1:39:43

Committee Chair, Member Cyd Brandvein called the meeting to order at noon and a 3-0 quorum was established.

Roll call was taken and both Dr's. Turetsky and Garcia were present.

Ms. Brandvein called upon Executive Officer Shara Murphy, but Marc Johnson stated that both Executive Officer Murphy and Assistant Executive Officer Cheree Kimball were on a call with the executive office and would join the meeting momentarily. Ms. Brandvein confirmed that Mr. Johnson was in attendance representing the Board.

2. Public Comment for Items Not on the Agenda

Audio of Discussion: 01:48 / 1:39:43

There were no requests for public comment.

3. Discussion and Possible Action on February 25, 2021, Consumer Protection and Outreach Committee Meeting Minutes

Audio of Discussion: 02:40 / 1:39:43

Dr. Turetsky had comments on the minutes. On page 3 the correction to the comment states “Dr. Turetsky stated he knows the consumer notice must be in 14-point font. “I know the Department of Managed Health Care (DMHC) experienced issues when they printed forms that weren’t in the size specified”. The DMHC did not experience issues with the forms; the company for which Dr. Turetsky worked experienced issues with the DMHC as they did not have the proper font in their documents.

Dr. Turetsky continued that Mr. Johnson stated there aren’t size requirements that he is aware of for the application; however, the size requirements are for the actual notice itself. This is for the notice given out to the consumer, not the application. Also, Dr. Turetsky pointed out that on pages 6 and 7 he is referred to as Dr. Turetsky and Mr. Turetsky. The title should be the same throughout the minutes.

Ms. Brandvein asked Dr. Turetsky which he would prefer – to have staff modify the minutes and have Mr. Johnson come off of mute to discuss or we can hold the minutes, have them corrected and approve them at the next meeting. Ms. Brandvein asked what the Board’s preference was. Dr. Turetsky stated he did not see these changes having any real effect, so he recommended we make the modifications and accept the minutes with these modifications. Mr. Johnson stated the Board would make the requested edits to the minutes. Dr. Garcia seconded this suggestion.

Dr. Garcia had no comments on the minutes. There were no requests for public comment.

Ms. Brandvein made a motion to approve the minutes with amendments.

Dr. Turetsky moved to accept the February 25, 2021 minutes with amendments, Consumer Protection and Outreach Committee Meeting Minutes as presented. Dr. Garcia seconded the motion. The Committee voted unanimously (3-0) and the motion carried.

| Member | Aye | No | Abstain | Absent | Recusal |
|---------------|-----|----|---------|--------|---------|
| Ms. Turetsky | X | | | | |
| Dr. Garcia | X | | | | |
| Dr. Brandvein | X | | | | |

4. Discussion and Possible Action on 2021-2025 Strategic Plan Items Relevant to the Committee

Audio of Discussion: [08.55 / 1:39:43](#)

Ms. Brandvein the first goal of the strategic plan is Goal 4, Enforcement, and has been assigned to the committee.

“The Board protects the health and safety of consumers through the active enforcement of laws and regulations governing the safe practice of optometry and opticianry in California.”

The second goal is Goal 5 which is primarily Outreach:

“The Board proactively educates, informs, and engages consumers, licenses, students, and other stakeholders about the practices of optometry and opticianry and the laws and

regulations which govern them.”

Ms. Brandvein stated she hopes that we start with these since they are tagged to the committee and then they can hear back from staff at the Board meeting or before the Board meeting relative to how other committees are planning to divvy up task items and key results they would like to achieve. Ms. Brandvein continued the committee should review the objectives and discuss how we would like to move forward so that we have some key results that we achieve annually as well as over the four-year period.

Ms. Brandvein asked for comments on the objectives from Dr.’s Turetsky and Garcia. Dr. Turetsky did not have comments but wanted an update from staff on where we stand on the subsections that should have been completed by now or nearing completion. Dr. Garcia did not have any comments.

Ms. Brandvein said the questions she has for staff are regarding results or objectives listed under the main goals. For example, under 4.1 which is relative to reviewing the communication process and standard practices, will staff be sharing the communication process and standard practices used in enforcement actions for the committee to respond to?

Terri Villareal, Lead Enforcement Analyst stated that staff would like some direction on what the committee wants to see relating to the communication plan. Staff can put together a plan, but direction is required.

Ms. Brandvein asked Ms. Villareal if the Board has any type of communication plan or standard talking points in place regarding speaking with probationers or if a previously approved plan is currently being used as stated in 4.1 of the communication plan. Ms. Villareal said she is not aware of a current or previously approved communication plan. She continued that when staff works with probationers and respondents it is always communicated that the goal is to get them into compliance.

Ms. Brandvein stated that the committee would like to see some standard talking points and the process that is used when staff talks with probationers. If there are no formal talking points and a standard process or procedures that exist, Ms. Brandvein asked staff to create some and put the focus on consumer protection and probationer rehabilitation, not punishment as stated in Goal 4, Enforcement. The committee can take care of part two of 4.1 which is focusing on protection and rehabilitation.

Ms. Brandvein asked Dr.’s Turetsky and Garcia if they had any comments on 4.1. Dr. Garcia had no comments.

Dr. Turetsky stated that he checked the Board’s website and realized that there isn’t anything on the website that explains to licensees or the public that what we are doing is consumer protection when it comes to citations and enforcement. It makes it look more like a punishment when it comes to probation and rehabilitation relating to citations and enforcement actions. The website requires more explanation to the public and licensees as to what we are doing.

Ms. Brandvein said we have a great opportunity if we can capture talking points to put the process together. We would be at a starting point on what we want to achieve through these kinds of communications as we can formalize and update our website where we share enforcement information.

Ms. Villareal said the Board’s website is in line to be updated and reorganized as information is

currently hard to find now. She continued that staff would look into adding a blurb to the citation and enforcement page regarding consumer protection the Board's purpose and mission. Ms. Brandvein stated that the focus relating to this message should be the "why we do what we do" relating to enforcement and probation and not so much on punishment.

Dr. Turetsky stated that in the past when he received mailings from the Board the first thing he and his colleagues would go to was the enforcement actions because people wanted to see what was going on so that other licensees could avoid the same mistakes others may have made. Dr. Turetsky continued "If we are sending out enforcement actions to everybody, we should also explain why we are doing this and what the Board's responsibility is to the public. Enforcement actions will be read as that is something licensees always look at, so they don't make the same mistakes others have made. It's a way to get people's attention. Is that the way it was with you Jeff when you used to get mailings and things of that order?"

Dr. Garcia confirmed that he used to read this document as well but doesn't recall seeing it for years and wasn't sure if the list was still going out. Dr. Turetsky stated that you must dig it up on the Board's website. Now you must go to the Board's website and dig to find a list of the 2021 citations and enforcement actions. Ms. Villareal stated that as a part of the Board's outreach plan, Goal 6, the Board is planning to send communications on ListServ and to utilize social media more to get the word out about compliance. Ms. Villareal also stated that the Board is aware that social media is a big thing right now and is also a part of getting the word out to probationers and licensees to stay compliant. Ms. Villareal continued that staff will be sending out quarterly emails about consequences and infractions of non-compliance as stated in 5.1.1 of the Action Plan.

Ms. Brandvein stated that staff should start with messaging – the purpose, the message and we'll review that together with a process and talking points then the committee after its review will ask that we work with staff to update the current site, integrate it into the site version two that were waiting in line for DCA to support us with, and then when we are ready for a social media campaign that is tied to another goal as well where we can blend all this together. Let's take one step at a time with first the "what and why" together with the process and talking points if we could please and then we will revisit this.

Ms. Brandvein stated that first tying enforcement to consumer protection....what is the statement or the point we are trying to make – how is that is tied together so that it is about changing behaviors to better align with protecting consumers versus a straight "here's a list of folks being punished". If staff can pull this information together the committee can better coach and guide.

Ms. Brandvein continued that 4.2 is the member side of things specific to training new Board members...this is important but I would like to get 4.1, if my colleagues agree, as the priority and then 4.2 - training for new Board members...perhaps staff can pull together what that might look like so that the committee can react to it and provide recommendations relative to length, delivery, presentation, timing, etc.

Ms. Brandvein asked Dr. Garcia for his thoughts. Dr. Garcia stated that training is important, as he could speak from experience. When he started with the Board, there was no formalized training and he felt he had to "sink or swim" and reached out to other Board members for help. If there was formalized training for Board members it would benefit as it would bring everyone up to speed faster and make them more effective as members and give them all an equal playing field in terms of information to make them better members. Dr. Garcia said for him this is one of the highest priorities for the Board.

Dr. Turetsky agreed with everything Dr. Garcia was saying. Dr. Turetsky continued that it took him a long time to understand what the Board was tasked with doing. Up-front training should be something that they learn when they first are assigned to the Board and not on-the-job training which will take months or a year or so to get the hang of.

Executive Officer Shara Murphy joined the meeting. She reminded the committee that two Board meetings ago staff started enforcement training as it was the Board's way to have staff develop resources and disburse the information. At the end of the two sessions, we had the opportunity to talk about how the information was presented and what topics we will do next. We have been developing a training resource and if you remember it was the sessions we have been doing during the Board meetings so we are already beginning the progress with the training resources and are trying to do them in tandem.

Ms. Murphy continued, "the what and the why" are clear talking points on why we pursue enforcement to bring about consumer protection...those can be developed and is something we can bring back to the committee. I wanted to remind folks that we are working on those training resources and providing opportunities for new Board members like Dr. Garcia and Ms. Simms to have the dialog with existing members to talk about what is our enforcement process; what does it look like when we decide to do an interim suspension of practice. Ms. Murphy said staff can concurrently look at the changes to the website...the what and the why and the talking points, but you'll also recall we are working on those training resource developments as well.

Ms. Brandvein stated that what we are hearing from the Board is that we need step one first before we walk into a Board meeting and we're given materials and engage in a conversation. New Board members need more than just listening and trying to figure it out. Ms. Brandvein continued that if we could look at a couple of slides, for example, what it is, why types of enforcement actions are taken for what reasons...let's call it a glossary to get started or a sheet to reference so when Board members come to a meeting they are grounded a little more. Ms. Brandvein stated "Dr. Garcia, does this sound right?"

Dr. Garcia stated, "Yes, this is perfect." Ms. Brandvein stated "Dr. Turetsky?" Dr. Turetsky asked Ms. Murphy if we can extract the previous presentations from DCA's telecast and use those as training for new Board members. Ms. Murphy stated yes, as the staff has developed the presentations, we will develop a "deck" that new Board members will be able to look through and I think that you are right; some of those clips will be a great reinforcement tool. Our intention is we are allowing staff to create these decks for the conversations to be had with current Board members.

Ms. Murphy continued that at the end of that process and within the strategic plan we intend to say "Board members, these are the decks that have been created that you have looked through...how do we better package these for new Board members as they step in?"

Ms. Brandvein said moving on to outreach is a natural outgrowth of 4.1 and 4.2. Let's move to Goal 5 – Outreach – "Evaluate outside resources" and right below it is the "utilization and measurement of social media." Ms. Murphy stated to use all opportunities of board brainpower, she suggested bringing a list of resource training in 4.2 and the schedule for which they will be presented to this committee so they can give us some valuable input on what trainings should go next after the initial "hot button" issues like the ability of the Board to immediately suspend a license. It would be helpful for staff to bring to all of you..." this is the schedule of training" to let us know if the flow makes sense and to give your opinion on what trainings are important for staff to present. Is that an okay action item for us for 4.2?

Ms. Brandvein responded “yes; however, it needs to be second; we need a very basic briefing for new Board members about what enforcement is, particularly for the public and professional members, and how it pertains to optometry, so that when training comes up and those trainings have specific titles and subjects, etc. they can correlate it to enforcement overall.

Ms. Murphy stated what she is understanding is that our first quarterly email should appear at the beginning of the year and should include a “what and why”...this is why we do enforcement; it’s about consumer protection, not about punishment; these are the things we tell licensees if they have a complaint filed against them; here are the recent infractions that have been pursued by the Board and here’s this deck that tells you “take a look at this PP presentation or pdf that tells you about the enforcement process. Ms. Murphy stated that the staff has crafted the first email that we should have out at the beginning of the year. Does this sound like something we are looking for? A communication to the public and Board that this is the mindset of the Board when doing enforcement?

Ms. Brandvein stated that this is good, but Board members still need new Board member onboarding material, and this is not an email that goes out at the beginning of the year. This is a packet that is handed to new Board members as almost an appendix like the Board member training they go through that helps them understand what enforcement means for optometry; before we go through all of these details and start providing reports.

Ms. Villareal asked if it would be acceptable if staff put together a PowerPoint presentation for new Board members as was presented at the August 2021 Board meeting? Ms. Villareal continued that staff can add more detail about what enforcement is so that new Board members will understand why the Board does enforcement and what our purpose is.

Ms. Brandvein said yes, but it needs to be simplified so when Board members come to meetings and you get into a specific topic, new Board members understand where that topic stands in the broader scheme of things.

Ms. Villareal stated that the PowerPoint presentations could become a part of the Board member orientation packet. Ms. Brandvein agreed. Ms. Murphy stated that this would become an appendage to our Board member handbook. She also stated staff is developing slides so that we have an enforcement-specific handbook that we can hand to new Board members when they come to be a part of the Board.

Ms. Brandvein stated that if staff could complete all tasks in 4.1 and 4.2 by the next committee meeting that would be great as well. Ms. Brandvein continued regarding 5.1 and 5.2...will staff be ready to report on current practices and baseline metrics for this committee to benchmark and launch from?

Ms. Murphy stated that Marc Johnson, policy analyst, is responsible for outreach and works with office technical staff Mushyal Shabbir who does a great deal of our outreach. Mr. Johnson stated that on 5.1., our first task on 5.1.1, Quarterly Reports on Social Media Posts and Trends, we began to develop this, and it was included in the August 31, 2021 Board meeting packet. It was a part of the “Executive Officer Report” and was called the “Social Media Report.” We did not do a verbal presentation but in that report, we included a list of the various social media posts and what the post was about, and what kind of numbers we had – tweets and retweets received and how many people interacted with our posts.

Mr. Johnson continued that 5.2 appears to cross over into 5.1 to track and engagement on social media websites and again as a part of that first report we gave in August we did include

some of the metrics that are used by Twitter and Facebook as to how much engagement we are getting from our posts so we have begun some of these tasks in 5.1 and 5.2.

Ms. Brandvein said this is a good starting point. 5.2 it's asking us to evaluate those channels of communication with very specific initiatives. It would be helpful to pull together a plan with our initiatives on the left and across the top are the different channels we are using and provide a level of effectiveness based on the metrics gathered from resources such as Twitter etc. Is this something staff can pull together? This broadly helps us with building a communication plan which we would then move through some of these other items that require a plan. Mr. Johnson said this is an excellent idea to get started.

Ms. Brandvein asked for comments from Dr.'s Turetsky and Garcia on 5.1 and 5.2. No comments from the committee members.

Ms. Brandvein stated the action is to start looking at an early stage communication plan and tying our key initiatives or messaging in general to specific channels and being able to gauge the effectiveness through metrics. We should define what those metrics are as it should be similar to what staff pulled from Twitter, etc. that would help the Board overall, and not just the committee, understand how our outreach to the public will evolve over the next four years of the strategic plan period. On 5.3, Collaborate with Continuing Education Providers and Associations, Shara is doing a great job with this as many of the doctors engaged with associations. How does the Board staff want to tackle 5.3 and utilize this committee?

Ms. Villareal stated that Board staff will have to discuss this issue, come up with a plan, and get back to the committee.

Ms. Brandvein stated that is specific to when things change, whether it's is a reg or a law, how are we going to communicate this more broadly to optometrists and opticians and provide some training specific to it. Ms. Brandvein said she sees this as two parts – one is strictly communicating or disseminating and the second is more focused on getting them to understand through training.

Ms. Villareal stated that social media could assist with this issue with perhaps emails to changes in the law for example – staff can use ListServ to alert the changes.

Ms. Brandvein said we could create YouTube videos or something on social media that helps educate the public when we do have laws and regs that have been updated that impact the profession and the professionals. We can also use the Board meeting training slides that have been used for Board member training to educate the public and/or make an announcement specific to law or reg updated. We can also refer new Board members to the Board's website for even more information.

Ms. Brandvein continued that we can think about this one...there are a lot of tasks here between 4 and 5 and she realizes it's over a four year period but once we are done talking through each of these, this committee would like to hear from staff what might be proposed regarding scheduling and timing. The committee isn't asking for everything to be done in Q1 2022. We will need to prioritize once we meet with the other committees to determine how to distribute workload, objectives, and key results. Ms. Brandvein is tasking Ms. Murphy with this as we are only seeing this through our lens right now and not the other committees and aren't sure what the other committees are asking.

Dr. Turetsky wanted to provide comments on 5.3. First, he realizes Ms. Murphy has made

herself readily available to several of the local optometric societies to attend one of their virtual meetings to answer questions and be the Board's representative. Optometrists tend to discuss things going on in their profession and why doesn't the Board do something about these things.

Dr. Turetsky continued that Ms. Murphy has reached out to several societies to say "Hey, I will be at your next virtual meeting to answer questions." There has been very little interest by society members as it would take up meeting time and they would not earn CE credits for attendance. Dr. Turetsky said communication doesn't seem to be getting out to licensees. He stated he recently spoke to a former classmate who had the opportunity to purchase a third practice but couldn't under the current regulation for branch offices as he already owned two practices under the branch office license. This person had no idea the branch office license no longer exists. Folks are not getting the messages about changes in legislation and regulations. We have to get better communication with our licensees regarding what's going on at the Board.

Ms. Brandvein stated that with Ms. Murphy's depth of knowledge and excellent communication and presenting skills maybe she becomes an influencer which is a social media term for someone who speaks on behalf and is a recognized expert. If we're able to promote and bring forward these trainings can CE credits be attained by any of the professional members who attend?

Ms. Villareal said that Ms. Murphy was not in attendance at the moment and continued that the Board's website needs to be more informative and organized so that if a licensee wants a statement of licensure or something else, they can find the information quickly. Ms. Villareal stated that because not all folks are technically savvy, the Board sends emails regarding changes in law, etc. that licensees should be aware of.

Ms. Brandvein said the Board needs to get the message out about changes using something other than the Board's website. Home pages will appeal to some, but as new graduates come on board, they get their information by other means. We will have to think about how we reach those who aren't looking for the home page.

Ms. Villareal stated that new graduates are young, and they get their information from social media as opposed to older individuals who may get their information from the Board's website.

Ms. Brandvein stated that by the time we update the website, the information is old. We need to think of a way to keep the information fresh and it's almost the urgency of getting it out there, particularly as it pertains to regulations. This is a part of the communication plan and perhaps Ms. Villareal can work with Mr. Johnson to think this through. The communication plan should be comprehensive other just updating the website; it will also be more than social media. If organizations and others can give out education credits...if the executive officer hosted a course would that be an opportunity for continuing education credits? It would be something to look at to counter what Dr. Turetsky or Dr. Garcia put forward.

Ms. Brandvein stated the outreach plan touches on opticianry overall and she knows Ms. Murphy has been working on specific action items targeted toward the opticianry community. If we could learn what that outreach plan has been in the past which probably included continuing education, then we can get an idea going forward...all this piggybacks off a heightened communications plan. This population is not used to coming to our website to gather information or maybe are starting to. We should start understanding where they are getting their information which is as important as where do we want to place the information

they can grab now and in the future.

Ms. Brandvein asked for comments from Dr.'s Garcia and Turetsky. Neither had comments.

Ms. Brandvein asked Ms. Villareal to find out where optician applicants are getting their information from. Ms. Villareal stated that we do refer applicants to our website. Ms. Brandvein said the opticianry applicants are probably getting some information from the doctors they work for and said we need to think more broadly on how to communicate with and to them.

Ms. Villareal stated opticianry applicants probably get information from each other because as she answers the phones, she has heard this statement from applicants who have called. Ms. Villareal said we will work on a communication plan for the opticianry community. Dr. Turetsky asked Ms. Villareal if she had contact with Ruby Garcia of the California State Society of Opticians. Dr. Turetsky said Ms. Garcia sends out information to her members regularly by email. Mr. Johnson stated we do communicate with Ms. Garcia regularly and utilize her as a resource and other resources in the optician community.

Ms. Brandvein asked for comments from Dr.'s Turetsky and Garcia and neither had comments.

Ms. Brandvein stated if we look at 5.5, Publish and Disseminate Enforcement Actions to Illustrate the Consequences of Infractions (DUI, malpractice, and unlicensed activity) would staff have an example of enforcement action reporting (not to the Board) but in a way of outreach to the public and the professional population so that the committee could provide input?

Ms. Villareal said we do not but can use social media for getting information out regarding compliance. Ms. Murphy came back to the meeting and said our strategic plan guides to create this communication. To better communicate to licensees, the issues of infractions...we intend to revise the notice process that Dr. Turetsky mentioned earlier which used to go out by mail but now is sent out by email. We support that message by using social media platforms.

Ms. Murphy stated that by January 2022 we will have produced our first quarterly email on enforcement that will be sent out to stakeholders and licensees. What she envisions is creating a new quarterly email starting with why we do enforcement; this is the first thing we tell everyone. We do enforcement for consumer protection as opposed to punishment; we also have a resource where we go out and talk to graduates who will soon be applicants and use a PowerPoint slide that says "don't panic if you get contacted by the Board."

We'll take some of this messaging and we'll talk about how the Board will contact you. If you're asked, please provide the information; be truthful; this allows folks to see the most recent infractions that cause consumer harm. Also included is what licensees have been disciplined for in the last quarter. We'll also say, "We want you to understand the enforcement process so here is a slide deck that we have presented to our Board that shows you the basics of the enforcement process."

This is how we take complaints, this is the follow-up we do to get accurate and correct information from complainants and licensees; these are the options that enforcement staff has to pursue whether it be a citation or a formal discipline, suspension, or probation. Each of those decisions has an approval process. Staff recommends, then it goes to the executive officer, then to the AG's office, and then the Board is the final adjudicator. We will also include the slides decks.

In the next quarter, Q2 2022, we would do another email to licensees...this is why we do enforcement; don't panic when the Board contacts you; these are the things we have recently had to enforce, and here's a reminder to you of the enforcement process. As we have gone through each Board meeting and created new decks we will continue to put the new decks out to the community and the licensed population so they begin to understand the checks and balances of the process and how we ensure it is about consumer protection and not about the punishment of the individual. The fact that we don't have a way of doing that now is a part of developing this as a part of the strategic plan so that we can begin to do what the Board has asked. Ms. Murphy asked if this makes sense and satisfies the questions that are being discussed?

Ms. Brandvein said it does. Ms. Brandvein asked if Dr.'s Turetsky and Garcia had any comments. They did not.

Ms. Brandvein said if we can build off these multi-purpose training decks and other communications it will help reinforce and shift behaviors and gain knowledge, etc. you should be able to accomplish some of these goals. Ms. Murphy said the action plan is how we intend to implement the tasks that the Board has given us within the strategic plan and how staff is going about it. I think this discussion is helpful because we didn't have a plan to communicate and I think that understanding on the part of staff we have we have to better detail to folks that this is about consumer protection and not punishment. It's a process that has many steps and ensures remediation of an infraction is about better licensee behavior and not about punishment.

Ms. Brandvein regarding 5.6, "Developing a Communication Plan Regarding the Importance of Children's Vision, Health and Wellness", has everything gone out from the prior working group's efforts? Is there an update?

Ms. Murphy said staff developed a fact sheet outlining why children need comprehensive eye exams. There's also a video that was developed in partnership with DCA's communications that can be used. Staff are trying to figure out how to use these tools but aren't sure how the committee and Board would like us to use them in an impactful way. We can send them out via ListServ and will add this to our website but as Dr. Turetsky pointed out we are still growing our social media presence. We intend to talk to the committee today about a long-term change in the conversation. How do we go about communicating to our licensee population and the public the importance of this and how should we go about developing this communication plan?

Ms. Brandvein asked if we have partnered with school districts before? Specific to a communication plan; not the actual program implementation that was envisioned early on?

Ms. Murphy said no. We have not ever worked with the Department of Education. The Board has tried to work with them in the past to get a notice that goes out to families with the initial school packet, but that process is very structured and can be bureaucratic.

Ms. Brandvein suggested that we can develop messaging as a pilot program to see how that works. She continued that we need to get the information out to parents; to the decision-makers whether that is through the PTA's the school districts, or boys and girls clubs. Social media might be helpful in this case. Children's vision is a key initiative of ours.

Ms. Murphy said we can poll our professional members to see if there is anyone who will help pilot this idea to the school districts in their vicinity so that we can develop the pilot

program/plan outlining how we will use the PTA, the district, or the boys and girls clubs in the area to start the conversation.

Ms. Murphy asked for comments from the other members. Dr. Garcia agreed with all comments and didn't know of the limitations regarding government agencies or school districts. He continued that it might take a long time to work with these folks and it could be challenging. Instead, he suggested we partner with (California Optometric Association) COA and the private sector to get some funding and utilize multi-media to disseminate the information directly from the Board, COA, or private practices and social media. He said it might be more effective and less expensive while working with the government is inefficient in general.

Dr. Turetsky said we have been talking about this issue for a long time. There have been lots of strategies tried; the COA has reached out on this issue numerous times. Maybe speaking to private entities that are currently doing examinations or vision screenings through schools might have some ideas to communicate the importance of children's vision and eye exams. Dr. Turetsky said this has been an ongoing issue and anything we could try would be great. Cyd asked if anyone had any comments.

Ms. Murphy agreed with Dr. Turetsky to partner with folks who are providing these services. Ms. Murphy stated that now we are going to have mobile practice, how do we use this avenue as a communication for the policy changes, we are seeking? Ms. Murphy asked what private entities the committee members were referring to? She understands the professional agency was one, COA. Dr. Garcia stated that Vision Service Plan (VSP) - insurance companies, frame companies, or private company that has a vested interest. There are programs out there already that are bringing children's awareness.

Ms. Murphy asked the committee members how do we use the expertise of our Board members and the authority of the Board name to help communicate with increased authenticity in partnering with private entities? A communication might look like "It's great that you are talking about your frames but as you are bringing in your 12-year-old, don't forget about your four-year-old because they need to be here as well.

Dr. Garcia stated that the American Optometric Association (AOA) has an infancy program. Dr. Turetsky stated that private and charitable organizations that have good name recognition and good outreach in certain parts of the state. They have good communication with people who can provide some influence on school boards.

Ms. Brandvein said 5.7 is specific to diversity, equity, and inclusion training, (DEI) as we look at better serving underrepresented communities and to make sure we have better outcomes in the future, would DCA's SOLID or the department's HR have the DEI training that has been given to other boards that we could reference and customize for our Board's needs?

Ms. Murphy stated she is not aware of any, but these are two good resources for us to research. We can see if we can find examples staff can implement for our Board and bring those back to the committee for review. Ms. Murphy also said we are educating ourselves in the process. Are there messages that we can relay and transmit to licensees?

Ms. Brandvein said we can identify different target audiences in the broader communications plan because the training will start off similar but will have very focused proposed sections for the audience that we are training. Ms. Brandvein continued that she wondered what kind of support we could get from the Department's SOLID team and HR? Ms. Murphy asked what Ms. Brandvein thought our target audiences would be the Board, the professionals, the service

team, staff. Ms. Brandvein asked for comments from Dr.'s Garcia or Turetsky. No comments were provided.

Ms. Brandvein said this could be a multi-step action plan that is multi-year and will have to be coordinated across the state as this plan will take time. Ms. Murphy said they had some great recommendations from Dr.'s Kawaguchi and Wang after they attended the ARBO conference so we have continued to follow up with the National Association of Optometrists and they have given us some leads that we can rely upon for resources and support concerning samples of training. We'll bring that back to the committee next time and with the progress of the partnerships.

Dr. Garcia asked if we had any data on this issue, is it growing or static? Ms. Murphy said we do not have data as we have not delved into this issue yet. We talked with the National Association of Optometrists, a Black American founded association and they haven't begun this work and have not quantified the issue; they are not yet doing trainings. One of our first action items is to understand the issue...pulling together some of the data that has been compiled, so as a committee, we can discuss and improve so that we have a clear direction for our intent.

Dr. Garcia said in his observation in his volunteer work at the Lion's Club it seems especially since Medi-cal covers adult services; that decreased a lot of the demand. We aren't getting referrals from school nurses or exams and glasses for adult care like we used to. It's affecting the Lions Club program where we have Lions in Sight, etc. where surgeries are performed for the uninsured and people at risk. Those referrals have gone down as well because they are finding coverages in their community. In terms of eye care it is an issue but maybe less of an issue today than it was 10 years ago, so I wondered if there is data that is pushing us in the other direction.

Dr. Turetsky stated that something to consider is if you are a Medi-cal provider and your insurance has been assigned to VSP...VSP mandates annual cultural competency training. If the Board can arrange for cultural competency training and possibly receive CE units, we could get more people interested in taking that type of training. This training covers race, religion, sexual orientation, age, everything that you could think of. There are valuable insights in this training that makes you think of things that you haven't ever thought of before based on your life experiences. It gives you an inside view of other people's life experiences. If licensees could get CE credits out of this and training, we could perhaps get some empathy for the patients they serve.

Ms. Murphy said in our continued search for partnerships we will reach out to VSP and try to understand their cultural competency offerings and potentially bring back some information to the committee.

Dr. Turetsky said if something can go before the Practice and Education Committee (PEC) maybe we can get some additional compliance with taking this kind of CE. Ms. Murphy said we will see what they offer and maybe have a joint meeting between the Consumer Protection & Outreach Committee and the PEC to better understand what their offering is and see if we can develop some CE that would count toward renewal and see what we can do regarding outreach from this committee to advance the discussion.

Ms. Brandvein said what is the problem we are resolving and begin narrowing this down. This takes us through nine separate tasks or results that we are looking towards in the two separate goals where the CPOC and the PEC have been asked to take the lead role. Are there other

conversations Ms. Murphy and team that have been ongoing or any other committee meetings that have been pulled and what we do to support them?

Ms. Murphy said no and that the two committees would discuss this goal and scope. It has not been discussed in the PEC in this free flow way. At the next PEC meeting, we will give them a report as they are going through the same process and say this was also discussed in the CPOC and looked for better framing of the issue and what our thoughts are here and they might suggest that we further research by staff to bring back to the committees. Ms. Brandvein stated that we need to partner with the PEC to avoid redundancy to make sure we are tied together regarding this issue.

Ms. Brandvein asked Ms. Murphy to review the discussion regarding social media to understand the new ways the Board should utilize this feature as Ms. Murphy missed this part of the discussion. Ms. Murphy and Ms. Brandvein will have a conversation offline to discuss the social media plan.

Ms. Brandvein stated based on the discussion today regarding the workload for goals 4 and 5 staff should prioritize the workload to accomplish the goals discussed.

There were no requests for public comment.

7. Future Agenda Items

Audio of Discussions: 1:38 / 1:39:43

Ms. Brandvein asked if any future agenda items should be added for the next meeting. Dr. Garcia stated that he had nothing.

Ms. Brandvein stated that for future agenda items as following up on the strategic plan discussion and the actions for each subtask under the goals for those items where the committee has asked for a report back to help guide.

There were no requests for public comment.

8. Adjournment

Meeting adjourned at 1:39.43 p.m.