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

From: Todd Kerrin
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Subject: **Agenda Item 3 – Update and Discussion Regarding “Emerging Technologies”
Consumer Outreach Campaign**

Background

At the Board’s April 21, 2017 meeting, the Public Relations and Outreach Committee was tasked with discussing the topic of emerging technology and bringing recommendations to the full Board regarding an educational outreach campaign.

The Committee Chair, Donna Burke, worked with DCA’s Deputy Director of Communications, Veronica Harms, to develop a framework that captured the ideas that were discussed. The Committee reviewed and approved the communications plan, timeline, news release, and media list on July 27, 2017, and the Board approved the plan, allowing the EO and legal to make minor edits, on August 4, 2017 (Attachment 1).

Update

The Board is on track implementing the approved outreach campaign. The press release was distributed to various media outlets on August 29 (ahead of schedule), and DCA’s Communications team has pitched interviews to the media. In addition, the Children’s Vision Workgroup developed a Q&A article for our Fall 2017 newsletter (coming soon).

The Board has also done the following:

- Collaborated with the DCA Communications team to draft a unique outreach plan for use by the Dispensing Optician Committee;
- Began the process of partnering with the American Board of Opticianry to arrange distribution of an informational letter to recently certified opticians outlining California’s registration requirements and answering common questions;
- Began implementation of a consistent presence on social media platforms (Facebook, Twitter, etc.) with the goal of raising awareness about issues deemed important by the Board (children’s vision health, risks associated with cosmetic contact lens use, etc.);
- Became the first DCA board to broadcast a committee meeting using Facebook Live. The broadcast drew the attention of 33 unique viewers, and helped contribute to notable spikes across social media metrics (893% increase in Reach, 333% increase in Page Views, 200% increase in Post Engagement, etc.); and,
- Completed the Action Planning Session for the 2017-2020 Strategic Plan that included discussion of the potential for future use of technology to increase access to and participation in Board and committee meetings.

California State Board of Optometry Communications Plan

Introduction

The California State Board of Optometry (Board) was created by the California Legislature in 1913 to safeguard the public's health, safety, and welfare through regulation of the practice of optometry. Protection of the public is the highest priority for the Board when exercising its licensing, regulatory and disciplinary functions. The Board currently licenses approximately 7,500 practicing optometrists, the largest population of optometrists in the United States.

The Board's vision is to promote excellent optometric care for every Californian. One component of this is to ensure the public understands what is excellent optometric care. Part of that is knowing what proper eye health in general looks like and what are the options available to consumers for maintaining eye health.

The Board recognizes there is a need to educate consumers and other stakeholders on its mission and proper eye health. It is the intent of the Board to establish a communications plan to bring awareness to consumers, professionals and policy makers about the Board's role and the benefits of proper eye care.

Communications Objectives

- Educate consumers about the potential health risks of not receiving a thorough eye exam by a licensed eye care professional.
- Teach consumers the difference between the types of eye exams available and the benefits of each one.
- Provide materials to professionals to educate their patients on different types of eye exams.
- Create a level of understanding on the benefits of new technology, but also recognize its limitations.
- Secure the support of partners to assist in the distribution of messaging.
- Inform the public of the role of the Board.

Target Audience

The Board will be targeting multiple audiences and developing different messages and materials for each.

- Parents
- Doctors/professionals
- Policy Makers

Messaging

Initial messaging themes are presented in the following matrix for each audience. Depending on the outreach tactic, the message can be changed.

Audience	Message Themes
Parents	<ul style="list-style-type: none"> • A refractive eye exam – what it can and cannot do. • Are you compromising eye safety for convenience? Your vision could be at risk. • Importance of a thorough eye exam. • Long term versus short term strategy for maintaining eye health.
Doctors/Professionals	<ul style="list-style-type: none"> • Educating patients on different types of eye exams will establish trust and loyalty and also better eye health. • Patients rely on professionals for easy to understand information to make informed decisions. • Refraction tests may be a first step to vision care, but other exams are needed to detect other eye health issues.
Policy Makers	<ul style="list-style-type: none"> • The Board recognizes that new technology exists related to eye care, however, there are limitations to the technology. • The Board’s role is to license and regulate the practice of optometry. • What is eye health?

Strategy

The Board will work with the Department of Consumer Affairs’ Communications Division to create materials and content to use for outreach. Campaigns will leverage national holidays pertaining to optometry, current events and issues, as well as board priorities. The Board will also work on developing partnerships to help promote the Board’s role and campaigns.

Tactics

The following activities are some ideas for the Board to implement.

*Traditional Media Outreach**

- News Releases – News releases can be written to gain interest on Board activities and messages. These can be tied to national events to be relevant including Save Your Vision Month and the like.
- Interviews – These can be for radio, television or print. The Communications Division will work to secure interviews on specific topics for the Board.
- Opinion Editorials – Topics can be decided to develop an opinion editorial for placement. These too can coincide with specific months to gain relevancy or around specific pieces of legislation.

*Please see attached media list to include blogs, major dailies and community papers. This is just a starting point. Outreach will also be to television and radio stations depending on the campaign.

Social Media Outreach

The Board currently has Facebook and Twitter pages. Specific campaigns can be developed to garner more followers and engagement with the Board. These campaigns would be promoted using hashtags. Some potential campaigns could include the following:

- #HealthyEyes – campaign can be centered on developing graphics to educate people on what healthy eyes look like.
- #CanUSeeWhatISee – a campaign to explain the difference between eye exams.
- #ShowMeYourGlasses – fun campaign to get people engaged and showcase how many people wear glasses and the importance of eye health.

The Board will also create an Instagram account to promote the campaigns above. By creating campaigns throughout the year to promote on social media the sites would be upgraded and enhanced with content and information.

Back to School Campaign

Back to school is a good time to remind parents to take their children to get a comprehensive eye exam. The Board will develop a press release to educate parents on the need to have their child's eyes checked out by an optometrist or ophthalmologist. (Draft attached)

A social media campaign will also be developed with messages to remind parents to take their children to get an eye exam. The following are examples of potential posts for social media sites. They would also be linked to the Board's website for more information.

- FB Posts (the following messages would be designed graphic posts)
 - Parents, did you know healthy eyes can lead to a better learning experience for your children? Make sure to get your child's eyes checked before school starts. #HealthyEyes
 - Have you gotten your child's eyes checked? Send us a picture of your child getting their eyes checked. #HealthyEyes
 - Its 'Back-to-School' and time for an eye check. #HealthyEyes
 - This school year, make sure your children have clear vision and healthy eyes. #HealthyEyes
 - Don't impede your child's learning ability – get them a comprehensive eye exam. #HealthyEyes
- Instagram Posts – we would encourage people to post pictures of their children going back to school with glasses on or at the time of their eye appointment. We'd use the hashtag #HealthyEyes

Video Development

The Board can work on developing videos to explain the difference between eye exams. This can be of an optometrist simulating different eye exams. The video can then be used and placed on social media sites. As well as shared with partners and doctors to play in their offices.

Collateral Materials

Several materials can be created for use on the Board's website, social media and for distribution.

- Update existing brochures
- Create plain language materials for doctors to provide to patients regarding eye exams
- Create a one sheet to explain all the different types of eye exams
- Develop a brochure on the Board's role and function

Partnerships

Developing partnerships is a great tool to get ambassadors to deliver Board messages. The CA Optometric Association has agreed to run Board content in their newsletters and link to the Board website. We would work on identifying potential partners and develop materials as necessary.

Below is a brief list of potential partners:

- CA Optometric Association
- VSP
- Kaiser
- Optometry schools
- National Eye Institute
- American Academy of Ophthalmology
- California Department of Health Care Services
- California CareForce
- Blue Shield
- California Association of Dispensing Opticians
- California Academy of Eye Physicians & Surgeons
- School PTA's
- Legislative Offices specifically targeting the following:
 - Assemblymembers:
 - Matthew Harper
 - Adrin Nazarian
 - Jacqui Irwin
 - Marie Waldron
 - Kevin Kiley
 - Rob Bonta
 - Mark Stone
 - Catherine B. Baker

- Senators:
 - John M. W. Moorlach
 - Robert M. Hertzberg
 - Hannah-Beth Jackson
 - Henry I. Stern
 - Joel Anderson
 - Ted Gaines
 - Nancy Skinner
 - Bill Monning
 - Steven M. Glazer

DCA Publications

DCA has a host of venues to have Board content including:

- DCA Blog Page
- Consumer Connection
- Monthly DYK

Timeline

Many of the tactics can be used throughout the year. Below is a general timeline to follow for specific campaigns using the different tactics. All dates/timeframes are estimates and subject to change.

Please see attached timeline for more details.



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NEWS RELEASE

FOR IMMEDIATE RELEASE
[Date]

Contact: [Name – (XXX) XXX-XXXX]

SCHOOL IS BACK IN SESSION

Are Your Child's Eyes Healthy?

DATELINE – Back to school season is in full force and parents have been focused on getting all the necessary materials – back-packs, notebooks, pencils – for their child's studies. But are parents thinking about having their child's eye health checked?

Clear vision does not necessarily mean healthy eyes. Nearly 25 percent of school-aged children have vision problems that can cause them to struggle in school. Undetected and untreated vision problems can also leave a child with permanent vision damage later in life. Many of these problems go undetected because children have not received the comprehensive eye exams they need to succeed in school and protect their vision for life.

“The start of a school year is a great time to take your child to get their eyes checked by an optometrist or ophthalmologist,” said Cyd Brandvein, President of the California State Board of Optometry. “Most parents will get their child's vision screened at school or by their regular healthcare provider. We encourage parents to go the extra step to get their child a comprehensive eye exam to detect significant vision and eye health problems.”

Existing school vision tests miss eye disorders in 1 in 3 children. Children can be labeled with special needs or as having behavioral challenges when they simply can't see the blackboard or focus on their book or computer. A comprehensive eye exam can detect significant vision and eye health problems, such as binocular vision deficiencies that can impede reading.

This school year, make sure your children have clear vision and healthy eyes. Regularly check the health of your eyes by visiting your eye doctor. To verify the license of your

News Release Title

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optometrist or ophthalmologist, visit the Department of Consumer Affairs' website at www.dca.ca.gov and click the BreEZe button.

The California Board of Optometry is part of the California Department of Consumer Affairs. The board licenses and regulates more than 7,500 Optometrists. You can visit www.optometry.ca.gov for a variety of consumer resources, including publications, forms and general information.

The Department of Consumer Affairs (DCA) promotes and protects the interests of California consumers while ensuring a competent and fair marketplace. The department also protects professionals (licensees) from unfair competition by unlicensed practitioners. Consumers can file complaints against licensees by contacting DCA at (800) 952-5210. Consumers can also file a complaint online at www.dca.ca.gov

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	2017					2018							
Campaign/Tactic	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug
	Develop materials including news release for distribution on the importance of eye health	Pitch media on interviews											
Back to School Glaucoma Awareness Month (January)				Research op-ed options	Draft Op-ed, get approval	Place op-ed campaign	Create materials including possible videos, brochures, social media etc	Launch campaign					
Save Your Vision Month (March)							Brainstorm campaign	Create materials including possible videos, brochures, social media etc	Launch campaign				
Sports Eye Safety Month (April)							Brainstorm campaign	Create materials including possible videos, brochures, social media etc	Launch campaign				
Healthy Vision Month (May)								Brainstorm campaign	Create materials including possible videos, brochures, social media etc	Launch campaign			
Cataract Awareness Month (June)								Brainstorm campaign	Create materials including possible videos, brochures, social media etc	Launch campaign			
UV Safety Month (July)										Brainstorm campaign	Create materials including possible videos, brochures, social media etc	Launch campaign	
Children's Eye Health/Safety Month (August)											Brainstorm campaign	Create materials including possible videos, brochures, social media etc	Launch campaign

	2017					2018							
Campaign/Tactic	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug
											Brainstorm campaign	Create materials including possible videos, brochures, social media etc	Launch campaign
Contact Lens Health Week (August)	Brainstorm campaign	Create materials including possible videos, brochures, social media etc	Launch campaign										
American Diabetes Month (November)								Brainstorm campaign	Create materials including possible videos, brochures, social media etc	Launch campaign			
#HealthyEyes													
Halloween and Contact Lenses		Draft Press release, create social media graphics	Launch campaign early October				Launch campaign						
#CanUseWhatSee		Brainstorm campaign	Create materials including possible videos, brochures, social media etc	Launch campaign									
#ShowMeYourGlasses			Initiate ideas	Script development	Film	Film	Edit	Launch campaign					
Eye Exams Video			Brainstorm topic	Draft Article	Publication Date								
DCA Consumer Connection Article					Identify Potential Partners and Outreach opportunities	Begin outreach to potential partners to garner interest							
Partnerships	Posts to coincide with awareness months and campaign launches												
DCA Blog	On-going												
Social Media	Developed as needed												
Collateral Materials	On-going												
Traditional Media Outreach													