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CALIFORNIA STATE BOARD OF  
**OPTOMETRY**



**PUBLIC RELATIONS & OUTREACH COMMITTEE  
TELECONFERENCE  
MEETING AGENDA  
December 16, 2015  
8:00 AM – 10:00 AM  
(or until conclusion of business)**

**MEMBERS OF THE COMMITTEE**

Donna Burke  
Glenn Kawaguchi, OD  
David Turetsky, OD

California State Board Optometry  
2450 Del Paso Road, Suite 105  
Sacramento, CA 95834

Nugget Markets  
Second Floor  
4500 Post St.  
El Dorado Hills, CA 95762

518 N. Moorpark Rd.  
Thousand Oaks, CA

**ORDER OF ITEMS SUBJECT TO CHANGE**

1. Call to Order/Roll Call
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 Consideration of Consumer Outreach Campaign Pertaining to Online Refractions; Recommendations to Full Board
4. 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 Board 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.

**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 Lydia Bracco at (916) 575-7170 or sending a written request to that person at 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.

2450 Del Paso Road, Suite 105  
Sacramento, CA 95834  
(916) 575-7170, (916) 575-7292 Fax  
[www.optometry.ca.gov](http://www.optometry.ca.gov)

**To:** Committee Members

**Date:** December 16, 2015

**From:** Donna Burke  
Committee Chair

**Telephone:** (916) 575-7170

**Subject:** Agenda Item 1 – Call to Order and Roll Call

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The meeting will be called to order and roll call of the committee members will be conducted.

Donna Burke, Committee Chair, Public Member

Glenn Kawaguchi, OD, Professional Member

David Turetsky, OD, Professional Member

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**To:** Committee Members

**Date:** December 16, 2015

**From:** Donna Burke  
Committee Chair

**Telephone:** (916) 575-7170

**Subject:** Agenda Item 2 – Public Comment

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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 Sections 11125, 11125.7(a)].

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**To:** Committee Members **Date:** December 16, 2015  
**From:** Jessica Sieferman **Telephone:** (916) 575-7184  
Executive Officer  
**Subject: Agenda Item 3 – Discussion and Consideration of Consumer Outreach  
Campaign Pertaining to Online Refractions; Recommendations to Full Board**

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During the November 20, 2015 Board Meeting, the California State Board of Optometry (Board) directed the Public Relations and Outreach Committee to further develop the Board's public outreach campaign to educate consumers about the potential dangers surrounding online refractions.

Currently, California licensed ophthalmologists are issuing contact and spectacle lens prescriptions to California consumers after consumers receive online refractions. Unfortunately, many consumers do not know the difference between a refractive eye examination and a comprehensive eye examination and do not know the importance of receiving a comprehensive eye examination on a regular basis.

Therefore, the committee will focus on creating and/or revising Board publications (listed below), developing a strategy to distribute the publications to consumers, and considering any additional ways to address the concerns surrounding online refractions.

In addition, the Department of Consumer Affairs' Office of Public Affairs and Office of Publications, Design & Editing have agreed to partner with the committee to assist in media outreach and designing publications. After attending the meeting, they can work with staff to draft any materials the committee would like to bring to the Board at its next meeting.

To assist the committee, Dr. Kawaguchi and staff prepared the attached draft consumer notice, which includes information about online refractions and comprehensive eye examinations. After the committee provides feedback, the content can be used in flyers, brochures, social media, etc.

**Attachments:**

1. [Cosmetic Contact Lenses - Change the Look of Your Eyes Safely and Legally](#)
2. [Focus on Your Eyes - What to Expect at an Eye Examination](#)
3. [Don't Let Your Halloween Vision Become a Real Nightmare!](#)
4. Draft Online Refraction Consumer Notice

## REPORT VIOLATORS

If you are aware of any business or individual selling cosmetic contact lenses without a license, please report the person or business to the California State Board of Optometry. The Board will investigate the matter. Fines for selling contact lenses without a license can range from \$1,000 to \$2,500 per incident.



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# COSMETIC CONTACTS

CHANGE THE LOOK  
OF YOUR EYES  
SAFELY AND LEGALLY



Cosmetic contact lenses are a fun way to temporarily change your eye color to match an outfit or a mood. Cosmetic contacts can give you tiger eyes, bloodshot eyes, or other effects to make a Halloween costume scarier.

However, the real scare comes from buying cosmetic contacts without a prescription from an unlicensed dealer. You could end up with an eye infection, scratched cornea, impaired vision – or worse.

In California, cosmetic contacts, just like contacts to correct your vision, must be prescribed by a licensed optometrist or ophthalmologist. You must buy your lenses only from licensed optometrist or ophthalmologist or from a licensed contact lens dispenser.

You may find cosmetic contacts for sale at flea markets, beauty salons, or accessory stores, but that doesn't mean the sales are legal.

Selling cosmetic contact lenses without a State license is against the law.

## WHAT ARE COSMETIC CONTACT LENSES?

Cosmetic contact lenses can be plano (zero-powered) lenses, meaning they have no prescriptive power, or they can be vision-correction lenses with added cosmetic touches. Both kinds are regulated medical devices under the U.S. Food and Drug Administration.

What if you just want zero-powered cosmetic contacts to wear once or twice?

You still need an eye exam and a prescription from an eye doctor, to be sure the lenses will fit you properly. The doctor or his or her assistant will show you how to handle and clean the lenses.

## WHAT ABOUT ONLINE SALES?

Out-of-state companies that sell contacts on the Internet to California residents also must be licensed. These companies must verify your prescription with your eye doctor.

## HOW DO YOU KNOW IF A COMPANY OR YOUR DOCTOR IS LICENSED?

VERIFY THE LICENSE

**Optometrists** are licensed by the Board of Optometry to conduct eye examinations, treat various eye conditions, and prescribe glasses and contact lenses. Optometrists provide the majority of Americans' eye care. Verify an optometrist's license at [www.optometry.com](http://www.optometry.com).

**Ophthalmologists** (medical doctors who specialize in care and treatment of eyes) are licensed by the Medical Board of California. You may verify an ophthalmologist's license at [www.mbc.ca.gov](http://www.mbc.ca.gov).

Registered Dispensing Opticians and/or optical shops are authorized to fill contact lens prescriptions and are registered by the Medical Board of California. To verify if someone is an optician, visit [www.mbc.ca.gov](http://www.mbc.ca.gov).



## REGULAR CHECK-UPS PROTECT YOUR VISION

Did you know that the leading cause of blindness for people under 65 is diabetes? That cataracts and glaucoma can be treated and good vision maintained? Good eye health starts with going to your optometrist or ophthalmologist to ensure that your eyes are monitored and conditions detected early.

Some eye problems have few warning signs and no pain. Regular visits to an eye care professional (optometrist or ophthalmologist) can help ensure that any eye problem is found and treated early.

The California State Board of Optometry believes that routine eye exams are crucial for you to maintain good eye health.



# FOCUS ON YOUR EYES

## WHAT TO EXPECT AT AN EYE EXAMINATION



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## EYE CARE PROVIDERS – THE FOUR O’S

**Optometrists** provide primary vision care. They conduct examinations to determine the overall health of the eyes and screen for disease such as glaucoma, cataracts, macular degeneration, hypertensive retinopathy, and diabetic retinopathy. They also prescribe corrective lenses - glasses and contact lenses - as needed. Some Optometrists with additional certifications can prescribe medications to treat common eye diseases such as red eye and conjunctivitis, even glaucoma. The California State Board of Optometry licenses and regulates these eye care professionals. Optometrists may use the letters O.D. after their names.

**Ophthalmologists** are medical doctors who perform eye surgeries for problems such as cataracts, glaucoma, and macular degeneration. Ophthalmologists can also treat eye diseases and prescribe corrective lenses. The Medical Board of California licenses ophthalmologists. They may use the letters M.D. after their names.

**Opticians** are individuals and businesses that fill prescriptions for eyeglasses and contact lenses. They are regulated by the Medical Board of California.

**Optometric** assistants take a patient’s history and perform some simple vision tests, including automated tests and those that take digital images of the eye. They may also fit prescription lenses and administer certain topical medications under the supervision of an optometrist or ophthalmologist. Optometric assistants are not licensed or regulated.

## WHAT TO EXPECT DURING YOUR EYE EXAM

In order to evaluate the health of your eyes, an optometrist (or ophthalmologist) may:

1. Obtain and assess your case history.
2. Conduct a thorough examination to determine the internal and external health of your eyes. For instance, to evaluate for glaucoma, an optometrist may conduct a visual field evaluation and check your eye pressure.
3. Conduct a thorough evaluation of your refractive status (how your eyes focus and coordinate) and determine a prescription accordingly.

Your optometrist may dilate your eyes by administering eye drops and/or take pictures of your eye in order to diagnose and document any vision or eye health problems.

## WHAT TO EXPECT AFTER YOUR EXAM

After your eye exam, your doctor will explain what he or she found. If an abnormality is detected, he or she will discuss treatment options.

Your doctor may also schedule a follow-up exam for you. If you need a prescription, he or she will give it to you after your exam and review your options for filling it.

## WHAT YOUR PRESCRIPTION INCLUDES

Under Federal regulations, if glasses are prescribed, optometrists or ophthalmologists must give each patient a copy of his or her prescription immediately after an eye exam; or, if contact lenses are prescribed, at the completion of a contact lens fitting process.

Once obtained, your prescription should include the prescribing optometrist’s name, license number, address, telephone number, and signature.

## MAINTAINING GOOD EYE CARE IS NOT JUST FOR ADULTS

Nearly 25 percent of school-aged children have vision problems which can cause them to struggle in school. Undetected and untreated vision problems can leave a child with permanent vision damage later in life.

Children should have their first comprehensive eye examination before they enter school.

The California State Board of Optometry is a consumer protection agency that licenses and regulates optometrists and the optometry profession. If you have questions about an optometrist, or would like to file a complaint, please contact the Board.

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**DON'T LET YOUR  
HALLOWEEN VISION  
BECOME A REAL NIGHTMARE!**

**Y**ou put together the perfect costume: coal-black hair, ghoulish-white makeup, blood-red lips, all-black clothes. Then the final touch: contacts for the dreamy, golden amber vampire eyes.

Specialty contacts can make your costume perfect. They can even be a costume by themselves. But you can't get contacts (even non-corrective ones) without a prescription. That's the law.

You need an eye doctor to examine your eyes and write a prescription for contacts that fit your eyes. The doctor will also show you how to use and care for your contacts.

If you put non-prescription contacts in your eyes, your Halloween celebration can turn into a real nightmare.

Contacts sold without a prescription at flea markets, costume shops, beauty salons, online, and other places can damage your eyes. You could end up with

- Irritation and pain
- Infection
- Scratched cornea
- Impaired vision
- Loss of eyesight

Buy your Halloween contact lenses from a licensed eye care professional (optometrist, an ophthalmologist, or a registered dispensing optician), or buy them from a reputable online vendor who requires a prescription. If you wear contacts now, ask your eye doctor for a copy of your current prescription.

**TO VERIFY A LICENSED  
OPTOMETRIST, CONTACT:**

CALIFORNIA STATE BOARD OF OPTOMETRY  
2420 DEL PASO ROAD, SUITE 255  
SACRAMENTO, CA 95834  
(916) 575-7170 [www.optometry.ca.gov](http://www.optometry.ca.gov)

STATE OF CALIFORNIA

**dca**

DEPARTMENT OF CONSUMER AFFAIRS

## Online Refractions

Looking for convenient alternatives to traditional eye exams? Considering using online services? Before looking any further, make sure you know what you are and are not receiving. Some companies are offering online refractive testing as a means to expand access to eye care products and services. A refractive test is a vision test used to determine your eyeglass or contact lens prescription, and is usually given as part of a routine eye examination. **Refractive tests do NOT replace comprehensive eye examinations.**

A refractive test alone cannot determine the health of your eyes and can miss key eye health issues such as:

- Cataracts
- Glaucoma
- Diabetic retinopathy
- Retinal tears and scarring
- Eye infections
- Dry Eye Syndrome

The California State Board of Optometry believes routine, comprehensive eye examinations are crucial for you to maintain good eye health.

## Comprehensive Eye Exams

During your comprehensive eye exam, an optometrist (or ophthalmologist), will evaluate the health of your eyes by doing the following:

1. Obtain and assess your case history.
2. Conduct a thorough examination to determine the internal and external health of your eyes. For instance, to evaluate for glaucoma, an optometrist may conduct a visual field evaluation and check your eye pressure.
3. Conduct a thorough evaluation of your refractive status (how your eyes focus and coordinate) and determine a prescription accordingly. Your optometrist may dilate your eyes by administering eye drops and/or take pictures of your eye in order to diagnose and document any vision or eye health problems.

The California State Board of Optometry is a consumer protection agency that licenses and regulates optometrists and registered dispensing opticians. Only licensed optometrists and ophthalmologists can provide eye glass and contact lens prescriptions. If you have questions about an optometrist or registered dispensing optician, or would like to file a complaint, please contact the Board.

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**To:** Committee Members

**Date:** December 16, 2015

**From:** Donna Burke  
Committee Chair

**Telephone:** (916) 575-7170

**Subject:** Agenda Item 4 – Adjournment

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