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Rachel Michelin, Secretary
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Maria Salazar Sperber
David Turetsky, OD
Lillian Wang, OD



CALIFORNIA STATE BOARD OF
OPTOMETRY



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

April 21, 2016

10:00 AM – 12:00 AM

(or until conclusion of business)

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

And via Teleconference at the following location:

**518 N. Moorpark Rd.
Thousand Oaks, CA 91360**

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 Implementation of Next Steps Regarding the Board's Online Refractions Consumer Outreach Campaign; 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

To: Committee Members

Date: April 21, 2016

From: Donna Burke
Committee Chair

Telephone: (916) 575-7170

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

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: April 21, 2016

From: Donna Burke
Committee Chair

Telephone: (916) 575-7170

Subject: Agenda Item 2 – Public Comment

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: April 21, 2016

From: Donna Burke
Committee Chair

Telephone: (916) 575-7170

Subject: Agenda Item 3 - Discussion and Implementation of Next Steps Regarding the Board's Online Refractions Consumer Outreach Campaign; Recommendations to Full Board

During the February 19, 2016 Board Meeting, the California State Board of Optometry (Board) approved the Public Relations and Outreach Committee's Campaign proposal to educate consumers on the differences between online refractions and a comprehensive eye examination.

Currently, California licensed ophthalmologists are issuing corrective prescriptions to California consumers after reviewing the consumers' online refraction results. Unfortunately, after receiving an online refraction, many consumers may believe the results are indicative of their ocular health and never see an eye care professional. While online refractions offer convenience and potential cost savings, they simply cannot detect serious ocular diseases that can lead to blindness without early diagnosis and treatment.

The Board-approved outreach campaign consists of brochures (Attachment 1), websites, downloads, renewal notices, public service announcements, news releases, and social media, as well as outreach to the Medical Board of California (MBC), schools, blogs, and National Public Radio.

Action Requested

As a committee, please further develop messaging and a detailed implementation plan including set deadlines. In addition, use the attached calendar to set meeting dates throughout the year.

Attachments:

1. Draft Online Refraction Consumer Notice
2. 2016 Board Calendar

DRAFT



ONLINE REFRACTIONS: *NOT A COMPREHENSIVE EYE EXAM*



BOARD OF OPTOMETRY

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“Like” us on Facebook and follow us on Twitter.



Understand the risks to your health

Clear vision does not necessarily mean healthy eyes. If you substitute an online refractive eye test for a comprehensive eye exam, key eye issues could be missed and you could be putting your eye health—and possibly your overall health—at serious risk.

What is an online refractive test?

An online refractive test is a service provided through a website. It is a vision test used as a tool by some California licensed eye care practitioners only to determine your eyeglass or contact lens prescription.

Consumers take the test for a fee and can then receive a prescription for eyeglasses or contact lenses from a California-licensed eye care practitioner.

What does a comprehensive eye exam cover that an online refractive test does not?

As opposed to an online refractive test, a tool used to only determine the appropriate lens power needed to improve your vision, a comprehensive eye exam entails an optometrist or ophthalmologist evaluating the overall health of your eyes by:

- Understanding your case history.
- Completing a thorough exam, which will determine the internal and external health of your eyes.
- Conducting an evaluation of your refractive status (how your eyes focus and coordinate) and determining a prescription accordingly.

Are comprehensive eye exams only for the elderly?

No. You do not have to be elderly, or even middle-aged, to have eye health issues. For example, young people can have diabetes, retinal tears, and eye infections that can be detected during a comprehensive eye exam.

Why is a comprehensive eye exam important?

The California State Board of Optometry, a consumer protection agency that licenses and regulates optometrists and the optometry profession, believes routine, comprehensive eye exams are crucial to maintain good eye health.

Refractive tests cannot discover eye problems such as:

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

Some eye health issues have few warning signs and no pain. A comprehensive eye exam performed by an eye care professional (optometrist or ophthalmologist) can help ensure that a problem is found and treated early. For example, diabetes affects more than 8 percent of the U.S. population, but about 7 million people are unaware they are diabetic, according to the Centers for Disease Control and Prevention.



California State Board of Optometry 2016 Meeting Calendar

<u>January</u>						
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January

1 New Year's Day
18 Martin Luther King Jr. Day

April

15 Practice and Education Committee Meeting
21 Public Relations and Outreach Committee Meeting
28 Children's Vision Coalition Meeting

July

4 Independence Day

November

18 CSBO Meeting – Southern California
11 Veteran's Day
24 Thanksgiving
25 Day After Thanksgiving

February

15 President's Day
19 CSBO Meeting – Southern California

May

27 CSBO Meeting – Sacramento
30 Memorial Day

August

26 CSBO Meeting – Sacramento

December

25 Christmas Day

March

31 César Chávez Day

June

10 CSBO Meeting – Sacramento (Tentative)

September

5 Labor Day

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To: Committee Members

Date: April 21, 2016

From: Donna Burke
Committee Chair

Telephone: (916) 575-7170

Subject: Agenda Item 4 – Adjournment
