

Outreach Activity	Status Update
<p>Develop a tutorial for the Medical Board of California's (Board's) website on how to lookup a physician's license and what the information means on the website.</p>	<p>A script for a tutorial has been completed and the public affairs staff gathered the materials needed to produce it. Work will begin with DCA on April 22, to shoot and edit the tutorial. The tutorial should be completed and posted online by the July 2016 Board Meeting.</p>
<p>Develop a PSA that can be provided to entities to air.</p>	<p>The PSA will be developed after the tutorial is completed. Public affairs staff is in the process of determining the talent to use. The PSA will be completed by September 2016.</p>
<p>Include information about the Board on utility bills throughout the state.</p>	<p>Research has determined that there are two types of utilities, municipalities and private, investor-owned. The municipalities are basically publicly owned and are quasi governmental while private, investor-owned utilities are for profit. Both have stated they will not consider putting something in their billing unless it specifically relates to what they do. However, the Public Affairs Manager reached out to the PG&E Public Affairs Director, who put her in touch with a nurse practitioner recently hired with PG&E, Ms. Tammi Watts. Ms. Watts was hired to create a health center for PG&E employees and she is very interested in working with the Board. It was discussed that the Board could provide information via brochures, newsletters, Op Ed's, and possibly participate in future outreach events for PG&E employees. Ms. Watts will be getting back to the Board with more details.</p>
<p>Include information about the Board on city, county, and state employee paystubs.</p>	<p>A message encouraging state employees, vendors and contractors to "Check Up on Their Doctor's License" will appear on all California warrants issued by the State Controller's Office during the period of 6/1/16 to 6/30/16 (this is subject to change). This will reach approximately 439,916 individuals.</p> <p>At this time, Board staff has not been successful with any other cities/counties contacted, but staff plans to continue outreach to numerous cities and counties in California.</p>

<p>Work with the AARP to provide Board information at their conferences, in their publications, and on their website.</p>	<p>The Board’s Public Affairs Manager has reached out to Charee Gillins who handles media for AARP in Southern California and Mark Beach who handles media in Northern California. Board staff has heard from Ms. Gillins who is going to look into the issue of promoting the Board’s messaging in Southern California to AARP members. Board staff is waiting to hear back from Mr. Beach who represents Northern California.</p>
<p>Reach out to unions so they can provide their members information about the Board and a link to the Board’s website on union materials.</p>	<p>Board Staff wrote a short article for CalSTRS, which was sent to publications editor Krista Noonan on February 8, 2016. CalSTRS has an active teachers group that will be publishing its next newsletter in the spring. They also have a retired teachers group and their publication will be out in the summer. CalSTRS has confirmed that the article will be published in each publication, as long as space is available. The total target readership is 900,000.</p> <p>The same short article was also submitted to the California State Retirees Association. Managing editor, Trinda Lundholm, confirmed the story will run in their April issue. The total target readership is 34,000 retired state employees.</p> <p>The American Federation of State, County, and Municipal Employees (AFSCME) is a national union and has two District Councils, #36 serves Southern California and #57 serves Northern California. The Board’s Public Affairs Manager has spoken with Erica Lichtman from District 36, and on April 4, an email was sent to Ms. Lichtman providing a copy of the Board’s brochure and a short write up detailing the campaign. Potential target readership is 120,000 California members.</p>
<p>Provide an interview and PSA to iHeart Radio with the Board staff and/or with Board Members.</p> <p>Interview/PSA on NPR and Capitol Public Radio.</p>	<p>The Board’s Public Affairs Manager will work to get these interviews scheduled after the Board’s PSA is completed – September 2016.</p>

<p>Encourage Legislative Members, Congressional Members, and local government to include information and a link to the Board's website in their newsletters and to Tweet the Board's link and post the Board's link on their websites.</p> <p>Hold a Legislative Day (possibly two) at the Capitol where Board staff passes out brochures and Members meet with key Legislators.</p>	<p>The Board's Leg Day will be held on May 11, 2016. At meetings with Legislators, Board Members and Staff will encourage Legislators to distribute information on the Board and its website to their constituents.</p>
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“Check Up on Your Doctor’s License” Campaign Outreach Plan

Goal: To reach as many patients in California as possible to make them aware of the Medical Board of California (Board) and their ability to verify a physician’s license on the Board’s website. This will allow patients to ensure a physician is licensed and is in good standing with the Board.

Situational Analysis: The assumption is that most Californians are not aware of the Board’s function and the tools available to them to obtain information about their current and/or potential physician.

Target Audience: Every patient in California. Target groups are seniors, ethnic groups/communities, parents, Legislators, California consumers, using a prioritized approach.

Challenges: The Board has limited financial resources to spend on outreach and must have approval from the Department of Consumer Affairs and other oversight agencies in order to obtain services for outreach, e.g. billboards, PSA airing, etc. In addition, the Governor’s Office has an Executive Order that does not allow employees to incur significant travel expenses (such as flights) for outreach events. Therefore, the Board must have staff and Board Members in those areas provide outreach or attend the events around other approved Board events, such as a Board Meeting. In addition, California is a diverse state where many different languages are used, the Board will need to use the census information to identify the top three languages used in California and translate brochures and information into those three languages.

Strategies: The Board has two strategies to implement this campaign: 1) Current and ongoing event participation and outreach; and 2) Partner with numerous organizations with the end goal being to focus on a particular month as “Check Up on Your Doctor’s License” month.

Proposed outreach includes:

These two items will need to be completed before outreach priorities can begin:

- ✓ Develop a PSA that can be provided to entities to air
- ✓ Develop a tutorial for the website on how to lookup a physician’s license and what the information means on the website

Priority 1

- ✓ Information about the Board on utility bills throughout the state
- ✓ Information about the Board on city, county, and state employee paystubs
- ✓ Work with the AARP to provide Board information at their conferences, in their publications, and on their website
- ✓ Board reach out to unions so they can provide their members information about the Board and a link to the Board’s website on union materials.
- ✓ Provide an interview and PSA to iHeart Radio, this could be with the Board staff and/or with Board Members
- ✓ Interview/PSA on NPR and Capitol Public Radio
- ✓ Encourage Legislative Members, Congressional Members, and local government to include information and a link to the Board’s website in their newsletters and to Tweet the Board’s link and post the Board’s link on their websites
- ✓ Hold a Legislative Day (possibly two) at the Capitol where Board staff passes out brochures and Members meet with key Legislators

Priority 2

- ✓ Work with other DCA regulatory boards to explore ways to leverage community health workers to assist in the outreach campaign
- ✓ Ads in community newspapers and school publications
- ✓ Air PSA on three television markets
- ✓ Invite media to all events held during the focus month and provide them with information on the campaign

Other Outreach Items

- ✓ Board staff and Board Members will attend health fair events throughout California
- ✓ Ads on mass transit (in English and Spanish) throughout the state
- ✓ Information about the Board on store coupons and receipts throughout the state
- ✓ Provide information to Teachers Associations
- ✓ Commercials on Facebook, Google, Pandora, YouTube, Twitter
- ✓ PSA to run on Sirius XM radio
- ✓ Contact the Governor's Office to seek interest/support with a quote and a link on the Board's home page in the focus month
- ✓ Seek a Legislative Resolution to proclaim focus month as "Check Up on Your Doctor's License" month
- ✓ Issue a Press Release at the beginning of the focus month

Resources: The Board will need staff time to attend events (this will include public affairs staff as well as other programs within the Board); Board Member time; funding for any ads/air time