

EDUCATION AND WELLNESS COMMITTEE STAFF REPORT

DATE REPORT ISSUED: July 17, 2013
ATTENTION: Committee Members
SUBJECT: Education & Wellness Committee Mission Statement
and Goals
STAFF CONTACT: Cassandra Hockenson

REQUESTED ACTION:

Discuss and consider the mission statement and goals for the Education & Wellness Committee

BACKGROUND AND ANALYSIS:

At the July 19, 2012 Education & Wellness Committee Meeting a mission statement along with goals to support that mission statement were proposed. Since the two Committees had recently been merged into one, Ms. Yaroslavsky directed staff to bring back mission statements from both entities, so the Members of the Committee could review them to determine an appropriate mission statement.

At the April 4, 2013 Education & Wellness Committee meeting no action was taken regarding the mission statement or goals proposed in support of the mission statement.

The original mission statement for the Wellness Committee reads as follows: “To further the Board’s consumer protection mission by encouraging and guiding licensees to promote a sound balance in their personal and professional lives so that healthy physicians offer quality care to their patients.” However, no mission statement was found for the Education Committee.

STAFF RECOMMENDATION:

Board staff asks the Committee to review the proposed mission statement and make any changes it deems necessary. Additionally, Board staff recommends the Committee review the goals set forth and make any adjustments or additions needed. After the implementation of Senate Bill (SB) 380, the Committee may wish to revisit these goals and identify additional goals.

Mission Statement:

“The mission of the Education & Wellness Committee is to actively pursue opportunities to educate the public on the functions and responsibilities of the Board; to protect consumers by providing updated and current information regarding the Board’s laws, regulations, and relevant healthcare information to physicians; and to encourage physicians to maintain a sound balance in their personal and professional lives so they can offer quality care to their patients.”

Proposed Goals:

1. Promote and educate physicians on the prevention and treatment of chronic disease by the application of change in nutrition and lifestyle behavior. (This is the goal of SB 380.)
2. Consider cross educational opportunities that promote the reduction of stress and contribute to a sound balance of personal and professional lives for physicians. This can

be accomplished through articles and information in the Board's Newsletter and on its Web site and continued work of the Committee's Subcommittee.

3. Educate consumers on the Board's purpose and the role a patient should play in his/her own healthcare. This can be accomplished through outreach events and health fairs, videos on the Board's Web site and public service announcements to reach out to consumers.
4. Identify the changes in healthcare, particularly regarding the California Health Benefit Exchange and the impact it will have on medical practices and the healthcare consumer, and educate both physicians and consumers regarding these changes.
5. Review and monitor the Public Affairs' Office strategic plan to ensure goals and objectives are being met.