

CALIFORNIA BOARD OF PODIATRIC MEDICINE
June 7, 2019

SUBJECT: PUBLIC EDUCATION PROGRAM REPORT

ACTION: RECEIVE AND FILE

RECOMMENDATION

Discussion and possible action regarding the newsletter “Footnotes,” the website and other outreach activities.

ISSUES

This report summarizes recent activities of the Board as to public education.

PUBLIC EDUCATION PROGRAM UPDATE

1. Discussion and Possible Action on Implementation Plan for Name Change to Podiatric Medical Board of California

The “California Board of Podiatric Medicine” will be titled “Podiatric Medical Board of California” on July 1, 2019. The process of preparing for this change began in 2018 and is actively being implemented. Staff has been working with the Office of Information Services (OIS) and the Internet Team of the Department of Consumer Affairs (DCA) to manage the transition.

Please find attached a copy of the Updated “BPM to PMBC Timeline.” (Attachment A) The Board’s stakeholders are expected to receive notices of the title change during June 2019. Department of Consumer Affairs, Communications suggested the following:

- Write an article for the Did You Know. Audience is all DCA employees and boards and bureaus.

- Develop social media campaign to be used on DCA and Podiatric social media sites.
- Work with the Office of Board and Bureau Services to see if they have a stakeholder list we can send an email out to notifying of the change.
- Send an email to all EO's and Chiefs of the change.

Enforcement, licensing, and administration programs have begun identifying and updating documents internally. The bulk of remaining documents will be updated internally during the month of June. The new title cannot be used prior to July 1, 2019 and it has been suggested that the notice should not go out too early as the recipients will not be able to use the new title and URL until July 1st.

The URL will be changed from www.bpm.ca.gov to www.pmbc.ca.gov on July 1, 2019. The new URL it will be updated internally throughout the process and updated docs will populate the new website regularly. The www.bpm.ca.gov website will redirect users to the new website for an additional six months or until the end of 2019.

2. Footnotes – Discussion of Topics for Future Newsletter

The Board's newsletter, "Footnotes" is currently producing the Spring/Summer edition. The future editions of "Footnotes" will continue to cover activities relevant to the regulation of podiatric doctors and the Board's efforts to protect the public. The publication could benefit by additional contributions so please consider submitting relevant content to "Footnotes."

3. Direct Outreach to Licensees and Stakeholders

The Board is conducting two of its four board meetings in 2019 outside the Sacramento area. The June Board Meeting will occur in Riverside, CA and the September Board Meeting will occur in Oakland, CA.

There are also plans for the Board to be represented at the California Podiatric Medical Association Meeting in late June of 2019. The Board is continuing its efforts to communicate with licensees and stakeholders through its website, newsletter, listserve, and social media. The issues that will be included in these efforts will focus on the Board's name change in 2019.

ATTACHMENTS:

Attachment A - Updated "BPM to PMBC Timeline"

Kathleen Cooper

Kathleen Cooper, Administrative Analyst

Brian Naslund

Brian Naslund, Executive Officer

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BPM to PMBC Timeline - July 1st, 2019 Attachment A

Update BPM to PMBC Timeline - July 1st, 2019						
Update - Activity						7/1
	Done	6/13	6/20	6/27		
1. Identify references needing to be changed						
1.1 - Legislative	X					
1.2 - Regulatory	X					
1.3 - Website	X					
1.4 - Printed Materials	X					
1.5 - Other - Signage / Logos						
2. Notification to Stakeholders - Collaborating w DCA						
2.1 - State Agencies			X			
2.2 - Boards Within DCA			X			
2.3 - Associations - State / National			X			
2.4 - State Agencies			X			
2.5 - Educational Institutions			X			
2.6 - Complete notification process				X		
3. Document and website creation						
3.1 - Collaborate with DCA re. website map					Ongoing	
3.2 - Identify docs. needing to be updated /changed on website	X					
3.3 - Update documents internally and convert to PDF					Ongoing	
4. Proof and check website/social media						
5.1 - Check for accuracy and consistency				X		
5.2 - Confirm all links work				X		
5.3 - Obtain third party feedback on mock website				X		

G o L i v e