

Veterinary Medical Board

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MEMORANDUM

DATE	November 15, 2018
TO	Veterinary Medical Board
FROM	Jessica Sieferman, Executive Officer
SUBJECT	Agenda Item 20B. Outreach Efforts

Revised Website

To better serve consumers, licensees, and applicants, Veterinary Medical Board (Board) staff has been working with the Department of Consumer Affairs (DCA) Office of Information Services – Internet Team since January redesigning the Board’s website.

First focusing on the home page, then moving to secondary and tertiary levels, VMB staff added emphasis to Inspections and Enforcement – making it easier for the public to access information. Pages are condensed with more relevant information highlighted, making it easier for individuals to read. In addition, various FAQs are being updated, ensuring the public has the most up to date information.

VMB staff anticipates the website being complete by the end of the year.

Increased Outreach Efforts

In late August, the Board management team met with the Department of Consumer Affairs (DCA) Office of Public Affairs to discuss ways to improve its outreach efforts to consumers and licensees. The Public Affairs team has launched numerous outreach campaigns for DCA’s Boards and Bureaus, including the Board of Registered Nursing’s (BRN) [“Go Green”](#) campaign and bringing more awareness to BRN’s [Substance Abuse Intervention Program](#).



Public Affairs also writes various blogs, highlights successful enforcement efforts and brings awareness to various licensing entities. Recently, they launched a social media campaign bringing awareness to DCA's new license search tool:

Life can be complicated.
Checking your **veterinarian's** license shouldn't be.

The new **DCA License Search.**
Access to over 3.5 million licensees, 24 hours a day, 7 days a week.

STATE OF CALIFORNIA
dca
DEPARTMENT OF CONSUMER AFFAIRS

Scroll, swipe, point, or click <https://search.dca.ca.gov>

The advertisement features a black and white French Bulldog and a brown teddy bear lying on a blue surface. Both are wearing blue ice packs on their heads. The dog has a thermometer in its mouth. To the right, a smartphone displays the DCA License Search interface, which includes a search bar and fields for 'BOARDS AND BUREAUS', 'LICENSE TYPE', and 'LICENSE NUMBER'. The background is a light blue and white pattern.

They also control [DCA's Blog Page](#), posting helpful information for consumers. In October, their team posted "[Don't let Halloween Become a Horror for Your Pets](#)" highlighting potential dangers to pets during Halloween. Board members are encouraged to subscribe to DCA's Blog Page and share the Board's social media information on their various platforms.

Board staff will work with DCA's Office of Public Affairs to launch the Board's Newsletter which will include important information for licensees, applicants, school administrators, and consumers. In addition, once BreEZe improvements are made, Board staff will work with Public Affairs help bring more awareness to BreEZe services.