

MEMORANDUM

DATE	October 15, 2021
TO	Veterinary Medical Board (Board)
FROM	Jessica Sieferman, Executive Officer
SUBJECT	Agenda Item 18.D. Outreach

Association Meetings (Strategic Plan Objective 5.1.1)

The Board's Executive Officer and Licensing/Administration Manager continue to hold monthly meetings with representatives from the California Registered Veterinary Technicians Association (CaRVTA) to provide updates, answer questions, and address any concerns they may have.

On October 8, 2021, the Board's Executive Officer attended the California Veterinary Medical Association (CVMA) Board of Governors (BOG) meeting in Lake Tahoe and provided an update regarding Board actions, the Board's Sunset process, and matters currently facing the Board. The next CVMA BOG meeting is scheduled for January 20, 2022.

Increased Social Media Presence (Strategic Plan Objectives 5.2.1 and 5.4)

Since the last Board meeting, the Board posted nine announcements on its website and fourteen posts to its Facebook and Twitter platforms. The announcements and posts included information regarding Department of Consumer Affairs (DCA) Director Waiver Orders, ways consumers can tell the pavement is too hot to walk their dogs, pet safety tips, FDA's Center for Veterinary Medicine's letter concerning misuse of ivermectin, and DCA's [news release](#) on the outcome of a recent unlicensed practice investigation. When sharing the news release, the Board encouraged the public to verify the license using [DCA's License Search page](#).

Protect Your Pets (Strategic Plan Objective 5.4)

The DCA Office of Public Affairs developed two graphics (below) for the Board's social media to educate consumers on pet safety tips and when it is too hot to walk their dogs.



AAVSB Collaboration *(Strategic Plan Objective 5.5)*

Three Board members, an MDC member, and the Executive Officer serve on various committees throughout AAVSB. Since the last Board meeting, they have all participated in AAVSB committee meetings and the annual AAVSB conference. Part of the Board's Strategic Plan Objective 5.5 was created for AAVSB to provide better balanced presentations to its member Boards. Throughout September, the Board's Executive Officer participated in multiple AAVSB interviews, raised the Board's concern with prior presentations, and asked each candidate what they would do, as an AAVSB Director, to ensure the AAVSB member boards receive fair and balanced information of all issues.

During the AAVSB Annual Conference, representatives from multiple states thanked the Board for participating in the interviews and raising the issue of balanced presentations. Unfortunately, concerns regarding AAVSB's presentations to member boards remain after the recent conference. As such, the Board's Executive Committee plan to raise the concerns in a formal letter to AAVSB. In addition, the Board's Executive Officer has raised concerns with AAVSB's Conference Committee members and will continue to collaborate with them until AAVSB's presentations provide better balanced information.

Student Liaisons *(Strategic Plan Objective 5.6)*

The Board approved amendments to the Board's Administrative Manual during the July 2021 Board meeting ([Agenda Item 12](#)). Since the meeting, the Board's Executive Officer has worked with Western and UC Davis to identify a student liaison from each school. Student liaisons from each school were established and met with the Board's President and Executive Officer in October 2021. The student liaisons will participate for the first time at the October 2021 Board meeting.