

## **“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