


ISSUE MEMORANDUM

DATE	October 24, 2016
TO	Board of Psychology
FROM	 Cherise Burns Central Services Manager
SUBJECT	Agenda Item #9(h)(1) – Draft Outreach Plan for High Schools, Community Colleges and University System to Increase Licensing Population – Access to Mental Healthcare Campaign

Background:

At the Outreach and Education Committee meeting held on January 15, 2016, the Committee discussed the merits of doing outreach to high schools and community colleges to increase access to mental healthcare. The committee assigned Board Member Lucille Acquaye-Baddoo and Executive Officer Sorrick to draft an outreach plan for the Committee to consider at a future meeting.

Sorrick, along with Cherise Burns, Central Services Manager, and Konnor Leitzell, student assistant, developed the Draft Outreach Plan for High Schools, Community Colleges and University System to Increase Licensing Population (Plan), which was presented to the Committee at its' meeting held on October 4, 2016. At the October meeting, the Committee reviewed the Plan and noted that the Plan focuses on clinical psychology but was missing examples of other areas of professional psychology, such as industrial and environmental psychology, noting that psychologists do a lot of consulting and helping businesses. The Committee also suggested that the Plan could be expanded to younger students, such as middle school aged students, and second career adults. The Committee decided that the Plan should be expanded to include other specialties within psychology and as part of a phased implementation, the Plan would first focus on high school and college students and then be expanded to middle school aged students and second career adults. The Committee asked staff to work with Dr. Horn to expand the Plan to include other specialties within psychology before presentation of the Plan at the November Board meeting.

The attached Plan has been expanded to include other specialties within psychology and a phased implementation as requested by the Committee.

Action Requested:

The Committee and staff ask that the Board review the Plan, and move to approve the Plan as written.

Draft Outreach Plan for High Schools and Colleges to Increase Licensing Population and Access to Care

Partnering with Schools and Colleges

- 1) Develop Message: Open people's minds to what a job in Psychology can mean for themselves and others.

- a) Personal benefits from pursuing a career in psychology

- i) Median income for licensed psychologists in different areas of practice, e.g. Median annual wages for psychologists in May 2015, were as follows:

Psychologists, all other	\$94,590
Industrial-organizational psychologists	\$77,350
Clinical, counseling, and school psychologists	\$70,580

Source: <http://www.bls.gov/ooh/life-physical-and-social-science/psychologists.htm#tab-1>

- ii) Focus on interpersonal motivation and how psychologists help people in their everyday lives.
 - (1) "Are you passionate about helping others?"
 - (2) Are you interested in the impacts human emotions and behavior have on the environment, politics, advertising, personal health?
 - iii) Detail examples of the various specialties within the field of psychology (environmental, industrial, and political) and the many occupational fields and businesses that employ psychologists.
 - iv) Discuss areas of growth within the field of psychology, such as Behavioral Health Treatment and helping people with Pervasive Developmental Disorder (PDD) or Autism Spectrum Disorder (ASD)
 - b) Societal benefits that psychologists provide:
 - i) Aiding medical professionals and researches to understand how emotional and behavioral factors contribute to disease progression, prevention and treatment
 - ii) Aiding people through the recovery process from substance abuse, post-traumatic stress, and traumatic life events including physical and mental abuse

- iii) Creating surveys and running focus groups to optimize the message and image projected by political campaigns
 - iv) Designing instrument panels to reduce distractions/confusion in high stress situations (NASA shuttle cockpit instrument panels)
 - v) Helping families to resolve conflicts in their relationships
 - vi) Helping police and other first responders in crisis interventions, including negotiations and de-escalation of crisis situations
 - vii) Inventing devices like the first artificial heart and creating programs like the Davis Farmers Markets that improve peoples health and wellbeing
 - viii) Providing treatment for people with suicidal thoughts and depression
 - ix) Teaching lifestyle and healthy living principles, including how to lead a balanced life, eat healthy, and stay mentally and physically healthy
 - x) Teaching patients coping mechanisms to reduce stress and anxiety in today's fast paced society
 - xi) Treating mental and behavioral health disorders, allowing people to live happier more productive lives
 - xii) Using knowledge of human emotions and behaviors to explain workplace and societal structures and organizations, trends and phenomena
 - xiii) Using principles of human behavior to design workplace environments in order to optimize employee performance
- c) Detail how the field of psychology has a shortage of providers and how that hurts our communities and society
- 2) Participate in Career Days/Fairs (Board Members/Staff)
- a) Conduct a pilot program with local Sacramento school districts, such as Elk Grove Unified.
 - i) Contact career counselors there and find out how to get involved in career days or events, when these events usually occur, what must be provided, and the best people to contact (Konnor has a contact with Elk Grove Unified).
 - ii) Create print materials for distribution at career days including pamphlets that detail the education/career path to becoming a psychologist, the types of employment and practice available, the growth in BHT services, and the potential for loan repayment programs once they finish school.
 - b) Develop a model for expanding the pilot to additional schools and areas throughout the state.

- c) Develop guidance to licensed psychologists on how to get involved and promote their profession within their community and local schools.
- 3) High school listservs, see if school districts would be willing to send out informational video to students in their Junior/Senior year
- 4) Reach out to statewide organizations for high schools, community colleges (Association of Community College Administrators) and state/university system.
 - a) High Schools – [California School Boards Association](#), [Association of California School Administrators](#), [California Association of School Psychologists](#), [California Career Development Association](#); [Alliance of Career Resource Professionals](#)
 - b) Community Colleges – [Association of California Community College Administrators](#), [Faculty Association of California Community Colleges](#); Academic and Career Counselors (focusing on liberal arts and undecided majors), Transfer Counselors, Heads of Psychology Departments
 - c) CSU/UC – [California Faculty Association](#), [Council of UC Faculty Associations](#), Deans of Schools of Psychology
 - d) Private Colleges – Academic and Career Counselors, Deans of Schools of Psychology

Partnering with other Boards

- 1) Board of Behavioral Sciences
 - a. Joint effort to promote the behavioral sciences and the many career options
- 2) Medical Board of California
 - a. Joint effort to encourage careers in the Healing Arts for high school and college students

Partnering with other Departments/Entities

- 1) [California Department of Education](#)
- 2) [Association of Independent California Colleges and Universities](#)

Create Promotional/Informational Videos

- 1) Create a video on why to enter into the profession, highlighting the job opportunities and benefits and growing fields and areas of practice
- 2) Create a video that highlights the important work of psychologists through testimonials on how patients and clients have been helped (solicited through social media), inventions created by and programs started by psychologists, talk about the shortage of providers in many communities and the need for more psychologists in California in all specialty areas.
- 3) Request an interview from Robert Summer on his involvement with the Davis Farmers Market.

Future Expansion to Middle School Aged Students and Second Career Adults

- 1) After successful completion of the first phase, adjust messages and materials to focus on the needs of other groups:
 - a. Needs of middle school students including focusing on the types of curriculum that should be pursued in high school in order to get into college and pursue a career in Psychology
 - b. Needs of second career adults including focusing on how to make a successful career transition, navigating entry into doctoral programs, and meeting the supervised professional experience requirements
- 2) Research best events and activities to reach and deliver message to middle school aged students and second career adults
- 3) Research communication methods and partnership opportunities that would help the Board's message reach the intended audience
- 4) Implement pilot programs for each group