


MEMORANDUM

DATE	March 21, 2018
TO	Outreach and Education Committee
FROM	 Cherise Burns Central Services Manager
SUBJECT	Agenda Item #13 –Two-Year Outreach and Education Campaign Update

Background:

In February of 2017, the Board completed its two-year Access to Mental Healthcare in California campaign. The Board had guest speakers, wrote articles in its newsletter, created publications designed to increase the awareness of loan forgiveness to work in underserved areas, and advocated for legislation aimed to increase access to competent care. A byproduct of the campaign was a draft Outreach Plan to High Schools and Community Colleges focused on increasing the number of licensees to meet the patient demand.

At its March 2017 meeting, the Outreach and Education Committee discussed potential two-year campaign ideas and determined that it should pursue a campaign focused on increasing diversity and cultural competency in the field of psychology. This campaign would simultaneously highlight important needs in the field, both increasing the number of providers that are cultural competent and increasing the diversity within the licensee population, focus on issues of access to mental healthcare in underserved and vulnerable communities, and dovetail with the Board's Outreach Plan to High Schools and Community Colleges by reaching out to different associations that represent various ethnic and cultural subgroups. This campaign could also be inclusive of the need for increased representation for other population subgroups, such as lesbian, gay, bisexual, transgender, and questioning (LGBTQ).

At its June 2017 Board Meeting, the Board approved Enhancing Diversity and Cultural Competency as the next two-year Outreach and Education Committee Campaign. However, due to current staff workload and the start of the Outreach Plan to High Schools and Community Colleges campaign, the Board will need to push the Enhancing Diversity and Cultural Competency Campaign to run from January 2021 through December 2022. In 2020, Board staff will work with the Outreach and Education Chair and Committee to identify potential presentations and guest speakers, potential partners in the campaign, and potential articles for the Board's newsletter.

Action Requested:

This item is for information purposes only. No action is required.