


MEMORANDUM

DATE	March 9, 2017
TO	Outreach and Education Committee Members
FROM	 Antonette Sorrick Executive Officer
SUBJECT	Consideration of New Two-Year Outreach and Education Campaign – Agenda Item 13

Background:

In February, 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 regarding increasing the number of licensees to meet the patient demand.

Action Requested:

Given the feedback from the November Board Meeting, staff requests the Committee clarify the goal of the outreach plan and consider a new campaign of “Why Psychology?”