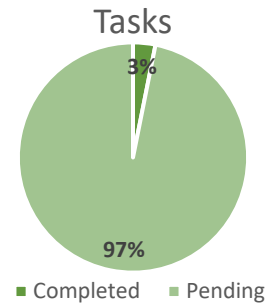


## Veterinary Medical Board 2024-2028



<b>Goal 1: Customer Service</b>			
<b>1.1</b>	<b>Create better tracking mechanisms of response times to questions and requests for information to improve response times for all inquiries.</b>		
<b>Success Measure:</b>	<b>Tracking mechanisms have been implemented.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
1.1.1	Explore possibility of using Artificial Intelligence (AI) responses.	Q2 2024	Pending
	•		
1.1.2	Create monthly reports for phone calls.	Q3 2024	Pending
	•		
1.1.3	Create audit processes for main and enforcement email inboxes.	Q3 2024	Pending
	•		
1.1.4	Research ability to shadow calls for training.	Q3 2024	Pending
	•		
1.1.5	Research and log commonly asked questions.	Q1 2025	Pending
	•		
<b>1.2</b>	<b>Begin regular customer service training for staff to improve stakeholder satisfaction.</b>		
<b>Success Measure:</b>	<b>Regular customer service training implemented.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
1.2.1	Collaborate with SOLID to create custom customer service training for all staff.	Q2 2024	Pending
	•		
1.2.2	Collaborate with SOLID on de-escalation training for all staff.	Q2 2024	Pending
	•		
1.2.3	Implement regular trainings.	Q4 2024	Pending
	•		
<b>1.3</b>	<b>Provide training on translation services and resources to improve accessibility for stakeholders.</b>		
<b>Success Measure:</b>	<b>Training and resources provided to staff.</b>		

Objectives/Tasks		Target Completion	Current Status
1.3.1	Research translations services available from DCA.	Q1 2025	Pending
	•		
1.3.2	Contact EEO office for ideas on increasing accessibility.	Q1 2025	Pending
	•		
1.3.3	Research translation services for complaint forms.	Q1 2025	Pending
	•		
1.3.4	Create processes for requesting translation services.	Q2 2025	Pending
	•		
1.3.5	Prepare and provide presentation to staff.	Q1 2026	Pending
	•		
<b>1.4</b>	<b>Review and update the website as necessary to ensure it is accurate.</b>		
<b>Success Measure:</b>	<b>Website is updated with accurate information.</b>		
Objectives/Tasks		Target Completion	Current Status
1.4.1	Contact OIS for link-tree on website.	Q4 2024	Pending
	•		
1.4.2	Establish process for regular spot-checks of website.	Q4 2024	Pending
	•		
1.4.3	Assign groups to review/audit areas of the website that need to be updated.	Q1 2025	Pending
	•		
1.4.4	Compile list of issues on website.	Q3 2025	Pending
	•		
1.4.5	Collaborate with legal counsel on new/updated content.	Q3 2025	Pending
	•		
1.4.6	Submit corrected information/forms to OIS for updating.	Q2 2026 & ongoing	Pending
	•		
1.4.7	Conduct quality assurance check for first update	Q2 2026	Pending
	•		
1.4.8	Conduct regular spot checks on website.	Q3 2026 & ongoing	Pending
	•		
<b>Goal 2: Licensing &amp; Examinations</b>			

<b>2.1</b>	<b>Streamline the hard card fingerprint process of background checks to decrease processing times for out-of-state applicants.</b>		
<b>Success Measure:</b>	<b>Hard card fingerprint process streamlined.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
2.1.1	Research ways to streamline the hard card process.	Q4 2024	Pending
	•		
2.1.2	Work with other state boards to find ways to streamline the licensure process with out-of-state licensees.	Q4 2024	Pending
	•		
2.1.3	Collaborate with DCA Executive Office.	Q4 2024	Pending
	•		
2.1.4	Create streamlined hard card instructions for out-of-state applicants.	Q4 2024	Pending
	•		
2.1.5	Collaborate with OIS.	Q4 2024	Pending
	•		
2.1.6	Establish process in BreEZe to streamline hard cards.	Q4 2024	Pending
	•		
<b>2.2</b>	<b>Pursue ways for Registered Veterinary Technician (RVT) candidates to take the national examination prior to graduation to address RVT shortages and decrease application processing times.</b>		
<b>Success Measure:</b>	<b>New ways established.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
2.2.1	Collaborate with other state executive directors.	Q1 2024	Completed
	•		
2.2.2	Collaborate with AAVSB.	Q1 2024	Completed
	•		
2.2.3	Submitted formal request to revise their approval criteria for the national exam.	Q1 2024	Completed
	•		

2.2.4	Attend AAVSB board of director meetings.	Q1 2024	Completed
	•		
<b>2.3</b>	<b>Identify ways the exam can better assess licensee applicants' communication skills to better prepare them for interacting with consumers.</b>		
<b>Success Measure:</b>	<b>New assessment method created.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
2.3.1	Partner with ICVA to identify ways to better assess communication skills of licensee candidates.	Q4 2024	Pending
	•		
<b>Goal 3: Enforcement</b>			
<b>3.1</b>	<b>Implement automatic complaint status updates to increase communication with complainants and respondents throughout the complaint process.</b>		
<b>Success Measure:</b>	<b>Automatic complaint status implemented.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
3.1.1	Research what MBC did to implement an automatic complaint status.	Q3 2024	Pending
	•		
3.1.2	Collaborate with legal on what information can be provided to involved parties.	Q4 2024	Pending
	•		
3.1.3	Identify meaningful points of investigation to provide updates to involved parties.	Q4 2024	Pending
	•		
3.1.4	Collaborate with OIS to update BreEZe.	Q4 2024	Pending
	•		
3.1.5	Submit BMOs to update BreEZe.	Q2 2025	Pending
	•		
3.1.6	Add information about how to check status on acknowledgement letter.	Q4 2025	Pending
	•		

<b>3.2</b>	<b>Update the website's information on the complaint process to educate consumers on what types of complaints the Board can and cannot address.</b>		
<b>Success Measure:</b>	<b>Website updated.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
3.2.1	Update website to include quick link to file a complaint.	Q2 2024	Pending
	•		
3.2.2	Research information provided by other state boards on complaint process.	Q3 2024	Pending
	•		
3.2.3	Draft updated information.	Q3 2024	Pending
	•		
3.2.4	Submit updated information for legal review.	Q4 2024	Pending
	•		
3.2.5	Submit request to post updated information on website.	Q4 2024	Pending
	•		
<b>3.3</b>	<b>Track types of complaints the Board receives for improved data on consumer complaints.</b>		
<b>Success Measure:</b>	<b>Tracking types of complaints received.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
3.3.1	Work with Complaint Audit Subcommittee (CAS) to identify what types of complaints to add to the complaint form.	Q3 2024	Pending
	•		
3.3.2	Get new complaint form approved by legal.	Q4 2024	Pending
	•		
3.3.3	Submit BMO to update in BreZEz.	Q1 2025	Pending
	•		
3.3.4	Create reports to track different complaint types.	Q3 2025	Pending
	•		
3.3.5	Update the online complaint form to include more specific details.	Q4 2025	Pending
	• Auto responder was set up for the VMB email in August 2021.		
<b>3.4</b>	<b>Increase number of subject matter experts (SME) and consultants reviewing cases to decrease processing times.</b>		
<b>Success Measure:</b>	<b>Increased number of SMEs and consultants.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>

3.4.1	Reach out to potential consultants for contracts. •	Q2 2024	Pending
3.4.2	Research and update website to identify ease of access for recruitment. •	Q3 2024	Pending
3.4.3	Identify SMEs to participate in recruitment video. •	Q3 2024	Pending
3.4.4	Create social media campaign to recruit more SMEs. •	Q4 2024	Pending
3.4.5	Collaborate with OPA on recruitment video. •	Q4 2024	Pending
3.4.6	Create recruitment videos. •	Q1 2026	Pending
3.4.7	Submit ticket to post recruitment videos on website. •	Q2 2026	Pending
3.4.8	Launch social media campaign. •	Q2 2026	Pending
3.4.9	Collaborate with local VMAs to distribute recruitment video. •	Q2 2026	Pending
<b>3.5</b>	<b>Develop specific disciplinary guidelines for RVTs and Veterinary Assistant Controlled Substances Permit (VACSP) to increase the consistent application of guidelines.</b>		
<b>Success Measure:</b>	<b>Guidelines are developed.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
3.5.1	Meet with CAS regarding disciplinary guidelines for RVTs and VACSPs. •	Q1 2025	Pending
3.5.2	Evaluate existing terms for necessity and applicability. •	Q1 2025	Pending
3.5.3	Develop recommendations for Multidisciplinary Advisory Committee (MDC) meeting. •	Q3 2025	Pending
3.5.4	Present to MDC for approval. •	Q3 2025	Pending
3.5.5	Develop new terms, if necessary. •	Q3 2025	Pending
3.5.6	Present recommendations for Board approval •	Q3 2025	Pending

<b>3.6</b>	<b>Create a national inspection workgroup to create best practices and identify emerging issues.</b>		
<b>Success Measure:</b>	<b>Inspection workgroup best practices created.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
3.6.1	Identify state boards that have inspection programs. •	Q2 2024	Pending
3.6.2	Reach out to other state boards for interest in joining workgroup. •	Q3 2024	Pending
3.6.3	Create regular quarterly meeting schedule for inspection workgroup. •	Q3 2024	Pending
3.6.4	Develop best practices. •	Q4 2024	Pending
<b>3.7</b>	<b>Update the self-inspection checklist to help licensees remain in compliance with regulations.</b>		
<b>Success Measure:</b>	<b>Updated self-inspection checklist is distributed.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
3.7.1	Review self-inspection checklist to identify out of practice standards and outdated language. •	Q1 2025	Pending
3.7.2	Meet with Inspection Subcommittee (ISC). •	Q1 2025	Pending
3.7.3	Draft self-inspection checklist for each type of premises. •	Q2 2025	Pending
3.7.4.	Legal review of self-inspection checklist. •	Q3 2025	Pending
3.7.5.	Develop recommendations for MDC meeting. •	Q3 2025	Pending
3.7.6	Present to MDC for approval. •	Q3 2025	Pending
3.7.7	Present recommendation for Board approval •	Q3 2025	Pending
3.7.8	Collaborate with OPA on graphics and design of checklist •	Q3 2025	Pending
3.7.9	Distribute updated self-inspection checklist. •	Q1 2026	Pending

<b>Goal 4: Legislation and Regulations</b>			
<b>4.1</b>	<b>Engage legislature and stakeholders regarding any legislation to expand RVT's scope of practice.</b>		
<b>Success Measure:</b>	<b>Board actively engaged in legislation to expand RVT scope of practice.</b>		
	<b>Objectives/Tasks</b>	<b>Target Completion</b>	<b>Current Status</b>
4.1.1	Monitor all legislation related to expanding RVT scope of practice.	Q1 2024 & ongoing	Pending
	•		
4.1.2	Engage legislators and stakeholders whenever legislation is introduced.	Q1 2024 & ongoing	Pending
	•		
<b>4.2</b>	<b>Seek statutory changes to enhance unlicensed practice penalties to decrease unlicensed veterinary practice.</b>		
<b>Success Measure:</b>	<b>Statutes updated.</b>		
	<b>Objectives/Tasks</b>	<b>Target Completion</b>	<b>Current Status</b>
4.2.1	Establish Unlicensed Practice Subcommittee (UPSC)	Q3 2024	Pending
	•		
4.2.2	Meet with UPSC.	Q4 2024	Pending
	•		
4.2.3	Research existing unlicensed practice enforcement mechanisms.	Q2 2025	Pending
	•		
4.2.4	Develop recommendations and legislative proposal for MDC meeting.	Q3 2025	Pending
	•		
4.2.5	Present to MDC for approval.	Q4 2025	Pending
	•		
4.2.6	Present to the Board for approval.	Q4 2025	Pending
	•		
4.2.7	Pursue legislative proposal.	Q4 2025	Pending
	•		
<b>4.3</b>	<b>Pursue legislation to narrow licensure exemptions in Business and Professions Code (BPC) section 4827 to prevent unintended consequences.</b>		
<b>Success Measure:</b>	<b>Legislation pursued.</b>		



Objectives/Tasks		Target Completion	Current Status
4.3.1	Meet with UPSC	Q4 2024	Pending
	•		
4.3.2	Evaluate and identify unintended consequences of BPC section 4827.	Q4 2024	Pending
	•		
4.3.3	Develop recommendations and legislative proposal.	Q1 2025	Pending
	•		
4.3.4	Hold stakeholder meetings for their input on legislative proposal	Q2 2025	Pending
	•		
4.3.5	Update legislative proposal, if necessary.	Q2 2025	Pending
	•		
4.3.6	Present to MDC for approval.	Q2 2025	Pending
	•		
4.3.7	Present to the Board for approval.	Q2 2025	Pending
	•		
4.3.8	Pursue legislative proposal.	Q2 2025	Pending
	•		
<b>4.4</b>	<b>Pursue legislation to remove the 20% Veterinary Premises Inspection Mandate.</b>		
<b>Success Measure:</b>	<b>Legislation pursued.</b>		
Objectives/Tasks		Target Completion	Current Status
4.4.1	Meet with ISC.	Q2 2024	Pending
	•		
4.4.2	Develop recommendations and legislative proposal to remove mandate.	Q2 2024	Pending
	•		
4.4.3	Present to MDC.	Q3 2024	Pending
	•		
4.4.4	Present to the Board for approval.	Q3 2024	Pending
	•		
4.4.5	Pursue legislation.	Q1 2025	Pending
	•		

<b>4.5</b>	<b>Pursue legislation to add another RVT to the Board to increase representation and perspective of the RVT profession.</b>		
<b>Success Measure:</b>	Legislation pursued.		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
4.5.1	Pursue legislation already approved by the Board through the Sunset process.	Q1 2025	Pending
	•		
<b>4.6</b>	<b>Pursue legislation to revise the complaint prioritization statute to increase effectiveness.</b>		
<b>Success Measure:</b>	Legislation pursued.		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
4.6.1	Meet with CAS regarding BPC section 4875.1.	Q1 2025	Pending
	•		
4.6.2	Evaluate existing complaint prioritization criteria.	Q1 2025	Pending
	•		
4.6.3	Develop recommendations and legislative proposal.	Q1 2025	Pending
	•		
4.6.4	Hold stakeholder meetings for their input on legislative proposal.	Q2 2025	Pending
	•		
4.6.5	Update legislative proposal, if necessary.	Q2 2025	Pending
	•		
4.6.6	Present to MDC for approval.	Q2 2025	Pending
	•		
4.6.7	Present to the Board for approval.	Q2 2025	Pending
	•		
4.6.8	Pursue legislative proposal.	Q2 2025	Pending
	•		
<b>4.7</b>	<b>Propose legislation to provide VACSP holders the authority to compound drugs to increase access to veterinary care.</b>		
<b>Success Measure:</b>	Legislation pursued.		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>

4.7.1	Pursue legislation already approved by the Board through Sunset process.	Q1 2025	Pending
	•		
<b>4.8</b>	<b>Explore solutions to clarify the Board's authority to inspect boarding facilities.</b>		
<b>Success Measure:</b>	<b>Solutions explored.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
4.8.1	Meet with ISC regarding current industry confusion surrounding authority to inspect boarding facilities.	Q1 2025	Pending
	•		
4.8.2	Identify potential solutions and develop recommendations.	Q1 2025	Pending
	•		
4.8.3	Hold stakeholder meetings for their input on recommendations.	Q2 2025	Pending
	•		
4.8.4	Update recommendations, if necessary.	Q2 2025	Pending
	•		
4.8.5	Present to MDC for approval.	Q2 2025	Pending
	•		
4.8.6	Present to the Board for approval.	Q2 2025	Pending
	•		
4.8.7	Pursue legislative proposal, if necessary.	Q2 2025	Pending
	•		
<b>4.9</b>	<b>Seek a statutory change to remove the requirement for RVT programs to obtain Board approval to operate in California.</b>		
<b>Success Measure:</b>	<b>Legislation pursued.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
4.9.1	Pursue legislation already approved by the Board through Sunset process.	Q1 2025	Pending
	•		
<b>4.10</b>	<b>Complete the Section 100 regulatory package to remove all outdated regulations related to the California specific examination, temporary and intern licenses.</b>		
<b>Success Measure:</b>	<b>Package submitted.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>

4.10.1	Prepare Section 100 rule-making package.	Q3 2024	Pending
	•		
4.10.2	Present Section 100 package to EO for approval.	Q3 2024	Pending
	•		
4.10.3	Submit Section 100 package to regulatory counsel.	Q3 2024	Pending
4.10.4	Submit Section 100 package to OAL.	Q3 2024	Pending
	•		
<b>4.11</b>	<b>Pursue legislation to repeal the Board’s authority to approve continuing education courses and providers.</b>		
<b>Success Measure:</b>	<b>Legislation and regulation pursued.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
4.11.1	Meet with MDC executive committee.	Q1 2025	Pending
	•		
4.11.2	Review existing statutes and regulations regarding continuing education courses and providers.	Q1 2025	Pending
	•		
4.11.3	Develop recommendations and legislative/regulatory proposals.	Q2 2025	Pending
	•		
4.11.4	Present to MDC for approval.	Q2 2025	Pending
	•		
4.11.5	Present to the Board for approval.	Q2 2025	Pending
	•		
4.11.6	Pursue legislative/regulatory proposals.	Q2 2025	Pending
	•		
<b>4.12</b>	<b>Review regulations and statutes and repeal or amend them as necessary to keep them relevant and understandable.</b>		
<b>Success Measure:</b>	<b>Legislation and regulation pursued.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
4.12.1	Meet with MDC executive committee.	Q1 2027	Pending
	•		

4.12.2	Review regulations and statutes for relevancy and clarity. •	Q1 2027	Pending
4.12.3	Develop recommendations and legislative/regulatory packages. •	Q2 2027	Pending
4.12.4	Present to MDC for approval. •	Q2 2027	Pending
4.12.5	Present to the Board for approval. •	Q2 2027	Pending
4.12.6	Pursue legislative/regulatory proposals. •	Q2 2027	Pending
<b>4.13</b>	<b>Educate the Legislature on the differences between human medicine and veterinary medicine to help reduce unlicensed practice of veterinary medicine.</b>		
<b>Success Measure:</b>	<b>Board has engaged with legislature.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
4.13.1	Monitor all legislation related to expanding RVT scope of practice. •	Q1 2024 & ongoing	Completed Ongoing
4.13.2	Engage legislators and stakeholders whenever legislation is introduced. •	Q1 2024 & ongoing	Completed Ongoing
<b>4.14</b>	<b>Propose legislation further defining telemedicine terms to reduce confusion.</b>		
<b>Success Measure:</b>	<b>Legislation pursued.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
4.14.1	Pursue legislation already approved by the Board through the Sunset process. •	Q1 2025	Pending
<b>4.15</b>	<b>Propose legislation to amend BPC section 4855 to allow consumers to obtain</b>		
<b>Success Measure:</b>	<b>Legislation proposed.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
4.15.1	Hold stakeholder meetings for their input on recommendations •	Q2 2024	Pending
4.15.2	Update recommendations, if necessary.	Q2 2024	Pending

	•		
4.15.3	Present to MDC for approval.	Q3 2024	Pending
	•		
4.15.4	Present to the Board for approval.	Q3 2024	Pending
	•		
4.15.5	Pursue legislative proposal in the legislature.	Q1 2025	Pending
<b>4.16</b>	<b>Propose legislation to amend BPC section 4825.1 to revise the definition of livestock to include commercial equines.</b>		
<b>Success Measure:</b>	<b>Legislation proposed.</b>		
	<b>Objectives/Tasks</b>	<b>Target Completion</b>	<b>Current Status</b>
4.16.1	Meet with the Equine Subcommittee (ESC) regarding definition of livestock to include commercial equines.	Q1 2025	Pending
	•		
4.16.2	Identify potential solutions and develop recommendations.	Q1 2025	Pending
	•		
4.16.3	Hold stakeholder meetings for their input on recommendations.	Q2 2025	Pending
	•		
4.16.4	Update recommendations, if necessary.	Q2 2025	Pending
	•		
4.16.5	Present to MDC for approval.	Q2 2025	Pending
	•		
4.16.6	Present to the Board for approval.	Q2 2025	Pending
	•		
4.16.7	Pursue legislative proposal in the legislature, if necessary.	Q2 2025	Pending
<b>4.17</b>	<b>Amend BPC section 4857 to require veterinary premises to release animal medical records to treating licensees so these licensees can respond appropriately to Board inquiries.</b>		
<b>Success Measure:</b>	<b>BPC section 4857 amended.</b>		
	<b>Objectives/Tasks</b>	<b>Target Completion</b>	<b>Current Status</b>
4.17.1	Meet with MDC executive committee.	Q3 2024	Pending
	•		
4.17.2	Review legislative proposal to amend BPC section 4857.	Q3 2024	Pending
	•		

4.17.3	Develop recommendations. •	Q4 2024	Pending
4.17.4	Present to MDC for approval. •	Q4 2024	Pending
4.17.5	Present to the Board for approval. •	Q4 2024	Pending
4.17.6	Pursue legislative proposal.	Q1 2025	
<b>4.18</b>	<b>Propose legislation to amend BPC section 4887, subdivision (b) to require submission of fingerprints at the time of petition for reinstatement hearings so the Board can obtain necessary criminal history records in a timely manner.</b>		
<b>Success Measure:</b>	<b>Legislation proposed.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
4.18.1	Meet with MDC executive committee. •	Q3 2024	Pending
4.18.2	Develop recommendations and legislative proposal. •	Q4 2024	Pending
4.18.3	Present to MDC for approval. •	Q4 2024	Pending
4.18.4	Present to the Board for approval. •	Q4 2024	Pending
4.18.5	Pursue legislative proposal. •	Q1 2025	Pending
<b>4.19</b>	<b>Propose legislation to amend BPC section 4887 to exclude time tolling from the time to petition to further probation effectiveness.</b>		
<b>Success Measure:</b>	<b>Legislation proposed.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
4.19.1	Meet with MDC executive committee. •	Q3 2024	Pending
4.19.2	Develop recommendations and legislative proposal. •	Q4 2024	Pending
4.19.3	Present to MDC for approval. •	Q4 2024	Pending
4.19.4	Present to the Board for approval.	Q4 2024	Pending

	•		
4.19.5	Pursue legislative proposal.	Q1 2025	Pending
	•		
<b>Goal 5: Outreach</b>			
<b>5.1</b>	<b>Educate consumers on how to recognize unlicensed veterinary practice so they make informed decisions.</b>		
<b>Success Measure:</b>	<b>Outreach campaign launched.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
5.1.1	Work with local DA/law enforcement/animal control/DEA jurisdictions to get more buy in.	Q1 2027	Pending
	•		
5.1.2	Explore feasibility of staffing booths at animal shows.	Q1 2027	Pending
	•		
5.1.3	Collaborate with UPSC to create outreach materials.	Q2 2027	Pending
	•		
5.1.4	Launch outreach campaign.	Q3 2027	Pending
	•		
<b>5.2</b>	<b>Create materials to educate consumers and licensees on the impact and implementation of new laws to avoid confusion and increase compliance.</b>		
<b>Success Measure:</b>	<b>Materials disseminated.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
5.2.1	Monitor legislation signed by the governor annually.	Q4 2024 & ongoing	Pending
	•		
5.2.2	Develop educational materials as laws are established.	Q4 2024 & ongoing	Pending
	•		
5.2.3	Submit for legal approval.	Q4 2024 & ongoing	Pending
	•		
5.2.4	Submit to applicable subcommittee, if necessary.	Q4 2024 & ongoing	Pending
	•		
5.2.5	Work with OPA for graphics when needed.	Q4 2024 & ongoing	Pending



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5.2.6	Disseminate educational materials.	Q4 2024 & ongoing	Pending
	•		
<b>5.3</b>	<b>Increase communication and outreach with all state board executive officers to develop best practices.</b>		
<b>Success Measure:</b>	<b>Best practices developed.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
5.3.1	Reach out to other state boards' executive officers for interest.	Q3 2024	Pending
	•		
5.3.2	Create regular quarterly meetings.	Q3 2024	Pending
	•		
5.3.3	Develop best practices.	Q4 2024 & ongoing	Pending
	•		
<b>5.4</b>	<b>Create videos to expand reach to consumers and licensees explaining how to file a complaint as well as how to apply for a license or a permit.</b>		
<b>Success Measure:</b>	<b>Videos posted to website.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
5.4.1	Work with OPA to develop videos.	Q3 2024	Pending
	•		
5.4.2	Post videos on website and social media.	Q4 2024	Pending
	•		
<b>5.5</b>	<b>Create a video demonstration of the inspection process to increase licensee understanding and compliance.</b>		
<b>Success Measure:</b>	<b>Video posted to website.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
5.5.1	Work with OPA to develop video.	Q3 2024	Pending
	•		
5.5.2	Post video on website and social media.	Q4 2024	Pending
	•		

<b>5.6</b>	<b>Develop tools and educational resources regarding treatment options available in veterinary medicine to ease licensee concerns.</b>		
<b>Success Measure:</b>	<b>Materials disseminated.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
5.6.1	Meet with CAS to identify spectrum of care options. •	Q1 2025	Pending
5.6.2	Engage with external stakeholders, including schools, to identify and develop tools and educational materials. •	Q1 2025	Pending
5.6.3	Develop outreach materials. •	Q3 2024	Pending
5.6.4	Submit to legal for approval. •	Q3 2024	Pending
<b>5.7</b>	<b>Explore ways to make the website more user-friendly by enhancing language translation accessibility.</b>		
<b>Success Measure:</b>	<b>Website updated.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
5.7.1	Work with OIS to identify ways to enhance language translation accessibility. •	Q3 2024	Pending
5.7.2	Update website as necessary. •	Q4 2024	Pending
<b>5.8</b>	<b>Develop racetrack/horse show specific materials regarding unlicensed practice to educate consumers.</b>		
<b>Success Measure:</b>	<b>Outreach campaign launched.</b>		
<b>Objectives/Tasks</b>		<b>Target Completion</b>	<b>Current Status</b>
5.8.1	Meet with Equine Practice Subcommittee •	Q1 2027	Pending
5.8.2	Partner with CHRB and CDFA to develop educational materials regarding unlicensed practice. •	Q1 2027	Pending
5.8.3	Explore feasibility of staffing booths at racetrack/horse shows. •	Q2 2027	Pending
5.8.4	Launch outreach campaign.	Q3 2027	Pending

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