



MEMORANDUM

DATE	October 7, 2024
TO	Multidisciplinary Advisory Committee (MDC)
FROM	<u>Outreach Subcommittee</u> Kathy Bowler Cheryl Waterhouse, DVM
SUBJECT	Agenda Item 9. Update and Discussion from the Outreach Subcommittee

The Outreach Subcommittee (Subcommittee) was tasked with the following Strategic Plan Objectives:

- Educate consumers on how to recognize unlicensed veterinary practice so they make informed decisions. (Objective 5.1)
- Create materials to educate consumers and licensees on the impact and implementation of new laws to avoid confusion and increase compliance. (Objective 5.2)
- Develop tools and educational resources regarding treatment options available in veterinary medicine to ease licensee concerns. (Objective 5.6)

The Board's UC Davis Student Liaison, Holly Masterson, organized a meeting with UC Davis faculty and the Board's Executive Officer (EO) to discuss the spectrum of care curriculum and the Board's desire to develop related materials for consumers, students, and licensees.

The Subcommittee met in September and discussed the possibility to partner with UC Davis to determine what tools and educational resources already exist and what additional outreach opportunities there may be with students and licensees.

The Subcommittee anticipates meeting with UC Davis faculty early in November.