

MEMORANDUM

DATE	July 10, 2025
TO	California Veterinary Medical Board (Board)
FROM	Justin Sotelo, Policy Specialist
SUBJECT	Agenda Item 17.D. Outreach

Controlled Substance Utilization Review and Evaluation System (CURES) Webinar

On April 24 and May 2, 2025, the Board informed its email subscribers about the free two-hour CURES Webinar it hosted virtually on May 6, 2025. Announcements and reminders regarding the webinar were also posted on the Board's website and social media platforms in April and early May. During the webinar, representatives from the State of California Department of Justice discussed CURES reporting requirements.

There were approximately 510 individuals who participated in the webinar and the Board issued continuing education certificates to eligible participants. On June 4, 2025, a [link](#) to the webinar video was posted on the Board's website.

Board Monthly Update—May 2025

On May 5, 2025, the Board distributed a monthly update to its email subscribers, informing them about: conducted business and actions from the April 2025 Multidisciplinary Advisory Committee (MDC) and Board meetings; the May 6, 2025 CURES Webinar; inspector and subject matter expert (SME) recruitment; and, future meeting dates.

University of California, Davis (UC Davis), School of Veterinary Medicine Student Presentation

On May 5, 2025, the Board presented to UC Davis, School of Veterinary Medicine students. Students received an overview of the Board, its consumer protection mission, and how it fulfills that mission through licensing and regulating the veterinary profession.

SME Recruitment

On May 5 and June 5, 2025, the Board distributed information to its email subscribers requesting that interested California licensed veterinarians apply to serve as SMEs for the Board's Enforcement Program. Licensees who were interested in becoming an SME were informed of the important role SMEs provide for consumer protection and that they would be reimbursed for the services they provide.

Inspector Recruitment

On May 5 and June 5, and July 10, 2025, the Board distributed information to all email subscribers, as well as those located specifically in the Bay Area, requesting that interested individuals apply to serve as inspectors for the Board's Enforcement Program. As part of the recruitment, licensees are required to submit an application, references, and meet certain selection criteria requirements, including (1) having a valid and current license with the Board, (2) having at least five years of clinical practice experience within the six years immediately preceding the application, and (3) having no past or current disciplinary action taken against the licensee's license in this or any other state, district, or territory.

Board Logo Redesign

Effective January 1, 2025, Senate Bill [1526](#) (2024), the Senate Business, Professions and Economic Development Committee's omnibus bill took effect. Among other things, the bill renamed the Board as the "California Veterinary Medical Board." The primary reason for the name change was to distinguish the Board from other state veterinary medical boards. Also, it is common for regulatory boards to have the state name in the official agency name.

As a result of the name change, in January, Board staff sought the services of the Department of Consumer Affairs' (DCA) Publications, Design and Editing (PDE) office to update the Board's logo. Instead of considering a complete redesign, PDE was asked to incorporate the letter "C" and "California" into the existing logo design. PDE provided staff with redesign options, and staff created two options for Board consideration as well.

At the April 2025 meeting, the Board reviewed the logo redesign options and approved one of the designs. In April and May, the new Board-approved logo was added to the Board's website, social media platforms (along with updated graphics), letterhead, and staff email signature blocks.

California Veterinary Medicine Practice Act—2025 Edition

On May 29, 2025, the Board announced that its 2025 Edition of the [California Veterinary Medicine Practice Act \(Practice Act\)](#) was available on the Board's website. It also informed its subscribers that a printed version of the Practice Act was available for purchase through [LexisNexis](#).

California Veterinary Medical Association's (CVMA) Board of Governors Meeting

On June 26-27, 2025, the Board's President and Executive Officer attended CVMA's Board of Governors and Joint House of Delegates meeting and presented updates regarding Board activities.

Board Monthly Update—June 2025

On June 5, 2025, the Board distributed a monthly update to its email subscribers, informing them about: the UC Davis, School of Veterinary Medicine Student Presentation; the May 6 CURES Webinar and [link](#) to the webinar video; new

license/registration renewal postcards; inspector and SME recruitment; and, future meeting dates.

Strategic Plan Updates

Website Updates (Strategic Plan Objective 1.4)

Since early 2025, Board management and respective team members have been auditing the website to identify outdated content, potential updates, and other improvements. One noted update was the redesign of the [meetings pages](#), which allows visitors to more easily navigate between current year meetings, past meetings, and future meetings. Website updates requiring legal review are being reviewed by Board Counsel. Moving forward, staff will conduct regular spot checks to ensure that the website continues to remain up to date.

Tools and Education Resources Regarding Treatment Options Available in Veterinary Medicine (Strategic Plan Objective 5.6)

Since April 2025, the MDC's Outreach Subcommittee has explored various outreach options, including outreach to veterinary schools, adding to school presentations, disseminating stakeholder materials, writing a Board article, and participating in Spectrum of Care discussions. Spectrum of Care is also regularly discussed during SME roundtables in relation to the minimum standard of care.

The Subcommittee met with schools to identify existing efforts and areas for development; schools are reviewing their curriculum to determine where more emphasis on the Standard of Care could be added. The Subcommittee and schools also agreed that adding slides to the Board's student presentations would be beneficial. The Subcommittee provided input on a Spectrum of Care article for the *Journal of the American Veterinary Medical Association*; a dedicated Spectrum of Care article is also being developed.