

6. Education/Outreach Committee Report. (B. Tanberg)

A. Approval of the February 24, 2011, Committee meeting minutes.

The Committee approved the meeting minutes as presented.

B. Recommendation(s) regarding development of marketing plan and materials to increase participation in Expert Reviewer and Expert Witness Programs.

The Committee reviewed the Committee's Roles and Responsibilities document and recommended the following changes:

Current

1. Develop consumer brochures for use by the Board and Board staff;
2. Develop website content to educate consumers about occupational therapy;
3. Develop website content to educate licensees about the regulation of occupational therapy;
4. Prepare articles for newsletter to educate or provide updated information to licensees;
5. Review and provide recommendations to Board staff on revisions to various applications and forms used by the Board.

Proposed

1. Develop consumer brochures for use by the Board and Board staff;
2. Develop website content and communication tools to educate consumers about occupational therapy;
3. Develop website content and communication tools to educate licensees about the regulation of occupational therapy;
4. Prepare articles for newsletter to educate or provide updated information to licensees;
5. Review and provide recommendations to Board staff on revisions to various applications and forms used by the Board.
6. Identify and explore use of various communication tools.

C. Recommendation(s) regarding development of consumer-related informational brochures.

The Committee secured permission from AOTA to provide a link on the Board's website to AOTA's *About OT* page to provide consumer's information.

After further discussion, it was recommended that the Quick Hits on the website continue to link to AOTA's website with practitioner information. However, a new About OT link would be added to the Quick Hit's portion of the Board's website; this would link to the About Occupational Therapy page on AOTA's website and provide consumers basic information about the profession.

The Committee also discussed the fact that an informational brochure needs to be developed to explain the Board's role and provide contact information. The Committee asked that Ms. Martin draft a document, modeled after the Missouri Board's informational brochure, and bring to the next meeting for review.

The Committee also discussed each member bring ideas to the next meeting for consumer-friendly examples or descriptions of services and service providers.

D. Recommendation(s) regarding accessible and informative Board and committee meetings.

Committee members discussed providing a toll-free number that participants (other than those at noticed locations) could call-in from to hear the Board and Committee meetings to increase access. Ms. Martin advised the Committee that the Department of Consumer Affairs (DCA) is obtaining a contract which would allow on-line meetings and simultaneous document viewing to the participants, rather than relying solely on paper meeting materials.

The Committee asked Ms. Martin to bring back information regarding videoconference (cost, locations available, etc.) web-casting of meetings (either live or recorded and posted to website for on-demand viewing), and recording of teleconference meetings that could also be posted as an audio file on the Board's website.

E. Recommendation of proposed Fact Sheets and FAQs for individuals serving as Advanced Practice Reviewer and/or Expert Witness.

Ms. Martin provided data relative to the number of complaints received by the Board and the few times Expert Witnesses have been used and in what capacity.

The Committee reviewed draft FAQs for posting on the website to entice more participation from the profession to serve as Advanced Practice Reviewers and Expert witnesses. The Committee asked that the information regarding the frequency of use by Expert Witnesses be provided since this doesn't appear to be a high- commitment capacity.

After further discussion the Committee recommends to the Board that the term Expert Witness be changed to Practice Reviewer. They believe that the licensee is acting as a consultant with expertise in OT and who consults with Board staff and/or the Attorney General's Office and that Practice Reviewer would be less off-putting than Expert Witness; therefore, encouraging greater participation by the profession.

F. Recommendation(s) regarding providing information via podcasts.

Ms. Martin reported that DCA's Office of Information Services indicated that 'podcasts' could be posted to the Board's website. After further discussion, Ms. Martin was direct to contact a licensee who has previously served as an Expert Witness, arrange for filming of them explaining an overview of the review process and then post it on the Board's website for viewing.

Next Meeting: November 10, 2011