



**PUBLIC EDUCATION COMMITTEE
FEBRUARY 10, 2016**

SUBJECT: BOARD OF PODIATRIC MEDICINE (“BPM”) QUARTERLY NEWSLETTER

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ACTION: CONSIDER AND DISCUSS BPM QUARTERLY NEWSLETTER

RECOMMENDATION

Consider and discuss BPM quarterly newsletter publication.

ISSUE

Continued development and publication of the BPM quarterly newsletter identified as an action item for achieving Board objectives of increased outreach to consumers, stakeholders and licensees.

BACKGROUND

Following discussion of the development and publication of a BPM quarterly newsletter and consideration of important questions related to areas of coverage and focus at the last meeting of the Public Education Committee on August 19, 2015, members of committee noted the importance of determining the objectives desired to be achieved before embarking on publication in order to focus and guide the quarterly periodical. Accordingly, it was determined that creation of a newsletter “charter” would be the optimum vehicle for helping to identify, clarify, articulate and memorialize its purpose. The following report is offered to provide the committee guidance in the development of a newsletter charter.

DISCUSSION

All newsletters require a purpose. Generally speaking, newsletters may draw their purpose from the mission statement of the organization publishing it. In most instances, newsletter purpose is an extension of the organization’s purpose or mission. In BPM’s case, the agency may draw from its newly approved mission statement adopted by the board on March 6, 2015 to answer the critical strategic question of what should be the newsletter’s articulated purpose. In turn, this purpose may be expressed through objectives.

Publication objectives are most successful when articulated as a desired reader response. Reader response can not only be characterized in both behavioral and attitudinal terms but also as a change or reinforcement to either of the aforementioned mindsets. The mindsets sought to be affected can be said to include the:

- 1) Reinforcement of a Behavior
- 2) Reinforcement of an Attitude
- 3) Modification of a Behavior
- 4) Modification of an Attitude

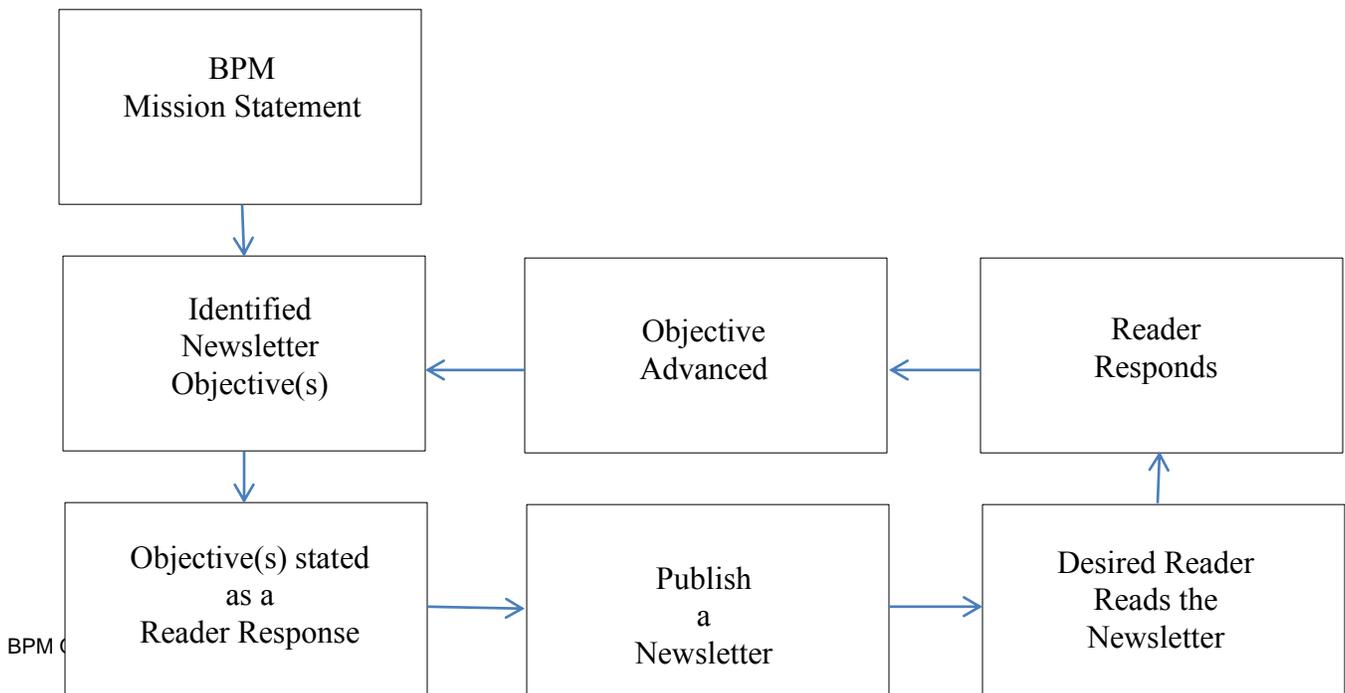
The straightforward reader response objectives delineated above, while not objectives in themselves, may be however used to help guide, identify and articulate the type of change or reinforcement desired from the population of targeted readers. It is also helpful to realize the possibility that a publication may have many a variety of different objectives. This remains unproblematic so long as all objectives remain consistent both internally and with each other. When coalesced, the sense of purpose created coupled with the specific objectives identified to support the mission of the board will lend to the creation of what can be called a “strategically positioned publication.”

A Strategic Publication is an Effective Publication

An agency or organization that persuades its constituents and stakeholders to think and act in its interests may be said to have accomplished its ends. A newsletter can therefore be thought about as a tool to persuade readers. It is a device to suggest ways of thinking and acting that is particularly desired. As a result, when persuasion and reader response align with the mission of the organization, the publication may be considered effective.

The following illustration immediately below provides an overview of the process.

Table 1



The Strategic Charter Process

Considering Table 1 above in greater detail we see that the process overall has seven individual components. As a result it may be thought of as a cycle that consists of the following: 1) Development of organizational purpose; 2) development of newsletter objectives; 3) stating the objectives in terms of a desired reader response to persuasive messaging; 4) the persuasive messaging is published in the newsletter; 5) the newsletter is read by the targeted reader; 6) the reader has a particular response by thinking in a particular way; and finally 7) when that thinking or attitude is reinforced or modified then the agency has achieved its objective and in turn moves closer to advancing its mission.

In this case, the Board has already developed its organizational mission statement. Thus, there is no need to tailor an agency mission because it has already been collectively approved by the Board. The mission statement is set and remains constant. To wit: “To protect and educate consumers of California through licensing, enforcement, and regulation of Doctors of Podiatric Medicine.”

While the mission statement is solid, clearly understood and articulable, newsletter objectives will need to be even more specific, concrete and preferably involve action directed towards the ends embodied in the mission statement. In other words, newsletter objectives involve action and should ideally specify the outcome desired.

For example, one newsletter objective may be educate readers of the Board’s CME audit process to reinforce the attitude that it is important to comply with CME requirements so that there is a high compliance rate among the licensee population. Another objective may be to educate readers of the dangers of diabetic foot ulcerations in order to modify attitudes of complacency among at risk populations for getting regular assessments and evaluations by podiatric physicians and surgeons so that fewer Californians require amputations each year. Even with a niche publication like the proposed BPM newsletter, a range of attitudes and behaviors may be expected to exist across the targeted readership and it will be helpful to plan objectives across a possible spectrum.

NEXT STEPS

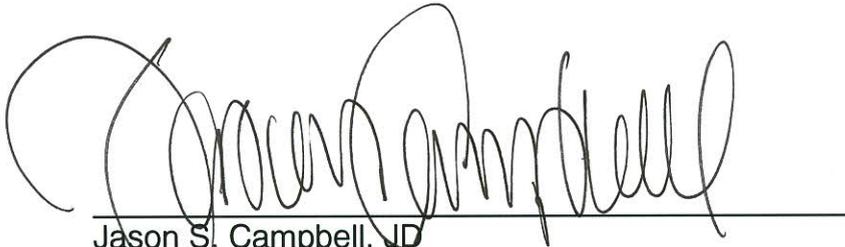
Staff has drafted a rough preliminary charter for further development by committee. Member generated ideas for objectives can and will be incorporated into the charter for finalization.

Should the Board elect to move forward, it is estimated that publication of the board’s newsletter can be finalized and distribution ready for a Q4 FY 15/16 release as the BPM Summer Quarterly.

ATTACHMENTS

- A. BPM Draft Newsletter Charter
- B. BPM Newsletter Concept Proof

Prepared by: Jason S. Campbell, JD, Executive Officer

A handwritten signature in black ink, appearing to read "Jason S. Campbell", written over a horizontal line.

Jason S. Campbell, JD
Executive Officer

The Board of Podiatric Medicine

FootNotes Newsletter

Charter Statement

FootNotes is the Board of Podiatric Medicine's informative and educational quarterly newsletter publication that strives to connect with its targeted readers that include:

- The Board's active Licensee population
- California Consumers
- The Board's Stakeholders

FootNotes is dedicated to educating its readers of the Board's licensing, enforcement and regulatory role of Doctors of Podiatric Medicine.

FootNotes is committed to advancing the message of consumer and public safety as a tool to successfully create an environment where all California-licensed podiatric physicians will provide nothing less than safe and competent foot and ankle care.

FootNotes is unique in that it seeks to be a platform recognized for its strategic, persuasive and transparent messaging in the accomplishment of its ends in service to the people of the State of California and the Board's mission of consumer protection and education.

FootNotes will remain focused on accomplishing the following:

Objectives

- 1) To reinforce compliant behavior by educating licensees about infractions and penalties concerning continuing education and compliance in order to reduce future infractions
- 2) To change attitudes about disparity by improving awareness that doctors of podiatric medicine are held to the same standard as medical doctors and doctors of osteopathy
- 3) ...

Board of Podiatric Medicine
 Newsletter Layout Concept (Front Cover)
 6/22/15

NEWS FROM THE BOARD OF PODIATRIC MEDICINE

SUMMER 2015 NEWSLETTER

F TNOTES

Message from the Board President

As President of the Board of Podiatric Medicine (Board), it is my pleasure to introduce the 2015–2018 Strategic Plan.

The strategic planning process was truly a collaborative effort on the part of Board members, Board staff, licensees, and consumers. I am grateful to everyone who committed to the strategic planning process by providing valuable input, remaining engaged, and staying the course to create a renewed mission, vision, and values for the Board that will guide the Board's work over the next four years.

The Board will focus on the following objectives:

- Protecting consumers by preventing violations and effectively enforcing laws, codes, and standards when violations occur.
- Promoting licensing of those practicing podiatric medicine by maintaining examination standards.
- Enhancing legislation, regulations, policies, and procedures to meet the challenges of the evolving industry, while protecting consumers.
- Continuing effective leadership to proficiently use its resources and personnel to meet its objectives, in an effort to achieve regulatory efficiency, excellent customer service, and consumer protection.
- Enhancing organizational relationships and partnerships while striving to improve the quality of customer service, and supporting collaboration and cooperation between stakeholders.

While endeavoring to meet the aforementioned objectives, the Board will uphold the mission of the organization, which is "to protect and educate consumers of California through licensing, enforcement, and regulation of Doctors of Podiatric Medicine." As a consumer protection program, I look forward to continuing our efforts in making sure that all California-licensed podiatric physicians will provide safe and competent foot and ankle care.



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STATE OF CALIFORNIA
 BOARD OF
**PODIATRIC
 MEDICINE**



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