



Board of Behavioral Sciences

# Memo

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**To:** Board Members

**Date:** January 24, 2023

**From:** Steve Sodergren  
Executive Officer

**Subject:** Education & Outreach Report

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## **SOCIAL MEDIA ENGAGEMENT**

The Board has recognized an increase in social media engagement during the last quarter. Most notably the Board’s Facebook followers increased to 23,769. Board staff is very happy with this increase because social media increasingly plays an integral role in getting accurate and timely information to our licensees and the public.

The Board’s Facebook page reach was up by 58.7% since the last report. The Board reported last time that its Instagram reach was down by 9.3% but we are pleased to report that page reach has increased by 39%. Facebook page visits increased by 82.6% and Instagram page visits increased by 93.2%.

## **CONSUMER INFORMATION CALL CENTER VOLUMES**

The Board would like to congratulate Consumer Information Call (CIC) Center Program Manager John Brooks on his retirement. The Board would also like to congratulate CIC staff member Paul Rahul on his promotion to Program Manager of CIC. Board staff has worked with Mr. Rahul over the years and looks forward to working with him in his new role.

Month	Calls Offered	Calls Handled	Avg Wait	Max Wait
October	1,681	1,621	1:24	21:00
November	2,184	2,044	1:27	18:54
December	916	908	0:37	6:06

## **BBS E-MAIL ACCOUNTS VOLUMES (RESPONDED TO)**

1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
23,047	21,653		

## **OUTREACH SOCIAL MEDIA SUPPORT**

Staff has worked with DCA's Office of Public Affairs to create graphics for regularly scheduled social media posts covering most asked questions, new and upcoming law changes, and awareness days related to the mental health profession. Below you will find a preview for some of the awareness days posts scheduled for this year.

### **National School Counseling Week: February 6-10**

Twitter: BBS celebrates National School Counseling Week by recognizing applicants & licensees who are school counselors. You play a vital role in helping students succeed! Learn more about BBS by visiting: [www.bbs.ca.gov](http://www.bbs.ca.gov) #NCSW23

Facebook/Instagram: BBS is proud to join in celebrating National School Counseling Week by recognizing the applicants and licensees who are school counselors. School counselors play a vital role helping students achieve success by focusing on positive ways to enhance students' academic, career and social/emotional development. Get to know more about BBS and our mission by visiting [www.bbs.ca.gov](http://www.bbs.ca.gov). #NSCW23



### **Mental Health Awareness Month: May**

Twitter: Join us in raising awareness & reducing the stigma on mental health. BBS recognizes mental health awareness month by encouraging consumers to check in on the well-being of themselves & loved ones. More: [www.bbs.ca.gov/consumers/info.html](http://www.bbs.ca.gov/consumers/info.html) #MentalHealthAwareness #mentalhealthmatters

Facebook/Instagram: Join us in raising awareness and reducing the stigma on mental health. BBS recognizes mental health awareness month by encouraging consumers to check in on the well-being of themselves and loved ones. #MentalHealthAwareness #loveyourself #mentalhealthmatters

Additional resources can be found here: [www.bbs.ca.gov/consumers/info.html](http://www.bbs.ca.gov/consumers/info.html)

Choosing a mental health professional:

[www.bbs.ca.gov/pdf/publications/self\\_empowerment\\_booklet\\_eng.pdf](http://www.bbs.ca.gov/pdf/publications/self_empowerment_booklet_eng.pdf)

To verify the license of a mental health professional visit: <https://search.dca.ca.gov/>



### **National Minority Mental Health Awareness Month: July**

Twitter: Join us in recognizing National Minority Mental Health Awareness month by sharing the resources below! #MinorityMentalHealth

Consumers: [www.bbs.ca.gov/consumers/](http://www.bbs.ca.gov/consumers/);

[www.bbs.ca.gov/pdf/publications/self\\_empowerment\\_booklet\\_eng.pdf](http://www.bbs.ca.gov/pdf/publications/self_empowerment_booklet_eng.pdf)

Verify a license <https://search.dca.ca.gov/>

Facebook: BBS is proud to recognize National Minority Mental Health Awareness month. Our website can be translated in many languages making it accessible to everyone. Help us spread awareness by sharing the resources below!  
#MinorityMentalHealth #mentalhealthmatters

Consumer resources can be found here: [www.bbs.ca.gov/consumers/](http://www.bbs.ca.gov/consumers/)

Choosing a mental health professional (available in 12 other languages):

[www.bbs.ca.gov/pdf/publications/self\\_empowerment\\_booklet\\_eng.pdf](http://www.bbs.ca.gov/pdf/publications/self_empowerment_booklet_eng.pdf)

To verify the license of a mental health professional visit: <https://search.dca.ca.gov/>



### **National Psychotherapy Day: September 25, 2023**

Twitter: It's #NationalPsychotherapyDay! BBS honors therapists and consumers who are continuing to make mental health a priority. Learn more about the Board by visiting:

[www.bbs.ca.gov](http://www.bbs.ca.gov). Consumer resources can be found here:

[www.bbs.ca.gov/consumers/info.html](http://www.bbs.ca.gov/consumers/info.html)

Facebook: It's #NationalPsychotherapyDay! BBS honors therapists and consumers who are continuing to make mental health a priority. Learn more about the Board by visiting: [www.bbs.ca.gov](http://www.bbs.ca.gov)

Consumer resources can be found here: [www.bbs.ca.gov/consumers/info.html](http://www.bbs.ca.gov/consumers/info.html)

Choosing a mental health professional:

[www.bbs.ca.gov/pdf/publications/self\\_empowerment\\_booklet\\_eng.pdf](http://www.bbs.ca.gov/pdf/publications/self_empowerment_booklet_eng.pdf)

To verify the license of a mental health professional visit: <https://search.dca.ca.gov/>



## **PATHWAY TO LICENSURE VIDEOS**

Board staff continue to collaborate with DCA’s Office of Public Affairs to create these videos. Once produced the videos will be incorporated into the website as links to provide applicants and registrants additional information that will assist them through the process of becoming licensed. It is expected that most of the following videos will be ready for final review at the May 2023 Board meeting.

<b>TITLE</b>	<b>STATUS</b>
<b>Pathway to Licensure</b>	Post-production
<b>Pathway to Licensure LEP</b>	Pre-production
<b>LMFT Degree Requirements</b>	Post-production
<b>LCSW Degree Requirements</b>	Production
<b>LPCC Degree Requirements</b>	Production
<b>CA Law &amp; Ethics Examination</b>	Pre-production
<b>Tips for Registrants</b>	Pre-production
<b>Supervision for LMFTs</b>	Pre-production
<b>Supervision for LCSWs</b>	Pre-production
<b>Supervision for LPCCs</b>	Pre-production
<b>Applicant Conviction Reporting</b>	Pre-production