BBS

Board of Behavioral Sciences

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Gavin Newsom, Governor, State of California | Business, Consumer Services and Housing Agency | Department of Consumer Affairs

MEMORANDUM

DATE	December 22, 2025
TO	Outreach and Education Committee
FROM	Steve Sodergren, Executive Officer
SUBJECT	Update on Outreach and Education Goals Status

This overview outlines the Committee's goals, the progress made so far, and future tasks.

Goal 1: Expand Live Event Outreach

Expand current outreach efforts by hosting live events for educators, supervisors, and associates to address common licensure pathway concerns and gather ongoing feedback.

Status: In Progress

Recent Activities:
On November 12, 2025, staff hosted the first virtual listening session via Webex titled, BBS Lunch Time Listening Session: Artificial Intelligence in Mental Health Practice. The virtual listening session included a panel of four representatives from CAMFT, NASW-CA and California Alliance of Child and Family Services, with the goal of gathering their perspectives on the use of AI in mental health practice.

Each panelist addressed questions composed by staff on the benefits and risks of AI use in mental health practice, as well as ethical considerations practitioners, educators, students and trainees should be aware of when utilizing AI tools in the mental health field. The virtual listening session event drew over 450 viewers.

Viewers were requested to complete a post-webinar survey for staff to collect demographic information, and to gather the value, relevance, and overall satisfaction of the virtual listening session. The period for participants to respond to the survey closed on November 28, 2025, and approximately 118 responses were received. More detailed results of the post-webinar survey are included as **Attachment A**.

Future Activities:
- Plan and schedule future live events for educators, supervisors and associates focusing on the licensure pathway and legal requirements.
- Refine the live format to allow for public input and engagement.
- Identify additional interactive communication techniques and platforms to increase outreach engagement.

Goal 2: Establish Outreach Partnerships

Identify current outreach efforts or initiatives by other state, local and community agencies in reaching high school and undergraduates in underserved communities to increase the awareness and encourage entry into the mental health profession and determine how the Board can support those efforts.

Status: In Progress

Recent Activities:
In October 2025 board staff met with representatives from the California Board of Psychology and the California Board of Vocational Nursing to discuss potential collaborative outreach efforts and opportunities to enhance coordination with the Health Care Access and Information Agency (HCAI).

Future Activities:
- Continue exploring collaborative outreach efforts
- Identify agencies and programs that support or focus on mental health practice.
- Update current and publish additional outreach materials regarding mental health professions.
- Develop and distribute short, accessible informational videos explaining the Board's role and licensure pathways to increase awareness of mental health professions and entry into the field.

Goal 3: Update Website and Outreach Materials

Update the Board's website and outreach materials to increase accessibility and expand on resources for licensees and individuals pursuing mental health careers.

Status: In Progress

Recent Activity:
- Continued review of existing website content.
- Collaborated with DCA's Office of Information Services (OIS) on proposed navigation changes and homepage enhancements.
- Provided OIS with desired structure and layout for the redesigned homepage. OIS will use this guidance to develop a mockup for BBS review and feedback.
- Restructured and created new content for the Enforcement section to improve clarity and provide detailed information on complaint processes, reporting discipline & criminal convictions, disciplinary actions, enforcement performance measures, and consumer protection. The new content will be easier to access and will incorporate exiting resources such as educational videos and informational pamphlets to enhance user understanding.
- Updated "Are you going to provide telehealth services in California?"
- Updating "FAQs for Supervisors"
- Updating "FAQs for Out-of-State Applicants"

Future Activities:

- Complete internal review of newly developed enforcement content for accuracy and clarity. Ensure integration of existing resources (video, pamphlets) into the updated section.
- Work with Board staff to update website content.
- Create and publish educational materials that highlight the importance of continued education in maternal and menopausal health for licensees.

Goal 4: Strengthen Education Institution Outreach

Strengthen outreach to educational institutions and students to promote understanding of the licensure pathway and legal obligations of practitioners.

Status: In Progress

Recent Activities:

Staff continue to conduct outreach presentations to schools and professional associations.

Future Activities:

- Expand targeted outreach to educational institutions.
- Incorporate common questions and issues identified in presentation into outreach materials.
- Create video presentations about the pathway to licensure and licensure laws that can be utilized by educators in a class setting.

Goal 5: Increase Consumer Outreach

Develop strategies to reach the public and increase awareness of their rights as mental health consumers.

Status: Not Started

Future Activities:

- Identify messaging priorities, communication platforms, and other potential routes for communicating information to consumers.
- Update the "Self-Empowerment: Choosing a Mental Health Professional in CA" publication.
- Create and distribute informational videos and publications concerning consumer rights and safety.

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Attachment A: Post Webinar Survey for BBS Lunch Time Listening Session: Artificial Intelligence in Mental Health Practice

Background

Viewers of the November 12, 2025, *BBS Lunch Time Listening Session: Artificial Intelligence in Mental Health Practice*, were requested to complete a post-webinar survey for staff to collect demographic information, and to gather the value, relevance, and overall satisfaction of the virtual listening session. The period for participants to respond to the survey closed on November 28, 2025, and approximately 118 responses were received out of 450 participants.

Notable Findings

Notable findings of the survey results reveal the following:

- Approximately 39% of survey respondents found the webinar event to be *extremely valuable*, while about 35% of respondents found the webinar event to be *very valuable* (117 responses).

- Approximately 59% of survey respondents felt the topic of the event was *extremely relevant* to their specific work/interests, while approximately 34% of respondents felt the topic to be *very relevant* to their specific work/interests (118 responses).

- Survey respondents identified as the following (118 responses):
  - Licensee (i.e., LMFT, LCSW, LPCC, LEP) – 86%
  - Supervisor to pre-licensed individuals – 18%
  - Practitioner – 9%
  - Educator – 8%
  - Associate (i.e., AMFT, ASW, APCC) – 7%
  - Student – 6%

Public Comment Portion

The November 12th virtual listening session included a portion for public comments. However, comments and questions from viewers were not addressed by panelists at the time of the event due to time constraints. The comments and feedback received from post-webinar survey respondents mostly expressed more time should be dedicated for public comments. In response to these comments raised by survey respondents, staff plans to gather questions from the public prior to future virtual listening session events via the following mediums:

- Social media: Currently the Board's Facebook page has over 36,000 followers and about 19,000 followers on the Board's Instagram page. Staff plans to promote future listening sessions on the Board's social media pages, encouraging followers to submit questions related to the listening session topic in the comments section of the social media post. Questions collected from the social media comments will be shared with panelists prior to the event.

- Webinar registration field: For the first virtual listening session, an email invitation with a link to register for the event was sent to individuals subscribed to the Board's general email subscriber list. Staff plans to continue utilizing the email subscriber list to advertise future board-hosted virtual/webinar events. Staff intends to include a comment field for attendees registering for board-hosted virtual/webinar events that will prompt attendees to submit their questions for panelists to address during the event. Prior to the event, questions collected via this method will be shared with event panelist for their response.

Additional Board-Hosted Live Events

Many post-webinar survey respondents, about 98% of 116 responses, expressed they would like to see BBS host additional webinars. Staff plans to host another virtual listening session on the topic of AI to address questions raised during the public comment period of the first virtual listening session. Additionally, for the next virtual AI listening session staff will make efforts to include content based on feedback and comments from post-webinar survey respondents. Staff operations and resources will need to be taken into consideration before implementing certain content and topics for future virtual listening sessions.

Board of Behavioral Sciences Post-Webinar Survey Artificial Intelligence in Mental Health Practice

How valuable did you find this webinar?

Answer Choices	Responses	
Extremely valuable	39.32%	46
Very valuable	35.04%	41
Somewhat valuable	22.22%	26
Not very valuable	3.42%	4
Not at all valuable	0.00%	0
	Answered	**117**
	Skipped	**1**

How valuable did you find this webinar?
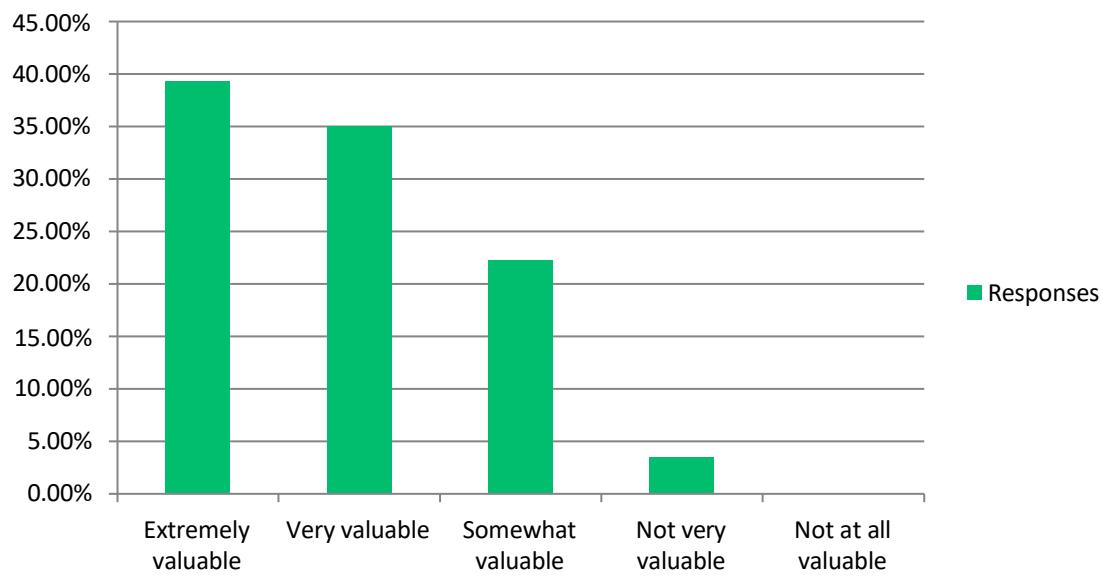
Board of Behavioral Sciences Post-Webinar Survey Artificial Intelligence in Mental Health Practice

**How relevant was the topic to your specific work/interests?**

Answer Choices	Responses	
Extremely relevant	59.32%	70
Very relevant	33.90%	40
Somewhat relevant	5.93%	7
Not very relevant	0.85%	1
Not at all relevant	0.00%	0
	Answered	**118**
	Skipped	**0**

How relevant was the topic to your specific work/interests?
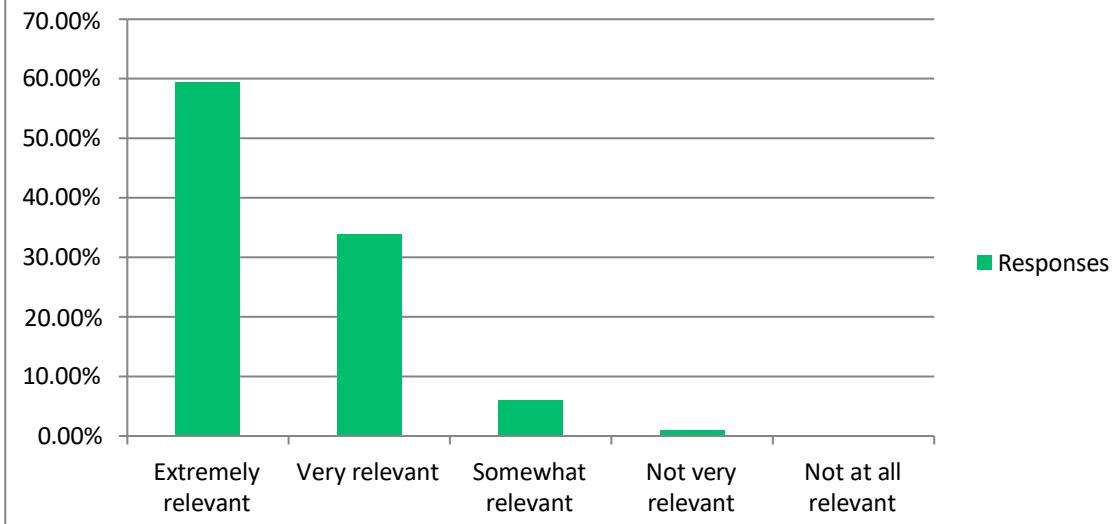
Board of Behavioral Sciences Post-Webinar Survey Artificial Intelligence in Mental Health Practice

What was your overall satisfaction with the webinar?

Answer Choices	Responses	
Extremely satisfied	22.88%	27
Very satisfied	44.92%	53
Somewhat satisfied	25.42%	30
Not very satisfied	5.93%	7
Not at all satisfied	0.85%	1
	Answered	**118**
	Skipped	**0**

## What was your overall satisfaction with the webinar?
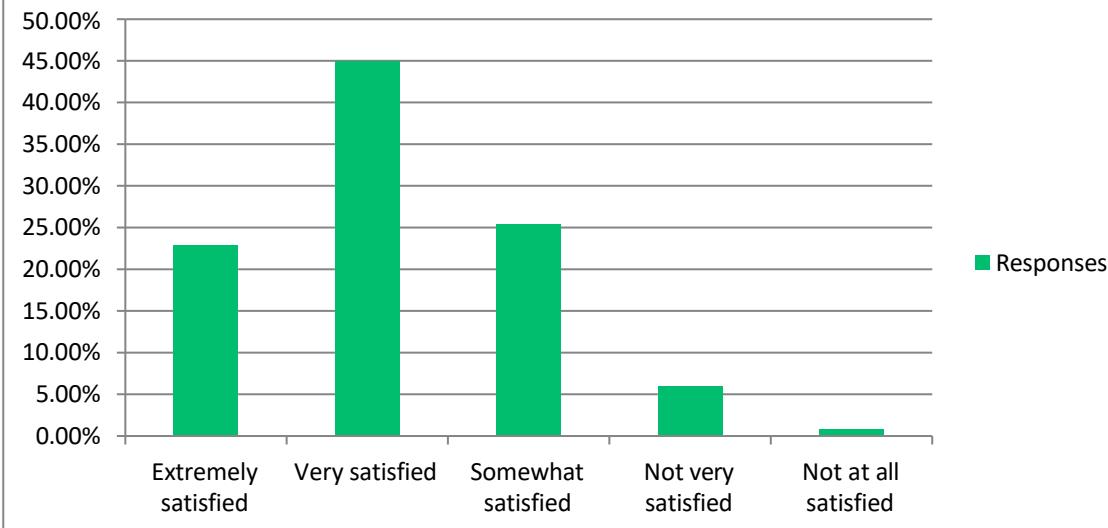
Board of Behavioral Sciences Post-Webinar Survey Artificial Intelligence in Mental Health Practice

Would you like to see BBS host additional webinars?

	Responses	
Yes	98.28%	114
No	1.72%	2
		76
Answered		**116**
Skipped		**2**

Would you like to see BBS host additional webinars?
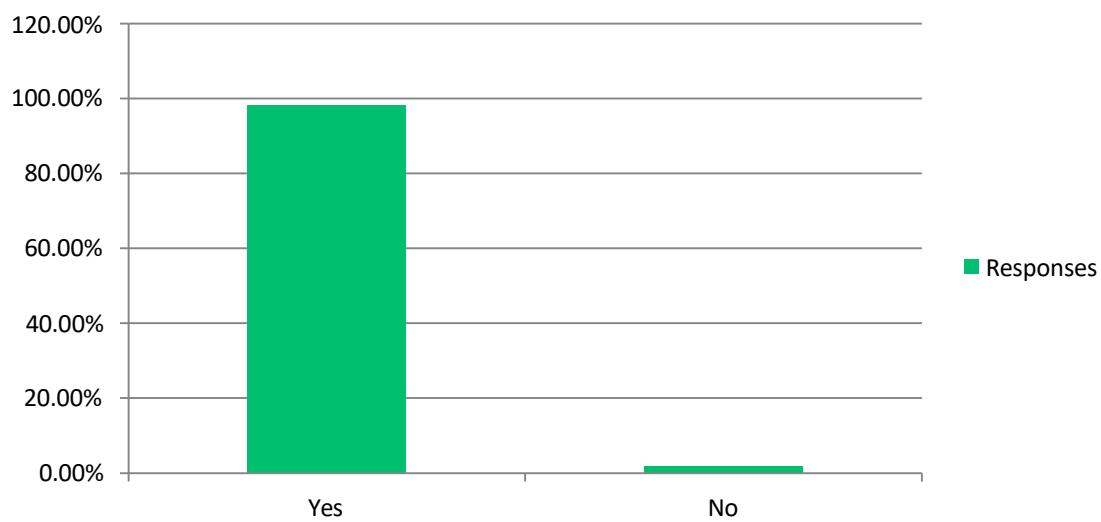
SUGGESTIONS FOR FUTURE WEBINARS

1. Follow up on the topic of using AI is needed. How do we protect our clients as well as our licenses if the online platforms utilize AI for notes. Is there legislation regarding AI and mental health practice?
2. Based on the discussion of the panel, there are some essential considerations both for future meetings and potential questions to be answered during future panels.

   ● Guidance for practitioners and the public, whether from professional organizations or the board itself, regarding recommendations for competent, safe, and appropriate use of AI.
   ● Methods and framework for accountability based on AI use, both for individual practitioners' use of AI alongside harm of specific AI models and the responsibility of their respective companies.
   ● Establishing a regulatory operative definition of "artificial intelligence".
   ● Dividing the topics of future meetings to be able to capture the nuances of different aspects of artificial intelligence, including use of AI for the public, use of AI by practitioners, use of AI for training clinicians, and so on.
3. It may be beneficial for the future to allow the public to submit questions in advance and utilize the most common questions.
4. More on AI, Minor Consent and mandatory reporting.
5. BBS webinars are an EXCELLENT way to keep the lines of communication open and to provide important updates.
6. More information sharing. I feel like there were questions posed that needed to be answered. Maybe finding and inviting a cooperation who is mining this data and what their safeguards or goals are in relation to it. I would like future webinars regarding telehealth, BBS changes regarding supervision requirements for LMFT. More information on the social work compacts and some answers to the pros and cons of that compact.
7. Dedicating a whole hour or more on benefits, risks, ethical considerations and policies. Better yet, in- person CEU to provide the space and time to the ethical dilemma with IA
8. More sessions on AI but with opportunity to ask questions. Resources on people who offer trainings on AI for school social workers.
9. Q&A sessions by the BBS that can be hosted by larger companies who have hundreds of ASWs in the licensing process.
10. More info research and therefore, discussion in areas that were comments, plus continued updates and developments in regulations of our field as AI is incorporated.
11. I think it's helpful to have updates about the ever-evolving new technology and how we can implement it in our clinical practice while learning about the policies, legal and ethical components that help guide our practice. It would be appreciated to receive information on those changes as they happen. Thank you!
12. How to utilize AI actively in ethical way. As one of the panelists said in the webinar on 11/12, it's here. We can't run from it. Maybe it's better to talk about how to utilize them in healthier ways rather than worrying about its risks too much. No matter how much we worry about or set regulation around it, people who are going to abuse it are going to abuse it.
13. Address AI concerns. The panelists all seemed quite knowledgeable. I would like more information on specific AI tools and how to use them, especially those that are considered

ethical and compliant.

14. More in depth dive into the Legal and ethical consideration in the use of AI.
15. More directive and discussion about policy around AI usage.
16. Additional sessions related to legal and ethical use of AI. Roadmap to licensure.
17. License examinations.
18. There needs to be more time and possibly "chat" enabing to have all of us be able to provide comment.
19. Social disparities
20. Senate Bill 579 (Padilla)
21. Need to give panelists time to respond to participant questions.
22. More on AI would be very helpful
23. Longer timeslot to provide Q&A for panelists and participants.
24. I need a certificate so my supervisor will allow me to use my ED LEAVE for these Webinars.
25. More time for Questions.
26. Where do we have a chance to post questions to get answers?
27. Guidance from BBS on AI
28. Further discussion on use of AI and policy creation
29. Ethical Integration of technology into practice, Updated Legal seminars, Clinical supervision, systems use for the workplace/agencies to respond effectively to the clinical work of the clinicians
30. Client impact and understanding regarding AI use.
31. AI and Medical Social Work. What are the best AI platforms to use that are HIPAA compliant and consistent with ethical social work practice.
32. Suicidality prevention, interventions Documentation to help avoid litigation
33. Please address the concerns raised in further sessions. I am 75 years old and all this is way over my head. Maybe a Book for Dummies for AI and mental health practice.
34. How to decrease the possible de-skilling of mental health professionals with AI Follow up about Ai and clinical practice. Suggest giving CEUs and answering the questions from the audience.
35. Possibly making it 1.5hrs to do what's mentioned. Continue with AI but specific topics and then allow for question and answer for example AI and note writing or AI and consents as well as resources and a call for standards. I want to grow with the times in an ethical and legal way. Thank you to all speakers and bbs for putting it together.
36. Continue this topic! Keeping us informed on what conversations are happening at policy level.
37. Addressing the comments and concerns brought up today please! Thank you very informative.
38. A further dive on the risks of Artificial Intelligence to our profession, and how we can push back to ensure protections for ourselves and our clients. A further dive on how corporations are trying to capitalize on the structural challenges that create gaps in service and false promise that AI can solve that. Where is our critical thinking?
39. Responding to the attendees' comments/questions posed would be helpful.
40. More on AI
41. More in AI and ethics and laws around it. The concern for client safety is so important. I was hoping to come away with ideas and resources not just raise alarm and talk about problems with AI. I'm looking for guidance and specifics. Felt like this made me more paranoid and unfortunately, I don't feel more informed. I would like to express great appreciation for hosting this and hope you will do more.

42. Another AI focused webinar would be great to explore the guard rails of use of AI more. What strongholds are going to be put in place regarding artificial intelligence? What policies are being instituted that artificial intelligence is utilized correctly since it is owned by corporations that are looking to make a profit and not protect the interests of their consumers. There were a lot of resources offered that I could not catch the name of and would love if a resource list could be sent out.
43. The comments from the public were extremely useful. The panelists were helpful looking at pros and cons. I would like more guidance on how to manage corporation expectations on using AI. There is a big push from headway Rula etc but how to fight back when they demand usage that is not appropriate
44. How to assess if an AI tool is HIPAA compliant.
45. Deeper dive into these topics, such as expansion of the ethics of AI and HIPAA component platforms.
46. Continued discussions about AI.
47. A follow up to this webinar that addresses the questions that came up in the public comment section would be very beneficial. Ongoing information regarding changes pertaining to AI would also be very helpful.
48. Sticky situations in these challenging times; for example, politics in the therapy room
49. Part two on AI with more information and resources on the AI issues with extended time.
50. More on behavioral health technologies
51. More on AI. And have time to answer questions.
52. More on AI
53. More detailed training on AI.
54. More AI discussions, legislation updates, overview of discipline actions, wtc I'd like to have heard how many of the panelists on AI are receiving payments or other considerations from AI companies as part of the webinar.
55. Help with AI policies and procedures.
56. Further information on the AI topic Further discussion related to AI where more attendee questions could be responded to by panelists.
57. Discussion surrounding the transition to a National MFT Exam.
58. Ethics, help with policies for AI for trainees and associates.
59. Continuing the discussion on AI in clinical practice and hopefully including recommendations or guidelines that educators and supervisors can incorporate.
60. Answer or respond to public comment in the next series. Provide samples
61. Allotted time to allow responses to questions posed to panelists in future webinars.
62. Additional open discussion about use of AI.
63. Additional info for AI, licensure, trajectory for social work in spaces that are hostile to the services the field provides.
64. AI could use more discussion.
65. Same topic with more resources: More on AI
66. Learn more about resources we can use

What is your current title or status? Please select from the following applicable options:

Answer Choices	Responses	
Licensee (i.e. LMFT, LCSW, LPCC, LEP)	85.59%	101
Associate (i.e. AMFT, ASW, APCC)	6.78%	8
Student	5.93%	7
Trainee (i.e. MFT Trainee, Clinical Counselor Trainee)	0.85%	1
Educator	8.47%	10
Supervisor to pre-licensed individuals	17.80%	21
Practitioner	9.32%	11
	Answered	**118**
	Skipped	**0**

What is your current title or status? Please select from the following applicable options: