

**CALIFORNIA
BOARD OF BARBERING AND COSMETOLOGY**



MARCH 7, 2022

EDUCATION AND OUTREACH COMMITTEE

**PUBLIC
TELECONFERENCE**



**CALIFORNIA BOARD
OF
BARBERING AND COSMETOLOGY**



**EDUCATION AND OUTREACH
COMMITTEE**

**MEMBERS OF THE
COMMITTEE**

Megan Ellis
Tonya Fairley
Reese Isbell
Derick Matos

**PUBLIC TELECONFERENCE
MEETING**

*Action may be taken on
any item listed on the
agenda.*

March 7, 2022

11:00 A.M. – 1:00 P.M.

NOTE: Pursuant to Governor Gavin Newsom’s Executive Order N-1-22, issued January 5, 2022, and the provisions of Government Code section 11133, neither a public location nor teleconference locations are provided. Public participation may be through teleconferencing as provided below.

Important Notices to the Public: The Board of Barbering and Cosmetology will hold a public meeting via a WebEx Events. To participate in the WebEx Events meeting, please log on to this website the day of the meeting:

<https://dca-meetings.webex.com/dca-meetings/j.php?MTID=mbd59019e706402f8986d32b78d426c40>

Webinar number: 2497 328 4432

Webinar password: BBC03072022

Instructions to connect to the meeting can be found at:

https://www.barbercosmo.ca.gov/about_us/meetings/how_to_join_webex_event.pdf

Members of the public may but are not obligated to provide their names or personal information as a condition of observing or participating in the meeting. When signing into the WebEx platform, participants may be asked for their name and email address. Participants who choose not to provide their names will be required to provide a unique identifier such as their initials or another alternative, so that the meeting moderator can identify individuals who wish to make public comment; participants who choose not to provide their email address may utilize a fictitious email address in the following sample format: XXXXX@mailinator.com.

In order to ensure all public members have an opportunity to speak and in the interest of time, public comments will be limited to two minutes unless, in the discretion of the committee, circumstances require a shorter period or longer period; members of the public will not be permitted to “yield” their allotted time to other members of the public to make comments.

As an alternative, members of the public who wish to observe the meeting without making public comment can do so (provided no unforeseen technical difficulties) at

<https://thedcapage.wordpress.com/webcasts/>.

AGENDA

1. Call to Order/ Roll Call/ Establishment of Quorum
2. Election of Committee Chairperson
3. Review and Discussion of the Education and Outreach Report
4. Discussion on Future Plans for Outreach and Education, and Possible Recommendations to the Board.
5. Public Comment on Items Not on the Agenda
Note: The Committee may not discuss or take any action on any item raised during this public comment section, except to decide whether to place the matter on the agenda of a future meeting (Government Code Sections 11125, 1125.7(a))
6. Agenda Items for the Next Meeting
7. Adjournment

Action may be taken on any item on the agenda. The time and order of agenda items are subject to change at the discretion of the Committee Chair and may be taken out of order. In accordance with the Bagley-Keene Open Meeting Act, all meetings of the Board are open to the public.

*Government Code section 11125.7 provides the opportunity for the public to address each agenda item during discussion or consideration by the Committee prior to the Committee taking any action on said item. Members of the public will be provided appropriate opportunities to comment on any issue before the Committee, but the Committee Chair may, at his or her discretion, apportion available time among those who wish to speak. Individuals may appear before the Committee to discuss items not on the agenda; however, the Committee can neither discuss nor take official action on these items at the time of the same meeting (Government Code sections 11125, 11125.7(a)).

The meeting is being held via Webex Events. The meeting is accessible to the physically disabled. A person who needs disability-related accommodation or modification in order to participate in the meeting may make a request by contacting: Marcene Melliza at (916) 575-7121, email: marcene.melliza@dca.ca.gov, or send a written request to the Board of Barbering and Cosmetology, PO Box 944226, Sacramento, CA 94244. Providing your request is a least five (5) business days before the meeting will help to ensure availability of the requested accommodations. TDD Line: (916) 322-1700.

Agenda Items

No. 1-2

No Attachments



California Board of Barbering and Cosmetology Outreach and Education Report

Education and Outreach Overview

The California State Board of Barbering and Cosmetology's (Board) mission is to ensure the health and safety of California consumers by promoting ethical standards and by enforcing the laws of the barbering and beauty industry.

The Board ensures that information is available for consumers, licensees, applicants, students and other interested parties through the Board's website, the Consumer Information Center, and by direct consumer and licensee contact.

Information is also provided through media outlets such as: Facebook, Twitter, Instagram, and trade publications. The Board currently has over 31,000 followers between the three social media outlets combined and over 10,000 subscribers on the Board's Interested Party email list. Email addresses are not required for licensees; however, the Board does have 270,200 email addresses of licensees who have elected to provide this information.

The Board works closely with the Department of Consumer Affairs' Office of Public Affairs on press releases to news media outlets, video productions, and outreach campaigns.

The Board's website contains information regarding: fact sheets designed to educate the public on health and safety topics, the licensing requirements in California, licensee status including any discipline, forms and publications, consumer complaint form to allow consumers to file a complaint online, average processing times for initial applications, renewal applications, examination scheduling, laws and regulations, and general information about the Board such as meeting notices and meeting minutes.

The Board remains in compliance with the Dymally - Alatorre Bilingual Services Act, therefore the Board translates all informational materials composed by the Board into Korean, Spanish and Vietnamese. In addition, the Board's Health and Safety Regulations are translated into Arabic, Farsi, Simplified Chinese, and Traditional Chinese.

The Board participates in trade shows, town halls meetings, and most recently virtual events with industry associations, local county public health offices, and the California Department of Public Health.

This report highlights several of the Board's Outreach and Education efforts during the past few years.

COVID-19 Pandemic

The Board created a dedicated page on its website for COVID-19 Information. The webpage included Board publications, as well as links to the California COVID-19 website, the California Department of Public Health website, the CDPH/Cal OSHA Industry Guidelines, U.S. Centers for Disease Control and Protection website, and vaccine information.

The newly developed publications for our licensees and establishments reinforced the importance of COVID-19 Industry Guidelines and Staying Safe During the Pandemic. These publications were distributed by Board inspectors and were shared on the Board's social media platforms. The publications included:

- Returning to Work Checklist
- Staying Safe During the Pandemic Checklist
- Wear A Mask Poster for Establishments
- Postcard – Face Covering Reminder and COVID-19 website info
- 3 Steps to Reopening Your Establishment flyer

Since May 2020, Board staff participated in various events that were specific to the beauty and barbering industry. These outreach events were hosted by Legislators, specific counties offices, industry media, and the Board itself.

Board Virtual Outreach Events

- Together with the California Department of Public Health - October 26, 2020
- Staying Safe During the Pandemic for Barbers - March 15, 2021
- Staying Safe During the Pandemic in Spanish - April 5, 2021
- Staying Safe During the Pandemic in Vietnamese - April 6, 2021

Legislators Events

- Senator Thomas J Umberg Virtual Town Hall - May 28, 2020
- Assembly member Kevin McCarthy's Virtual Town Hall – March 11, 2021

Local County Public Health Events

- Los Angeles Public Health – Telebriefing - June 4, 2020
- Los Angeles Public Health – Telebriefing - June 24, 2020
- Los Angeles Public Health – Telebriefing - July 9, 2020
- Los Angeles Public Health – Telebriefing – July 29, 2020
- Orange County Public Health – July 30, 2020
- Los Angeles Public Health – Telebriefing – August 13, 2020
- Los Angeles Public Health – Telebriefing – September 11, 2020
- Los Angeles Public Health – Telebriefing – October 22, 2020
- Los Angeles Public Health – Telebriefing – October 30, 2020
- Los Angeles Public Health – Telebriefing – November 24, 2020
- Los Angeles Public Health – Telebriefing – February 3, 2020
- Los Angeles Public Health – Telebriefing – February 11, 2020
- Los Angeles Public Health – Telebriefing – March 12, 2021
- Los Angeles Public Health – Telebriefing – April 7, 2021

Media and Industry Association Events

- KSRO Radio Interview with Pat Thurston - July 21, 2020
- Sacramento Nail Association - Industry Webinar - July 31, 2020
- Outgrowth Podcast - August 5, 2020
- Professional Beauty Association Industry Webinar – August 6, 2020
- Barbicide Forum Interview – August 11, 2020
- The Point Interview by VT Nails TV – September 21, 2020
- Viet Nails TV Interview Hosted by Pro Nails Association – September 28, 2020

In addition to the outreach events, the Board sent targeted emails to stakeholders in specific counties as well as general educational emails to our List Serves. The emails the Board sent total over 3 million since July 2020. Board staff also directly called over 2500 establishments to answer questions and provide information to our licensees.



Senate Bill (SB) 803

The Board's Sunset Review hearing was held on April 9, 2021 and the bill was signed by the Governor on October 7, 2021. Beginning in April 2021, SB 803 was a constant agenda item on the Board's next five board meetings:

- April 26, 2021
- May 25, 2021
- July 26, 2021
- October 25, 2021
- January 24, 2022.

The Board has always encouraged the public and licensees to attend the board meetings and share their comments. There was record participation and virtual viewers during these meetings (over 550 people).

The dates, locations and agendas for all board meetings are posted on the website and mailed/mailed to the Board's Interested Party list 10 days prior to the meetings.

With the passage of SB 803, the Board created a dedicated webpage to SB 803. Resources available on the page include a SB 803 Questions and Answers document, New Course Approval application and information for schools, and the entire bill's text.

Board staff participated in the various virtual events that were specific to SB 803.

Industry Associations Events

- Professional Beauty Federation of California - November 1, 2021
- Professional Beauty Association - November 8, 2021
- California Aesthetic Alliance – December 3, 2021

The Board has been in communication with approved schools via email since September 2021 and has provided information on the New 1000 Hour Courses and Exam site closures.

Posts to the Board's social media platforms regarding SB 803 and the changes it brings to the Board started in October 2021 and continue to this day.

Safe Sandal Season

The Board works hard to ensure that our licensees follow State laws and established infection control standards. In 2013, the Board and the Department of Consumer Affairs (DCA) launched a special campaign designed to educate consumers and licensee on safe nail salon practices. Specifically, regarding pedicures, as this service has proven to show the highest levels of consumer harm.

The Board published a Pedicure Safety Tips brochure, created consumer videos on what to look for when getting a pedicure, educational videos for licensees on how to clean their foot spas, and industry publications on proper cleaning procedures. The printed materials are available in Korean, Spanish and Vietnamese. The how-to video is also available in Vietnamese.

Over the past eight Safe Sandal Seasons, DCA and the Board have worked together in promoting the campaign via press releases, media advisories and social media posts. Board staff have been featured on several news media outlets and have been able to provide information regarding the importance of health and safety in the nail salons.

Media Interviews conducted by:

- KCRA Channel 3
- News 10 Sacramento
- Fox 40 News
- Good Day Sacramento
- KIMIR NBC Palm Spring
- Fox 5- San Diego
- Telemundo 52
- Sac & Co Live

In 2021, the Board and DCA created two new videos for the campaign. The videos were posted on both the Board's and DCA's social media and are posted to the Board's Safe Sandal Season website page and YouTube channel.

All of these resources are available on the Board's Safe Sandal Season page on the website at www.barbercosmo.ca.gov/consumers/safe_sandal.shtml.



CASafeSalon

The Board launched a public education campaign called CASafeSalon in 2015. The purpose of the campaign was to educate consumers and licensees about salon health, infection control, and safe practices. Within the campaign there are six separate sections, which includes Workers Rights, Salon Sense, Infection Protection, and Safe Sandal Season. The Board has a dedicated webpage to the full campaign at <https://www.barbercosmo.ca.gov/consumers/safesalon.shtml>. Included below are summaries of a few of the sections.



Salon Sense

The Salon Sense section provides resources to help establishment owners and licensees stay in compliance while protecting the health and safety of California consumers and upholding professional standards. The board developed Health and Safety training booklets to be used by employers or individuals to facilitate health and safety awareness. Below is a list of the booklets:

- CASafeSalon – Safely Using Chemicals
- CASafeSalon – Safety Data Sheets
- CASafeSalon – Communicable Diseases
- CASafeSalon – Ergonomics
- CASafeSalon – Protection from Hazardous Chemicals

Other Resources available on the Salon Sense page include access to required Establishment Notices/Postings, a Tools section which includes links to the Licensees Fact Sheets, Self-Inspection Worksheet, a What to Expect When you Are Inspected Brochure, and a collection of Board and DCA produced Videos covering subjects from Tips to Stay Fine Free and Proper Use of Disinfectants.

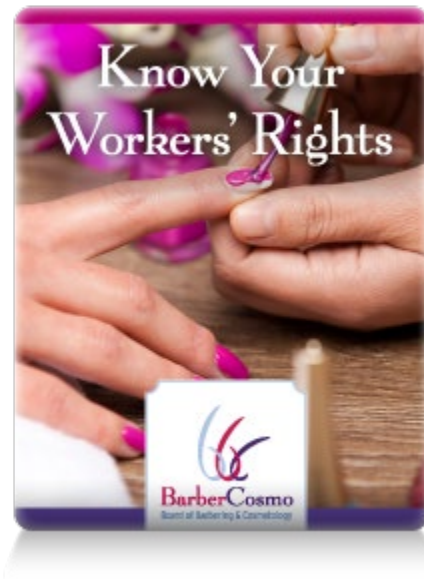
Workers' Rights

The Workers' Rights section was created to provide easy access to resources for the Board's licensees on this subject. As part of the Health and Safety Advisory Committee's responsibilities, it is to provide the Board with recommendations on how to ensure licensees are aware of basic labor laws, including the key differences between benefits, and obligations of an employee and independent contractor, and how to obtain more information about state and federal labor laws. The Board took these recommendations and published two documents for the Board's licensees. The publications are available in Korean, Spanish and Vietnamese.

- Understanding Worker's Rights and Responsibilities
- Workers' Rights Contact Information Pocket Guide

The Board held two Town Hall meetings, one in Sacramento and one in San Diego, in conjunction with the Department of Industrial Relations (DIR), Employment Development Department (EDD) and Cal OSHA. The goal of the outreach events was to provide information to licensees to become aware of their workers' rights and responsibilities. The events were videotaped by DCA, and a video *Understanding Your Workers' Rights* was created and serves as a road map for licensees to access more information on the topics covered during the event.

All this information, including the video, the Board's publications, the EDD, the DIR, the Labor Commissioner, and Cal OSHA's resources are available on the Worker's Rights webpage.



#NoViolenceinBeauty

On January 1, 2018, Section 7314.5 of the Business and Professions Code went into effect, allowing the Board to promote awareness of physical and sexual abuse. The Board – sponsored campaign #NoViolenceinBeauty was designed toward that end. A dedicated page on the Board's website was created to provide resources for licensees and consumers. It includes contact information to State and National Organizations and Services, such as:

- Adult Protective Services (APS)
- California Youth Crisis Lines
- Community United Against Violence
- FORGE
- National Domestic Violence Hotline

The Educational Resource section includes Board publications specifically created for the campaign. The publications are available in Korean, Spanish and Vietnamese.

- Physical and Sexual Abuse Awareness Training for Licensees
- Resource Sheet
- Sexual/Domestic Violence Infographic

During the campaign, the Board launch a social media blast of a dozen posts regarding facts regarding Elder Abuse, Sexual and Domestic Violence, and Human/Labor Trafficking.



Look for the License

One of the Goals of the 2018-2022 Strategic Plan, was to develop a consumer-facing campaign to education the public on unlicensed activity. Working with the Department of Consumer Affairs, the board designed the Look for the License artwork, which included outreach signage and social media art.

Board staff participated in following consumer events and were able to introduce the new campaign and provide information on the importance of receiving services from licensed individuals.

Legislators Events

- CA Senior Legislature Senior Rally - May 2, 2018
- Assembly member Chris Holden Community Resource Fair – August 3, 2019
- CA Senior Legislature Senior Rally – May 7, 2019
- CA Senior Legislature Senior Rally Virtual Event – May 4, 2021



Agenda Items

No. 4-7

No Attachments