

California Recreation Therapy Title Protection Implementation Checklist

Task	Our Ideas & Findings	Date Completed
<b>1. Analyze the new law:</b> <ul style="list-style-type: none"> <li>Who is responsible for enforcement?</li> <li>Who is impacted by the law?</li> <li>What is the effective date for the law?</li> <li>Is funding appropriated for the implementation of the law?</li> <li>Are signs required by the law and if yes, who must provide them?</li> <li>Are there special enforcement procedures required such as a mandatory letter of warning?</li> <li>What are the specific provisions of the law?</li> <li>What are the fines or penalties for non-compliance and who collects the money? Is a special account to be set up that may be used for enforcement operations?</li> <li>Are implementation regulations required before the law can be enforced?</li> <li>Are special reports required?</li> </ul>		
<b>2. Identify &amp; recruit members for a planning task force.</b>		
<b>3. Convene planning task force.</b>		
<b>4. Identify educational outreach and public relations activities to reach:</b> <ul style="list-style-type: none"> <li>Other contractors and coalition members</li> <li>Elected officials</li> <li>Law enforcement agencies</li> <li>Businesses or other groups impacted by the provisions of the law</li> <li>Media</li> <li>General public</li> </ul>		
<b>5. Identify, develop or purchase the educational materials, training materials and signs that are needed. Determine if materials need to be in languages other than English. Be sure organizations are committed to using them.</b>		
<b>6. Identify the paid ads or PSAs that will be developed to support your message about the new law. Determine if ads need be in languages other than English.</b>		
<b>7. Develop mailing lists for businesses, community groups and others to receive outreach materials, Q&amp;A documents, press releases, etc.</b>		

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<p><b>8. Collaborate with and offer your assistance to the enforcement agency:</b></p> <ul style="list-style-type: none"> <li>• Educate</li> <li>• Offer to</li> <li>• Provide or arrange for training</li> <li>• Provide agencies with contacts to other</li> <li>• Handle the initial complaint calls and send out an informational letter to the businesses where a complaint has been received</li> <li>• Help</li> <li>• Help enforcement agencies to analyze their compliance check results and then publicize the results of the enforcement activities for them by issuing a news release</li> <li>• Provide enforcement agencies with positive public recognition for their efforts</li> </ul>		
<p><b>9. Determine how compliance with the law and its overall impact will be assessed:</b></p> <ul style="list-style-type: none"> <li>• Create a complaint tracking form</li> <li>• Create a complaint tracking database</li> <li>• Conduct periodic observational checks</li> <li>• Conduct surveys to determine support for the law among the public, key opinion leaders, agencies and the groups directly impacted by the laws</li> <li>• Conduct surveys of the courts over time to determine the frequency of suits/mediations activities</li> <li>• Monitor the economic impact of the law</li> <li>• Determine the impact of the law</li> </ul>		
<p><b>10. Determine what activities you will conduct to demonstrate ongoing support for the law:</b></p> <ul style="list-style-type: none"> <li>• Sponsor recognition events for the public officials who supported the new law</li> <li>• Issue press releases with data from your evaluation demonstrating support for the law and compliance with the law</li> <li>• Make a presentation on your local community access cable channel network</li> <li>• Conduct educational visits to elected officials to inform them of the success of the law and the public support for the law</li> <li>• Issue a year-end report demonstrating the cost-saving or health benefits of the new law</li> <li>• Develop an anniversary event to remind the public and key opinion leaders of support for the new law</li> </ul>		