

Question: How did this project get started?

Dr. Sal LaRusso:

Florida as you know is a destination state and as such attracts more than it's share of people who may have training or licensure in their former jurisdictions and feel free to relocate to Florida and set up shop in a garage, in someone's apartment or in a shared storefront and practice some form of healthcare without a valid Florida license.

In response to this growing problem the Florida legislature a few years ago amended Chapter 456 to require all health care professions in Florida to collect \$5 from each licensee upon renewal for the purpose of funding public education specifically about unlicensed activity.

Just to touch on a few recent cases --- non Florida licensed individuals who performed plastic surgery out of a home, podiatric surgery out of a garage, prescription drug sales out of illegal storefronts, manipulative procedures on humans and animals advertised as Chiropractic and so on.....all posing a danger to the citizens of our state.

All professions have had agenda items dealing with ULA for the past few years and since all FL DOH meetings are conducted in the sunshine the opportunity for professional comment and input is always an option for those who attend public meetings, read online agenda's or review the board book content.

This particular campaign was discussed at numerous FL BOC meetings (5) for the purpose of professional input and revision so what we have now is the final board approved version aimed at public education. One would think that since Chiropractors fought so hard for many years to get licensure all DC's would embrace and promote a campaign to stop the unlicensed practice of our Chiropractic profession.

The FL DOH prepared several draft PSA's for the FL DOH/BOC members to review and the billboards/bus stop signage campaign was eventually after numerous revisions approved by the board. Previously the board had radio PSA campaign's educating the public directed at unlicensed activity but this year the campaign went from radio to billboards and brochures.

Question: Did the FL Board of Chiropractic have anything to do with this?

Dr. Sal LaRusso:

Yes, ultimately the Florida board of Chiropractic approved the campaign and signage. 5 dedicated Florida licensed Chiropractors along with 2 consumers sit on our board and we approved the final version of the DOH ULA proposal. I served as board chair and BOC/ULA chair during this process of revision and approval of the billboard campaign.

Question: What research or study was done to show that there was a need for this program?

Dr. Sal LaRusso:

Obviously the statistics were such that the Florida legislature saw fit to amend Chapter 456 to require \$5 be collected from each licensee for public education about ULA. In FY 04/05 there were numerous complaints involving Chiropractic ULA many operators close up shop and move as soon as they are reported, 18 ULA investigations went forward and resulted in 6 cease / desist, notices and 2 arrests.

Question: Is chiropractic the only profession this is happening to? And Why?

No Chapter 456 requires all health care professions collect \$5 per licensee to be used specifically toward public education of ULA. Many boards have had TV, radio billboards or other educational campaigns over the years. Since 2003 Chiropractic Pharmacy, and speech-language pathology and audiology have conducted major campaigns. Chiropractic spent \$64,000; Pharmacy spent \$744,000 and Speech-language spent \$200,000. Medicine, Osteopathy, Nursing, Massage Therapy, Physical Therapy all have ULA campaigns and all spend significantly more on their campaigns because the \$5 per licensee from each of those professions represents significant funding for each profession.

Question: Where are the funds for this coming from?

Dr. Sal LaRusso:

See Florida Chapter 456