

County Plan #	Objective Title	Objective	Target
255	Tick Referral Services	By June 2023, the Agricultural Commissioner will increase tick identification referrals by 20% from physicians and medical clinics in Santa Cruz County.	20% increase in tick referrals
Measurement			
Number of service calls in which the reporting party's physician recommended they contact our office for tick identification services.			
Collection Method			
Ask callers how they heard about us and record referrals from physicians.			
Data			
Year	Action/Status		
2021	6% of tick service requests were recorded as referrals from physicians.		
Dec-22	<p><i>Awareness Campaign: Sent informational tick flyer to 115 local urgent care and primary care physician clinics of local medical groups (Dignity Health, Sutter, Kaiser).</i></p> 		
2022	13% of total tick service requests were recorded as referrals from physicians. This is a 117% increase from baseline.		
January - May 2023	22% of total tick service requests have been recorded as referrals from physicians so far. This is a 267% increase from baseline.		