

Memorandum

To: Board Members

Date: June 12, 2003

From: Communication And Public Education Committee

Subject: Committee Activities – July Update

The Communication and Public Education Committee met June 4, 2003, in the board's Sacramento Office. Minutes of this meeting are provided in this tab section as Attachment A.

Also provided at the end of this tab section is the committee's quarterly update report to the board on the committee's strategic objectives.

For Information:

Significant Activities

1. Update on *The Script*

The March 2003 *The Script* was printed and mailed to California pharmacists in May through a grant provided to CPhA's Education Foundation by the Rite Aid Corporation. The board is grateful for this collaboration and assistance.

The next issue of *The Script* is being developed and should be mailed in August or perhaps September.

2. Update on *Health Notes*

The "Drug Therapy Considerations in Older Adults" issue of *Health Notes* was published and mailed at the end of April. This issue was developed by UCSF with federal funding, and the CSHP obtained a grant to print the issue. The board paid for postage and graphic design services.

The committee next plans to revise "Pain Management" (published in 1998) to update the issue regarding new drug therapies for pain and (ideally) currently

pending legislative changes that will eliminate the triplicate prescription requirements. The committee will seek partnerships with the private sector to reduce the costs of producing this issue. This issue should be ready by January 2004.

The committee discussed future plans for other issues. "Women's Health" also needs revision to reflect changes in hormone replacement therapy. One issue of *Health Notes* is typically published annually. Concepts for three other issues also exist, but no work is planned on these items at this time.

3. Consumer Brochure on Buying Drugs from Other Countries

The board has produced its brochure on purchasing prescription drugs for lower costs. The brochure is broken down into three parts:

- Purchasing drugs from foreign countries and why this is illegal
- Ways consumers can reduce their expenses for prescription drugs
- Discount programs for prescription drugs available to the public

The goal is to provide patients with information so that they may make informed decisions about where they obtain their prescription drugs. The last segment of the brochure is intended to be updated periodically, perhaps quarterly, so that the drug discount program list is current and accurate.

For the time being, the board will produce this brochure in house. A finalized copy should be available to you at the board meeting.

4. Public Outreach and Education Activities

The board has shown its interest and enthusiasm for attendance at consumer information forums and fairs to provide our publications and information about the board.

The board has also developed a continuing education course in a Powerpoint format to present to pharmacists and others about the board, enforcement issues, legislative issues and questions and answers about pharmacy law. This is a two-hour program provided by board members and board staff.

Recent outreach activities since the last board meeting are listed in the committee's status report, and include:

- April 22, 2003 -- Board Member Gubbins presents information at the California Congress of Seniors' 2003 Convention Program on Importing Drugs from Canada

- May 22, 2003 – Board provides continuing education program for pharmacists in Orange County
- May 23, 2003 – Board staff attend 11th Annual Senior Health and Information Fair in Sacramento, over 200 people attend.
- May 30, 2003 – Board President Jones and staff present continuing education program for 60 pharmacists at the South Bay-Long Beach Society of Health System Pharmacists
- June 2, 2003 – Board staff presents information about sterile injectable compounding requirements at the annual meeting of the American Society of Health System Pharmacists in San Diego
- June 7, 2003 -- Scam Jam 2003, a consumer fair hosted by the San Diego Better Business Bureau, over 1,500 people attend
- June 18 – Board presents continuing education courses in Santa Rosa
- June 28 – Board staffs booth at consumer forum, Fair Rights Fair in Sacramento (at CSUS) to distribute consumer education and information about the board, approximately 25 people attend.
- July 24 -- The board plans to present its continuing education course in Santa Barbara

5. Development of Public Outreach Plan with the Department of Consumer Affairs

Board staff began working with the Department of Consumer Affairs on public education and outreach, implementing Sunset Review recommendations of the Joint Legislative Sunset Review Committee and Department of Consumer Affairs. The department encouraged this partnership as a means to develop additional public education materials.

An action plan has been developed by the department to develop printed materials and media events. This plan is:

WRITTEN & PRINTED MATERIALS

1. *One page fact sheets for “HOT TOPICS’ Internet posting – suggestions for the first three:*
 - Hormonal Options for Women (Based on seminar’s PowerPoint presentation)*
 - Consumers and Dietary Supplements (Based on seminar’s PowerPoint presentation)*
 - Seniors and their Medications (Based on “Health Notes”)*
2. *How to read the new drug labels and other topics – using pre-developed materials from free service.*
 - Web link on Pharmacy site*
 - Possible development into brochures or hand-outs*

3. *Generic newspaper columns on health related topics (TBA)*

EVENTS

June – *Low cost options for obtaining prescription drugs for lower costs brochure: press release, possible media event announcing brochure, posting on DCA “Hot Topics” section and contact reporters who have covered this story.*

October – *Talk about prescriptions month with tie-in to Healthy Aging Fair: Press release/media event – maybe stage media op with pharmacist who can go over medications with seniors who brown bag all their meds to event?*

August – October: *SB151 – Pain medication triplicate forms eliminated – Governor signs bill
Media event in possible conjunction with AG’s office, possibly in January 2004.*

To be determined – *Upcoming settlement with Internet defendants with follow-up on last year’s story.
Press release/making interviews available to media*

To be determined – *Canadian storefront pharmacy – If and when anything happens*

To be determined - *Pharmacist shortage/Automation– Possible topic(s) for development*

INTERNET

- Update web page to make room for educational materials and topical topics*
- Develop easy to use format for consumers*

Additional public outreach materials and attendance at specific events will be pursued independently by the board. Some of the items identified for joint development are consumer fact sheets and/or articles on the topics presented during the Hot Topics seminars or in *Health Notes*.

6. Hot Topics Series Concludes

The board-sponsored series "Hot Topics in Pharmacy" concluded its monthly seminar series in May. This series of six seminars started in October 2002. The board cosponsored this series with the UCSF's Center for Consumer Self Care and the Department of Consumer Affairs. The seminars provided valuable information, but attendance was low perhaps due to the location (the seminars were present in the Capitol).

Attachment A



Communication and Public Education Committee

Meeting Minutes: June 4, 2003

Board of Pharmacy
400 R Street, Suite 4070
Sacramento CA

Present: Bill Powers, Chairperson
Dave Fong, Board Member
Patricia Harris, Executive Officer
Virginia Herold, Assistant Executive Officer

12:05 -- 1:15 p.m.

Call to Order

Chairperson Powers called to the meeting to order at 12:05 p.m.

Discussion of Planned Activities to Fulfill Strategic Goals

Chairperson Powers directed the committee to review the board's strategic goals for 2002/03, and the revised goals for 2003-2005. Discussion focused on four areas:

- **Status of *The Script***

Ms. Herold stated that CPhA's Education Foundation recently mailed the March 2003 issue of *The Script* to all California pharmacists. Apparently there was a bit of a delay while CPhA found a sponsor to support this project. The committee expressed its thanks for this sponsorship and support. Rite Aid provided the funding for the mailing.

Work on the August issue has begun. Board consultant Hope Tamraz will write and coordinate this issue.

Dr. Fong expressed his interest in working with interested parties to fund the mailing of future issues to pharmacists, broadening the board's distribution that is restricted due to budget limitations (this mailing is limited to pharmacies and placement on the board's Web site for downloading).

- Board-Sponsored Seminar Series “Hot Topics in Pharmacy” Concludes

The final “Hot Topics” seminar was presented May 16, 2003 in the capitol. “Deciding on Hormonal Options for Menopause” was the sixth presentation in this series sponsored by UCSF, the Department of Consumer Affairs and the Board of Pharmacy. The speakers were great and they presented their topics thoroughly and interestingly, but attendance was low, perhaps because the Capitol is somewhat imposing or inconvenient to visit.

UCSF may decide to continue development and presentation of this series in the future.

- *Health Notes* Publication Plans for the Future

Ms. Herold stated that the seventh *Health Notes*, “Drug Therapy Considerations in Older Adults,” was mailed to California pharmacists in April 2003. This issue was a collaboration of the board working with other agencies: UCSF developed the manuscript through a federal grant, CSHP obtained funding for printing the issue, and the board paid for graphic design services and postage.

The committee discussed future issues. Typically the board produces one issue per year. The next issue of *Health Notes* will be a revision of “Pain Management” (published in 1998) to update the issue regarding new drug therapies for pain and (ideally) currently pending legislative changes that will eliminate the triplicate prescription requirements. The committee will seek partnerships with the private sector to reduce the costs of producing this issue.

The committee discussed future plans for other issues. *Health Notes* is an expensive but valuable component in the board’s education budget. “Women’s Health” also needs revision to reflect changes in hormone replacement therapy. Additionally, a draft manuscript on pharmacists’ protocols for drug therapy has never been finalized for publication. Ms. Herold will review and provide an update at the next committee meeting.

Other plans for future issues include “Pediatrics” and “The 10 Most Frequent Drug Therapies in Community Pharmacy Settings.” No work has occurred or timeline developed for these issues.

- Working with the Department of Consumer Affairs on Public Education and Outreach

Ms. Harris and Ms. Herold met with the Communication and Education Division of the Department of Consumer Affairs on May 28 to discuss the board’s public outreach and communication activities. During Sunset Review, the department encouraged that the board work with this division to develop additional public education materials.

The committee reviewed the plans developed by the department for this joint project. This plan prepared by the department is:

WRITTEN & PRINTED MATERIALS

1. One page fact sheets for “HOT TOPICS” Internet posting – suggestions for the first three:
 - Hormonal Options for Women (Based on seminar’s PowerPoint presentation)
 - Consumers and Dietary Supplements (Based on seminar’s PowerPoint presentation)
 - Seniors and their Medications (Based on “Health Notes”)
2. How to read the new drug labels and other topics – using pre-developed materials from free service.
 - Web link on Pharmacy site
 - Possible development into brochures or hand-outs
3. Generic newspaper columns on health related topics (TBA)

EVENTS

June – Low cost options for obtaining prescription drugs for lower costs brochure: press release, possible media event announcing brochure, posting on DCA “Hot Topics” section and contact reporters who have covered this story.

October – Talk about prescriptions month with tie-in to Healthy Aging Fair: Press release/media event – maybe stage media op with pharmacist who can go over medications with seniors who brown bag all their meds to event?

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To be determined – Upcoming settlement with Internet defendants with follow-up on last year’s story.

Press release/making interviews available to media

To be determined – Canadian storefront pharmacy – If and when anything happens

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INTERNET

- Update web page to make room for educational materials and topical topics
- Develop easy to use format for consumers

Dr. Fong suggested that any fact sheets developed include mention of the need for consumers to contact their pharmacists to discuss drug therapy concerns as boilerplate. The board has several additional projects it will pursue, either with the department or alone.

Prescription Drugs from Canada – Brochure on Purchasing Drugs for Lower Costs

Ms. Herold stated that the board's brochure on obtaining lower cost prescription drugs is undergoing review by the director's office. The board hopes to be able to have this brochure available by June 7 for distribution at ScamJam 2003, a large consumer education forum in San Diego. Board staff will convert the manuscript into a brochure format, and produce copies in house. At some point in the future, the board may publish the material more formally, using the State Printing Plant.

Public Outreach Activities

The committee reviewed a list of recent public education activities performed by the board. Since the last board meeting, the board has:

Attended:

- April 22, 2003 -- Board Member Gubbins presents information at the California Congress of Seniors' 2003 Convention Program on Importing Drugs from Canada
- May 22, 2003 – Board provides continuing education program for pharmacists in Orange County
- May 23, 2003 – Board staff attend Eleventh Annual Senior Health and Information Fair in Sacramento, over 200 people attend.
- May 30, 2003 – Board President Jones and staff present continuing education program for 60 pharmacists at the South Bay-Long Beach Society of Health System Pharmacists
- June 2, 2003 – Board staff presents information about sterile injectable compounding requirements at the annual meeting of the American Society of Health System Pharmacists in San Diego

Planned to Attend:

- June 7, 2003 -- Scam Jam 2003, a consumer fair hosted by the San Diego Better Business Bureau
- Additional continuing education courses will be given by teams of board members and inspectors to pharmacist association meetings in Santa Rosa (June 18) and Santa Barbara (date pending)

Dr. Fong stated that all board members need to be involved in the outreach activities, and the committee discussed ways to provide board member representation at outreach events.

Adjournment

There being no additional business, Chairperson Powers adjourned the meeting at 1:15.

Communication and Public Education

Goal

Provide relevant information to consumers and pharmacists.

Implementation Responsibility

Communication and Public Education Committee and Staff

Strategic Objectives	Timeline
<p>1. Evaluate the results of the consumer survey and develop a consumer outreach plan.</p> <p><i>October 2002:</i> New committee develops plan to develop and reprint consumer brochures and participate in consumer forums given lack of staff assigned to program.</p> <p><i>May 2003:</i> Board initiates work with the Department of Consumer Affairs mutually to produce consumer education materials and public outreach activities.</p>	<p>July 2002</p>
<p>2. Evaluate the effectiveness of board outreach programs (<i>The Script</i>, <i>Health Notes</i>, consumer brochures and columns, PSAs).</p> <p><i>October 2002:</i> Committee strives to continue development of essential components of communication and public education program given budget limitations and elimination of staffing.</p> <p><i>January 2003:</i> Board-prepared newspaper articles released as part of public outreach three years ago are still being published by CA newspaper.</p> <p>Committee discusses methods to assess effectiveness of board brochures since the committee lacks staff to perform assessment.</p> <p>Board directs development of consumer brochure on <i>Buying Prescription Drugs from Foreign Countries</i>.</p> <p>Board presents its first continuing education seminar about the board, pharmacy law and enforcement priorities to pharmacists at CPhA's annual meeting.</p> <p><i>May 2003:</i> Board begins partnership with the Department of Consumer Affairs on developing public education materials.</p>	<p>January 2003</p>

June 2003: Board revises and reprints fact sheets on "How Alcohol Can React with Medications," "Buying Medicines and Medical Products Online (Produced by FDA)" and "How and When Do I Talk About My Prescriptions."

3. Revise the "Notice to Consumers" poster for distribution to pharmacies. October 2002

August 2002: Rulemaking file approved by the Office of Administrative Law containing revised text of notice. Regulation to take effect in September 9, 2002.

*September 2002: Poster is approved for printing.
Text of poster is sent to translator service for translation into five languages.*

*October 2002: Poster distributed to 5,500 community pharmacies.
Press release publicizes national "Talk to Your Pharmacist Month" and highlights new poster and the five questions all patients should understand before taking medications.*

January 2003: Translations of poster into Spanish, Russian, Vietnamese, Korean and Chinese are obtained and formatted into smaller (8.5x11 inch) sized Notice to Consumers posters. These translations are available for downloading from the board's Web site.

4. Expand consumer information available on the board's Web site. July 2003

January 2003: Web site now contains 2003 Pharmacy Law and newly expanded subject index. 2002 Sunset Report added to Web site.

5. Develop a schedule to revise and update consumer brochures. July 2002

October 2002: Committee strives to continue development of essential components of communication and public education program given budget limitations and elimination of staffing: new committee develops plan to develop and reprint consumer brochures given lack of staff assigned to program.

January 2003: Board revises and reprints patient drug information cards and "What You Always Wanted to Know About the Board but Were Afraid to Ask," to replenish supplies of these publications.

April 2003: Board staff develops pamphlet on buying prescription drugs from foreign countries, reducing prescription drug costs and prescription drug discount programs.

Board begins revision of Prescription Drug Discount Program for Medicare Eligible Patients fact sheet.

May 2003: Board initiates discussions and develops a plan with the Department of Consumer Affairs to produce materials together.

6. Obtain a freeze exemption to create a staff position to oversee the consumer education program. July 2002

September 2002: Governor signs 2002/03 budget which includes elimination of 6,000 position, including elimination of four positions at the board (two of them associate analysts for The Script and Public Outreach).

April 2003: Administration directs agencies to make a 10 percent reduction in their personnel services budgets. In the case of the board, this is \$347,000, and will end attempts to restore the positions for the foreseeable future.

Ongoing Objectives

7. Publish the board's newsletter (*The Script*) four times a year.

September 2002: Board contracts with Hope Tamraz to produce two The Scripts each year.

October 2002: Committee considers ways to provide consumer and licensee information given the board's budget constraints.

January 2003: Articles for The Script undergoing legal review.

March 2003: The Script published and mailed to pharmacies. CPhA's Education Foundation to mail to California pharmacists.

May 2003: CPhA's Education Foundation mails March 2003 issue of The Script to California pharmacists.

June 2003: Work on the August issue of The Script is initiated.

8. Publish the board's monograph, *Health Notes*, at least once per year.

September 2002: Board publishes and distributes "Quality Assurance Programs" Health Notes.

October 2002: Draft articles are edited for "Geriatrics" and returned to authors for approval; production date still planned for early 2003.

January 2003: Articles approved for publication and provided to graphic artist for development of page proofs.

March 2003: Board authorizes State Department of Developmental Services to reprint the developmental disabilities issue of *Health Notes*.

April 2003: “Geriatrics” printed, distributed and mailed. This is a collaborative effort of UCSF, CSHP and the board.

- 9 Educate the public through the media; distribution of *Health Notes*, board member public speaking activities; board-developed consumer columns; newspaper articles, and responses to oral and written inquiries.

September 2002: Board wins national Council on Licensure, Enforcement and Regulation Program Award for its Quality Assurance Program. Board President Jones receives award at annual CLEAR meeting. Press release prepared to highlight these questions and encourage the public to look for the new posters.

Quality Assurance Health Notes published and distributed.

October 2002: New Notice to Consumers poster distributed to all California community pharmacies. Press release highlights poster and “Know Your Medicines, Know Your Pharmacist” week.

First of board-sponsored seminars on “Hot Topics in Pharmacy” presented, titled: “Inappropriate Antibiotic Use and the Risk of Bacterial Infection.”

January 2003: Second in board-sponsored seminar series presented “Consumers and the Dietary Supplement Marketplace.” Translations of new Notice to Consumers poster into five languages obtained.

Board attends California Health Advocates training conference on “Clue into Medicare Fraud and Abuse – It’s the Key to the Future.”

February 2003: Board presents its first continuing education program on the board, enforcement priorities, legislation and application of laws at CPhA’s annual meeting to 50 people.

“Hot Topics” Seminar presented on “What Everyone Needs to Know About Managing Pain Effectively.

March 2003: “Hot Topics” Seminar presented on “Direct-to-Consumer Advertising of Prescription Medications.

April 2003: Board presents its CE program to 80 pharmacists at a San Diego Pharmacist Association Meeting.

Board Member Gubbins participates in the California Commission on Aging’s forum on developing a statewide strategic plan for aging; “Oral Health; Alcohol & Medication Interaction; Preventative Health Care for the Aged.”

Board member Gubbins presents information at the California Congress of Senior’ 2003 Convention Program on Importing Drugs from Canada.

“Hot Topics” Seminar presented on “Current Issues in Tobacco Cessation.”

May 2003: "Hot Topics" Seminar series ends with "Hormonal Options for Women." Board attends Senior Health and Information Fair in Sacramento; over 200 people attend.

10. Inform licensees, applicants and governmental agencies about the board, pharmacy law and regulations, practice standards, guidelines and interpretations. Prepare timely updates on changes in regulations and policies.

September 2002: Board initiates contract to develop a January 2003 The Script that will highlight new laws and regulations.

Staff presented information on pending compounding regulations to the National Home Infusion Association.

Board members and staff attend CPhA's 2002 Western Pharmacy Education Faire; board participates in a segment on Quality Assurance Programs and staffs an informational booth.

Quality Assurance Health Notes published and distributed to advise licensees about California's requirements and provide samples of how develop such programs and prevent prescription errors.

May and June 2003: Continuing education programs are provided at association meetings in Orange County (70 pharmacists), Long Beach (85 pharmacists) and Santa Rosa (30 pharmacists).

June 2003: Board attends Scam Jam 2003 in San Diego; over 1,500 people attend. Board staffs booth at the Fair Rights Fair in Sacramento; about 25 people attend.

October 2002: Board members and staff attend CSHP's Seminar 2002; board participates in segments in emerging policy and staff an informational booth.

Board President Jones and staff present information on CURES to the Los Angeles District Attorney's Office, and other law enforcement agencies and officials.

Board President Jones and executive officer attend the District 7 & 8 Meeting of the National Association of Board of Pharmacy.

New Notice to Consumers poster distributed to all California community pharmacies.

Board President Jones participates on a NABP task force on privacy issues

November 2002: Board President Jones presents information on Regulating for Outcomes, Quality Assurance Programs at NABP's Fall Conference.

January 2003: Board staff present seminar to California State University pharmacists-in-charge on California pharmacy law.

February 2003: Board President Jones and staff present continuing education program for 50 pharmacists about the Board of Pharmacy at CPhA's Annual Meeting and Education Fair.

Executive staff meet with wholesale association.

Presentation about board provided to UCSF pharmacy students.

March 2003: The Script published highlighting new laws and regulations in effect on January 1, 2003.

April 2003: Board President Jones and staff present continuing education program for 80 pharmacists at the San Diego Pharmacists Association.

May and June 2003: Board provides continuing education program at local pharmacist association meetings in Orange County (70 pharmacists), Long Beach (85 pharmacists) and Santa Rosa (30 pharmacists).

June 2003: Board staff attend ASHP's annual meeting in San Diego to provide information about the new sterile injectable compounding program.

11. Develop outreach initiatives to respond effectively to public policy issues.

September 2002: Board completes and submits Sunset Report to the Joint Legislative Sunset Review Committee, which contains a number of health care initiatives that would better enable the board to ensure Californians receive quality pharmacists' care.

Board Members represent board at newly formed Patient Safety Forum.

October 2002: Board schedules public meeting of Legislation and Regulation Committee to solicit ideas for necessary legislation and regulation changes.

In response to numerous consumer inquiries, committee initiates discussion of need for consumer information regarding purchase of drugs from Canada or other foreign countries to reduce their drug expenditures.

Board President Jones participates on an NABP task force on privacy issues

January 2003: Board holds informational hearing on purchasing drugs from foreign countries or online. Second public seminar presented on "Consumers and the Dietary Supplement Marketplace."

April 2003: Draft Brochure on Purchasing Drugs from Foreign Countries developed.

May 2003: Brochure on Purchasing Drugs for Lower Costs undergoing administrative review.

12. Participate in interactive conferences to influence specific policy issues.

September 2002: Board members and staff present seminar on Quality Assurance Programs at CPhA's 2002 Western Pharmacy Education Faire.

October 2002: Board members and staff attend CSHP's Seminar 2002; board participates in segments in emerging policy and staff an informational booth.

Board President Jones and staff present information on CURES to the Los Angeles District Attorney's Office, and other law enforcement agencies and officials.

Board President Jones and executive officer attend the Districts 7 & 8 Meeting of the National Association of Board of Pharmacy. Board President Jones participates on an NABP task force on privacy issues

January 2003: Board continues liaison activities with AG's Office to establish parameters to implement legislation for practitioners to obtain CURES data on their patients.

Board attends California Health Advocates training conference on "Clue into Medicare Fraud and Abuse – It's the Key to the Future."

April 2003: Board Member Gubbins participates in the California Commission on Aging's forum on developing a statewide strategic plan for aging; "Oral Health' Alcohol & Medication Interaction; Preventive Health Care for the Aged."

Board Member Gubbins presents information at the California Congress of Seniors' 2003 Convention Program on Importing Drugs from Canada.

New computer software installed to facilitate analysis of CURES data.