



California State Board of Pharmacy
400 R Street, Suite 4070, Sacramento, CA 95814
Phone (916) 445-5014
Fax (916) 327-6308

STATE AND CONSUMER SERVICES
DEPARTMENT OF CONSUMER
ARNOLD SCHWARZENEGGER, GO

NOTICE OF MEETING and AGENDA

Communication and Public Education Committee

Time: 1:30 p.m.
Date: January 8, 2004
Place: Department of Consumer Affairs
400 R Street, Suite 4080, Sacramento, CA 95814

This committee meeting is open to the public and is held in a barrier-free facility in accordance with the Americans with Disabilities Act. Any person with a disability who requires a disability-related modification or accommodation in order to participate in the public meeting may make a requests for such modification or accommodation by contacting Candy Place at (916) 445-5014, at least five working days before the meeting. Candy Place can also provide further information prior to the meeting and can be contacted at the telephone number and address set forth above. This Notice is posted at www.pharmacy.ca.gov.

Opportunities are provided for public comment on each agenda item.

MEETING AGENDA

- A. Call to Order
- B. Update and Discussion: Public Education and Communication Plans
Approved at Last Board Meeting
 - 1. Distribution of New Emergency Contraception Fact Sheet
 - 2. Design the Board's Web Page Contest
- C. Discussion of Planned Activities to Fulfill Strategic Goals – Update Report
 - 1. Status of *The Script*
 - 2. Discussion: *Health Notes* Publication Plans for the Future
- D. Recommendations from the Public to Develop New Public Education Materials
- E. Review and Comment: New Consumer Brochure from the National Council on Patient Information and Education on “Tips on Safe Storage and Disposal of your Prescription Medicines”
- F. Update on the Board's Public Outreach Activities
- G. Adjournment

Approx. 3:30 p.m.

Agenda Item B

Update: Communication and Public Education Committee Plans Approved at last Board Meeting

Memorandum

To: Communication and Public Education
Committee

Date: December 16, 2003

From: Virginia Herold
Assistant Executive Officer

Subject: Communication and Public Education Plans

The board's public information and licensee education efforts are key strategic objectives of the board. Public information is essential to educating consumers and part of our consumer protection mandate. Education of our licensees is important to consumer protection as well so that our licensees are knowledgeable about pharmacy law and board policy. This substantially aids compliance and reduces enforcement activities.

At the October board meeting, there were two action items, and three information items. Each of the action items is summarized below with staff's activities and recommendations to proceed.

1. *Action Item: Emergency Contraception Fact Sheet:* the board approved a revised fact sheet required by California law that must be provided to patients receiving emergency contraception from pharmacists.

Status: the new fact sheet has been placed on the board's Web site and will be published in the January 2004 board newsletter, *The Script*.

2. *Action Item:* the board agreed to sponsor a Web Page Design Contest among pharmacy students to redesign the board's Web Page. The winner will be acknowledged in a future board newsletter.

Status: the Schwarzenegger Administration took the reigns of state government on November 17. One of the early actions taken by the new Administration was the redesign of the Governor's and the State of California's Web pages. I am enclosing copies of these new Web pages, which are attractive and easy to navigate.

As required, the board's Web page has been modified to contain the picture of our new governor. However, there has been no direction from the Governor's Office to date regarding the need for state agencies to modify their Web sites so that they conform to the new structure. However, part of the reason the board needs to modify its Web site is that the board has not substantially

revised its Web site in the nearly four years since it was installed, and it does not correspond to the Web sites of other state agencies, where the Davis Administration issued standardized formats.

As such, the board has very little discretion when it comes to the layout and design of our Web site. There are a number of reasons that include:

- Graphics – the Governor’s Office sets the parameters for the Web sites of state agencies. As such, agencies have little latitude for creativity. Moreover, to facilitate legibility for the visually impaired, all fonts and contrasts need to meet standards. For example, for those who are blind, there are special “tags” that allow individuals to hear a description of the visual image. As such, the Web page needs to be relatively “clean” of visual images.
- Motion features – while interesting, are complex to download without specific computer features. Not all computers that access our Web site have large memories and fast modems. In these cases, the loading of a Web site, or movement within a web site with motion features becomes very slow and renders the Web site virtually unusable. If too slow, this can result in the internet service provider disconnecting.
- HTML fonts must be used to assure diverse computers can read the information placed on the Web site.

I am also attaching some of the parameters we must follow, and copies of the new Web page for the Governor’s Office and State of California.

Given these complexities, I would like to suggest that the committee reconsider its recommendation to host a contest to redesign the board’s Web site among the state’s pharmacy schools. Any design created that deviates from these standards cannot be used, potentially leading to frustration for those students who spend hours designing a Web page that the board cannot activate.

Should the committee decide to proceed with the pharmacy student “Design the Board’s Web Page” project, a letter will be sent to the deans of the pharmacy schools before the January Board Meeting.

As an Alternative: integrating pharmacy students into public outreach activities is a fantastic way to get students involved in sharing their knowledge and enthusiasm, by involving them in patient education and public outreach activities. Instead of a Web page, perhaps we can encourage students to develop new public education materials on specific topics the students learn about during their internships or classes, or topics that are emerging public policy matters (e.g., flu vaccines: inhalation forms vs. shots). If we develop a prototype format for a series of fact sheets, each student could complete the information and be acknowledged with a credit at the bottom of the fact sheet. This would benefit the resumes of those students who prepare the fact sheets, and via the availability of the information, the public and the board would benefit. The standardized format would make it easy

for students and the board to develop and produce, and easy for the public to reference.



[Education and Training](#)

[Business](#)

[Health and Safety](#)

[Consumers and Families](#)

[Labor and Employment](#)

[History and Culture of California](#)

[Travel and Transportation](#)

[Environment and Natural Resources](#)

[Government](#)

September 12, 2003
California Snapshot
Photo Contest
Winners



1st Place - "Harbor Seal Standing at Attention"

You are invited to take part in the next California Snapshot photo contest celebrating California's rich cultural and geographic diversity. **The entry deadline is March 12, 2004.**

[▶ Contest Details](#)

[▶ Contest Submissions](#)



Online Services



- [Email, Pager and Cellular Notifications](#)
- [DMV Appointments](#)
- [State Lottery](#)
- [Handle Your Traffic Citations Online](#)
- [Professional Licensing](#)
- [Pay Your Income Taxes Online](#)
- [State Park Campsite Reservations](#)

[▶ more...](#)



What's New



Governor Schwarzenegger has signed Executive Order S-1-03 rescinding the Vehicle License Fee (VLF) increase that went into effect 10/1/03.

Click "more" below to use DMV's Online Calculator to figure your new lower vehicle fees.

[▶ more...](#)



Southern California Wildfire Information for Victims and Survivors

Residents are now returning to their neighborhoods to pick up the pieces after the Southern California Wildfires. Every available resource from the state, federal and local levels is being dedicated to help the rebuilding process. Click "more" below for important information, phone numbers, web sites and addresses.

[▶ more...](#)



GetGrants!

Interested in learning about Grant opportunities in California? There may be funding opportunities for you! With California's new GetGrants! website, you now have a single, easy-to-use directory that will help you find state grants with just a click of the mouse.

[▶ more...](#)



California Courts Self-Help Center Launches Spanish-language Site

The California Courts' Online Self-Help Center now makes it possible for Spanish-speaking Californians to find a variety of important legal information through Centro de Ayuda de las Cortes de California. The new website is the most comprehensive Spanish-language resource about California courts, providing quick access to information on court procedures, forms, referrals to legal services, and other assistance.

HowDoI...? [A](#)



Featured Link

- [Southern California Update](#)
- [2003 STAR](#)
- [West Nile V](#)
- [National Do Registry](#)
- ["Respondin Guide \(PDF](#)
- [State Budge](#)
- [California R Terrorism](#)
- [Data Cente Work Group](#)

Quick Hits

- [State Agenc](#)
- [State Phone](#)
- [State Lotter](#)
- [Federal Gov](#)
- [City Website](#)
- [County Web](#)
- [Find a Job](#)
- [Vital Record](#)
- [Legislation](#)
- [Special Eve](#)
- [eBusiness C](#)
- [Commuter L](#)
- [Licenses](#)
- [E-mail the G](#)

[▶ more...](#)

SHOAH

Holocaust Era Insurance Claims Deadline is Extended to December 31, 2003

If you are a Holocaust survivor, or the heir of a survivor, you may have a legitimate unpaid Holocaust era life, education, or dowry insurance claim.

[▶ more...](#)

Do you know?

How can I find out how my school is performing on the State's standardized tests?

The California Department of Education posts the Academic Performance Index (API), a numeric index or score reflecting a school's performance. For more information see the Department of Education's API web site.

[▶ API \(Academic Performance Index\)](#)

California Facts

[▶ Tobacco](#)

[▶ Welfare](#)

[▶ Working in California](#)

Web Content Accessibility

[Back to Top of Page](#)

[Conditions of Use](#) | [Privacy Policy](#) | [E-mail Webmaster](#)

© 2003 State of California.

The content found herein may not necessarily represent the views and opinions of the Schwarzenegger Administration



- Biographies
- Press Room
- Contact the Governor
- Speeches
- Appointments
- California's Governors
- Español



Arnold Schwarzenegger, The People's Governor

Welcome to my Home Page, where you can learn what my Administration is doing to make California strong and prosperous. Our great state has long been home to innovative, imaginative and adventurous men and women. I am proud to serve as Governor for the 35 million people of California, and I hope you will be a frequent visitor to this site.




[E-mail the Governor](#)

Featured Content

Inauguration of Arnold Schwarzenegger as the 38th Governor of California.

[Watch streaming video from the inauguration of Arnold Schwarzenegger as Governor of California.](#)



- Updates from the Office of the Governor**
- [Governor Schwarzenegger Announces Winners of Prestigious Environmental Awards](#)
 - [Apply online for a position in the Administration of Governor Arnold Schwarzenegger](#)

- Southern California Fire Update**
- [Southern California Fires: Important Numbers and Information](#)
 - [A fund has been set up for the family of Engineer Steven Rucker. He died while trying to save a home from the oncoming Cedar Fire, the largest fire in state history. Click here for more information.](#)

- California Resources**
- [Governor Schwarzenegger's Site in Spanish](#)
 - [Tour the California State Capitol](#)
 - [Take Back California - Volunteer](#)
 - [Register for Do Not Call List](#)
 - [Smallpox and Smallpox Vaccination Programs](#)
 - [Centers for Disease Control Messages](#)

Other Resources



HowDoI...? [Ad](#)




Welcome to *California*

[State Chief
Information Officer](#)
[Home](#)

[Webmasters](#)

[Style Guides](#)

[Accessibility](#)

[IT Forum](#)

Webmaster's Corner

State in Transition

If you have not already updated your websites with the new banners and colors, please see the information below to get the various elements required to do so. Please be advised the official guide templates are not currently updated, but will be soon.

For new updates please refresh your screen. If you have any questions, please contact Anamarie Malone at anamarie.malone@teale.ca.gov or Clark Kelso at 739-7111 or email at ckelso@pacific.edu.

Images

Governor button (link to Governor's website) - [CLICK HERE](#)

Top Banner - [CLICK HERE](#)

Alt Tag - "Welcome to California - images of Golden Gate Bridge, ocean sunset, waterfall, flowers, and city skyline"

**Please note that the new banner is 763x94, which is 40 pixels taller than the old banner.

Other Elements (if applicable)

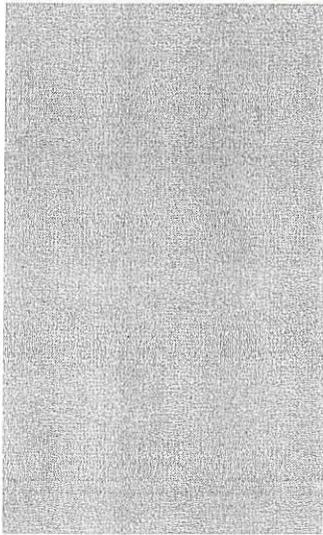
"How Do I" graphic (in some search boxes) - [CLICK HERE](#)

"Advance Search" graphic (in some search boxes) - [CLICK HERE](#)

38th Governor Seal - [CLICK HERE](#)

New Colors

The change to template colors is designed to facilitate a quick change over. Those backgrounds that are currently red (i.e., top bar, search box, etc.) will change to hexadecimal color #003399.



Misc.

Footer: When the new banner is posted, please remove "M/2001 Hollywood Chamber of Commerce

licensed by Global Icons, Los Angeles, CA 90034. All Rights Reserved.'

Footer: If your department or agency ultimately reports to the Governor, please include the

following disclaimer at the bottom - "The content found herein may not necessarily

represent the views and opinions of the Schwarzenegger Administration.

[Click here](#) for screen shot and recommendations on making changes (PowerPoint presentation).

Rev. 11/17/03

[Back to Top of Page](#)

© 2003 State of California.

[Conditions of Use](#) [Privacy Policy](#)

The content found herein may not necessarily represent the views and opinions of the Schwarzenegger Administration.

Welcome to *California*

[State Chief
Information Officer
Home](#)

[Roles and
Responsibilities](#)

[About the State CIO](#)

[IT Forum](#)

[Dept. of Finance
Updates](#)

[Webmasters](#)

State Chief Information Officer Homepage

Transition

Please visit <http://www.cio.ca.gov/webmaster.html> to get the latest banners, color changes to the official State Look and Feel guidelines.

Best of California

It's that time of year again - to recognize the best California has to offer. That's right the Best of California Awards program is taking nominations. We encourage you to visit our official website at <http://www.centerdigitalgov.com/bestof/?loc=26> to learn more and submit those IT projects that make California a better place. You need to hurry though because the deadline is November 14th.

Data Center Consolidation

There will be a meeting open to the public on issues relating to the consolidation of the Teale Data Center and the Health and Human Services Data Center. For more information please check out the following resources:

[Meeting Announcement](#) (pdf document)

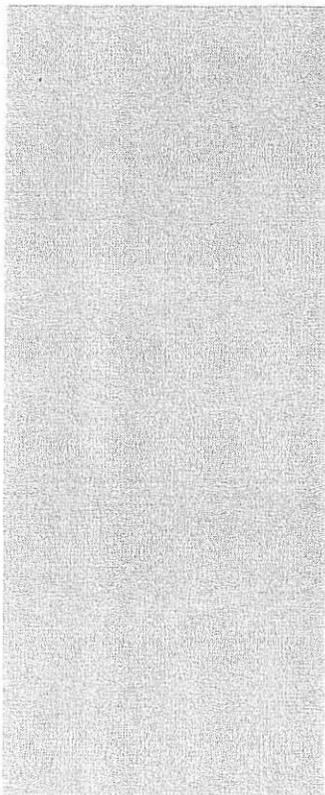
[Department of Finance Data Center Working Group Website](#)

California Information Technology Online Forum

Please check out the latest spot for discussing state IT issues and helping each other solve common problems - The [California Information Technology Online Forum](#).

Microsoft Settlement

Many departments have or will be receiving class action notices from the Claims Administrator of the Microsoft California Settlement. This settlement notification is only to non-governmental consumers and businesses, but not government entities. Therefore, if you receive these notices, please disregard them.

- 
- 
- State CIO Response to Report — Impact of Budget Reductions, July 10, 2003 (.pdf, 93k)
 - Report: Impacts of Budget Reductions on Key Information Technology Investments — Spring 2003 Data (.pdf, 215k)
 - Web and Internet Standards, July 10, 2003 (.pdf, 91k)
 - Keynote Address — Government Technology Conference, May 16, 2003 (.pdf, 17k)
 - Re-Alignment of Responsibility for the Management of the State's IT Resources and Infrastructure — May 14, 2003 (.pdf, 17k)
 - The State's IT Program — State CIO Meeting Presentation, April 23, 2003 (.pdf, 247k)

Accessing Documents

To view and print documents in the **.pdf file format**, you must use the most current version of the free Acrobat Reader® software.

[Back to Top of Page](#)

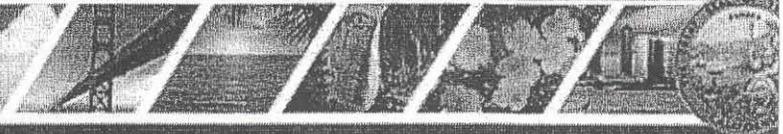
Rev. 11/17/03

© 2003 State of California.

[Conditions of Use](#) [Privacy Policy](#)

The content found herein may not necessarily represent the views and opinions of the Schwarzenegger Administration.

Welcome to *California*



[Style Guidelines](#)

[Home](#)

[Overview](#)

[HTML Guide](#)

[Graphic Guide](#)

[Accessibility Guide](#)

[META Tag](#)

[Standard](#)

TEMPLATES

Three Column:

- [index.zip](#)
- [level 2.zip](#)

Two Column:

- [index.zip](#)
- [level 2.zip](#)

Extras

- [CSS.zip](#)
- [Privacy.zip](#)
- [Conditions.zip](#)

Style Implementation Guidelines

The enclosed style guides and templates have been constructed in accordance with accessibility standards and, therefore, cannot be altered in any way. These templates be used in order to ensure compliance with the accessibility standards, and all agency web pages shall undergo a review process in order to ensure compliance. It is strongly recommended that each agency determine the direction of their design in accordance with these guidelines.

It is imperative that these guidelines be read and understood by all persons involved in the creation of the agency websites. If assistance is needed, please contact [Anamalai Malone](#) at the Teale Data Center or [Clark Kelso](#) in the State CIO's office.

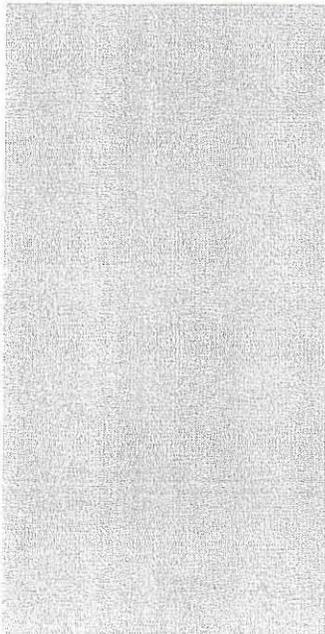
California's agencies, departments, boards and commissions have done a tremendous amount in using the Internet to make the state's government more accessible to the citizens of California and the world. Now we're ready to take the next step and connect these agencies into a single, integrated internet tool. The result will be even more powerful and useful than individual parts.

On this website, you - the State's webmasters, web designers and web content managers will find the style guides, layout templates and tools you will need to integrate your websites into the state's portal.

Site Contacts

Call these California representatives with questions and approval process issues regarding My California.

E-Government Policy - Clark Kelso (916) email: ckelso@pacifi



739-7302

Technical requirements (including templates (916)
and ADA requirements) - Anamarie Malone 464-0775

email:
anamarie.malone@tsov

Web-related services available at the State -
Lauren Barton

email:
lauren.barton@teale

Press - Clark Kelso

(916)
739-7302

email: ckelso@paci

Vendors - Lauren Barton

email:
lauren.barton@teale

For other general questions, please contact
Clark Kelso

(916)
739-7302

email: ckelso@paci

[Back to Top of Page](#)

Rev. 12/3/03

© 2003 State of California. [Conditions of Use](#) [Privacy Policy](#)

The content found herein may not necessarily represent the views and opinions of the Schwarzenegger Admi



- [Style Guidelines](#)
- [Home](#)
- [Overview](#)
- [HTML Guide](#)
- [Graphic Guide](#)
- [Accessibility Guide](#)
- [META Tag Standard](#)
- TEMPLATES**
- Three Column:**
 - [index.zip](#)
 - [level 2.zip](#)
- Two Column:**
 - [index.zip](#)
 - [level 2.zip](#)
- Extras**
 - [CSS.zip](#)
 - [Privacy.zip](#)
 - [Conditions.zip](#)

Style Implementation Guidelines



- [Branding](#)
 - [Technical Concerns](#)
 - [Special note on Accessibility](#)
- [Validation](#)
 - [Review Procedure](#)
 - [View Templates](#)

Our objective is to provide a unified point of access for all of California's agencies services. California has much to offer in terms of business information as well as a range of lifestyle choices for its citizens and guests to enjoy. While California's various agencies and service providers have been approaching this delivery of information with an assortment of styles, our goal is to provide a consistent, easy-to-navigate Web presence. As our audience is varied in its makeup and its needs, we must also remember to maintain usability and accessibility in our presence, in order for our worldwide audience to easily find the information they seek. Our expectations are that everyone, including vendors, is required to implement these standards.

Branding

In order to achieve our goal of a unified, consistent presence on the World Wide Web, we have adopted a set of visual elements and an overall layout design that will establish our online identity. A set of templates is provided, which will enable web authors to build distinct sites that conform to the overall California look and feel. Through a balance of these elements, and the use of the provided templates, we convey to our audience a sense of cooperation and unity, while we focus on our individual services and offerings.

Structure, Navigation, Graphics, Color and Font

We began with the page layout structure. After reviewing W3C requirements, the structure was set such that navigation would become readily apparent. By using the structure

navigation consistently throughout the site, the user will not have to figure out how to navigate, thus saving the user's time and aggravation.

The California graphic header will be present in the supplied templates **which must not be modified in any way**. Throughout each department's site, graphic elements should be consistent in terms of size, shape, location, and type (photographic or illustration). Graphics should be used sparingly to provide meaningful illustration of the content, not just as eye candy. One graphic per page is recommended, although more graphics can be used if needed. Remember, graphic intensive pages take a long time to load, especially on dial-up connections. If your site's pages take too long to load, you may lose your users. Alt tags must be added to all graphics.

The colors blue and gray will be used consistently throughout all sites. **Do Not Modify Templates**. The blue should be used only as displayed in the templates. The color can be used sparingly in your site to help highlight text in content table, or very sparingly to highlight text in a highlight box used in "Two-Column Level 2" pages only.

Fonts have been defined in the CSS folder that comes attached to the template zip file included in the StyleGuide. The templates have been tagged for your convenience. When you view the templates you will see the tags used. **Do Not Modify Tags except to add more of the same tags provided in the templates**. Just copy and paste content between the tags.

Technical Concerns

In order to ensure our goal of uniformity throughout California's various agency sites, **provided layout templates must be used**. Also, we can ensure maximum impact on the widest range of end-user client systems **if we adhere to the following guidelines**:

- Design for a screen resolution of 800x600 with 256 colors.
- Do not use plug-in technology, as it is not universally supported.
- Limit the use of JavaScript to forms processing only.
- Design for limited bandwidth, 28.8 KBPS modem connections.
- Do not use image maps

Although the technologies listed above are not forbidden, **you must adhere to W3C priority level 1 and selected priority level 2 checkpoints when using them**. The exception to the above is Flash animation. Flash animation will be treated as a special exception requiring prior approval.

Special Note on Accessibility

As noted in Technical Concerns above, you must adhere to W3C Web Accessibility Guidelines 1.0 Conformance Level A and Priority Level 2 checkpoints 10.2 and 11.1. Please refer to the following link for more information:

- <http://www.w3.org/WAI>

The State is currently considering adopting the requirements of section 508 of the Rehabilitation Act. The Architectural and Transportation Barriers Compliance Board established standards under CFR Part 1194, Subpart 1194.22 that address Web-based intranet and internet information and applications. Webmasters are highly encouraged to become familiar with this standard as it is expected to be adopted by the State. Refer to the following link for more information:

- <http://www.section508.gov>

We will be publishing an accessibility guide in early May to assist webmasters in implementing the guidelines referred to above. There are some special notes to keep in mind not covered in the above standards: Whenever Departments post a telephone number, they should also post a TTY/TDD (Teletypewriter/Telecommunications for the Deaf) contact number. This allows people who are deaf and people who have speech disabilities to contact the department. For "effective communication" under ADA, California employees staffing this number must be able to provide the same amount of information, with the same timeliness, as the telephone. This view has been especially applied to medical, legal and financial information conveyed by the telephone. For websites that are "voice-enabled" using Interactive Voice Response (IVR), either use an IVR solution that allows TTY/TDD interaction or provide an alternate method to obtain the same information.

Validation

All pages must be validated for W3C priority level 1 and selected priority level 2 checkpoints before publishing. Using the provided templates should yield valid pages. However, to make sure that issues do not arise, **you must validate all pages again following website and fix any issues before publishing to the Internet.**

- <http://www.delorie.com>

This tool allows you to see the order in which a screen reader will "read" your pages. It will also allow you to test the functionality your pages will have in a text mode browser.

Additional Resources

- <http://validator.w3.org/>
- http://www.temple.edu/inst_disabilities/piat/wave/

- <http://bobby.watchfire.com/bobby/html/en/advanced.jsp>
 - <http://www.w3.org/People/Raggett/tidy/>
 - <http://www.w3.org/WAI>
 - <http://www.w3.org/TR/WAI-WEBCONTENT-TECHS/#Techniques>
 - <http://www.w3.org/WAI/ER/existingtools.html>
 - <http://aware.hwg.org>
 - <http://www.section508.gov>
-

Review Process

Submit 3 - 5 HTML pages including graphics to Clark Kelso. It is recommended that pages reside in a test area on a server. You may submit HTML files with associated graphics. We will be running the pages through a validation process, which will take an average of 5 days. No one, including vendors, is exempt from this review and validation process. Graphic renditions, such as screen captures, will not be accepted.

Downloadable Templates

In order to establish California's uniqueness on the World Wide Web, the following layouts will be used as a framework for individual agency content and overall identifier visual elements. Departments are free to choose one of the selections immediately. **Do Not Modify HTML, except for implementing server side includes. Do copy and paste into templates supplied to you. Use these combinations only.**

- A three-column design throughout the entire site;
use "**three-column index**" and "**three-column level 2**" templates
- A two-column design throughout the entire site;
use "**two-column index**" and "**two-column level 2**" templates
- A three-column design for the home page *only* and a two-column design throughout the remainder of the site;
use "**three-column index**" and "**two-column level 2**" templates

These general repeat layout schemes will be implemented via the use of the provided templates in order to ensure our goal of consistency throughout California's online presence.

Three Column Format - Index

- [View larger image \(125K\)](#)
- [View HTML version](#)
- [Download Zip](#)

California Home Wednesday, December 3, 2003

Welcome to **California**

Your Department Home

- [a href="" class="blueLink"](#)

td valign="middle" width="380" class="blackHeader"

Description LINK
width="104"
height="156"

[a href="" class="contentLink"](#)

Description LINK
width="117"
height="117"

Description LINK
width="117"
height="117"

Description LINK
width="117"
height="117"

td bgcolor="#D03399" class="header"

ALT Information Here

ALT
Info
71x92

span class="subTitle" + TD valign="top" width="319"
span class="content" This is the content section. Lorem ipsum dolor sit amet, sit a, consectetur adipiscing elit, sit a, diam nonummy nibh euismod et a, egesta id lobortis doloze mag sit a, niquam erat volutpat.

ALT
Info
71x92

span class="subTitle" + TD valign="top" width="319"
span class="content" This is the content section. Lorem ipsum dolor sit amet, sit a, consectetur adipiscing elit, sit a, diam nonummy nibh euismod et a, egesta id lobortis doloze mag sit a, niquam erat volutpat.

My CA

[Link to Governor Davis Home Page](#)

Featured Links

- [a href="" class="blueLink"](#)

[Back to Top of Page](#)
[a href="" class="blueLink"](#)
[a href="" class="blueLink"](#)

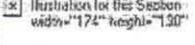
- [Download Zip](#)

California Home
Wednesday, December 3, 2003

Welcome to California

Your Department Home

[a href="" class="blueLink"](#)



width="174" height="130"

p class="blackHeader" width="228"

p class="content" Your content must fit this area. Do not make it larger, and don't worry with essential inclusion of content.

td bgcolor="#003399" class="header" width="601"

p class="subTitle"

- a href="" class="contentLink"

p class="content" This is the content section for description of the link above. Lorem ipsum dolor sit amet, sit a, consectetur adipiscing elit, sit a, diam nonummy nibh euismod sit a, cibus id laoreet dolore magis sit a, aliquam erat volutpat.
- a href="" class="contentLink"

p class="content" This is the content section for description of the link above. Lorem ipsum dolor sit amet, sit a, consectetur adipiscing elit, sit a, diam nonummy nibh euismod sit a, cibus id laoreet dolore magis sit a, aliquam erat volutpat.
- a href="" class="contentLink"

p class="content" This is the content section for description of the link above. Lorem ipsum dolor sit amet, sit a, consectetur adipiscing elit, sit a, diam nonummy nibh euismod sit a, cibus id laoreet dolore magis sit a, aliquam erat volutpat.
- a href="" class="contentLink"

p class="content" This is the content section for description of the link above. Lorem ipsum dolor sit amet, sit a, consectetur adipiscing elit, sit a, diam nonummy nibh euismod sit a, cibus id laoreet dolore magis sit a, aliquam erat volutpat.

p class="content" This is the content section for description of the link above. Lorem ipsum dolor sit amet, sit a, consectetur adipiscing elit, sit a, diam nonummy nibh euismod sit a, cibus id laoreet dolore magis sit a, aliquam erat volutpat.

Place your department web page (see the size)

Link to Governor Davis' Home Page

Back to Top of Page

td colspan="2" height="20" align="center" * span class="footer"

© 2003 State of California. [Conditions of Use](#) [Privacy Policy](#)

The content found herein may not necessarily represent the views and opinions of the Schwarzenegger Administration.

Two Column Format - Level 2

- [View larger image \(64K\)](#)
- [View HTML version](#)
- [Download Zip](#)

Welcome to **California**

Your Investment Home
[a href="" class="linkLink"](#)
[a href="" class="linkLink"](#)

class="blackHeader" width="402"

My CA

id align="left" width="581" valign="top" bgcolor="#003399" class="header"

p class="subTitle" width="581" align="left" valign="top"

p class="content". This is the content section. Lorem ipsum dolor sit amet, sit a, consectetur adipiscing elit, sit a, diam nonummy nibh euismod sit a, cillum id laoreet dolore magna sit a, aliquam erat volutpat.

p class="content". This is the content section. Lorem ipsum dolor sit amet, sit a, consectetur adipiscing elit, sit a, diam nonummy nibh euismod sit a, cillum id laoreet dolore magna sit a, aliquam erat volutpat.

ul class="list" + span class="listSubTitle"

- a href="" class="contentLink"
- a href="" class="contentLink"

Place your definition and here (see the size)

[Back to Top of Page](#)

© 2003 State of California. [Conditions of Use](#) [Privacy Policy](#)

The content found herein may not necessarily represent the views and opinions of the Schwarzenegger Administration.

Site Contacts

Call these California representatives with questions and approval process issues re My California.

E-Government Policy - Clark Kelso (916) 739-7302 email: ckelso@paci

Technical requirements (including templates and ADA requirements) - Anamarie Malone (916) 464-0775 email: anamarie.malone@tiov

Web-related services available at the State - Lauren Barton email: lauren.barton@teale

Press - Clark Kelso (916) 739-7302 email: ckelso@paci

Vendors - Lauren Barton email: lauren.barton@teale

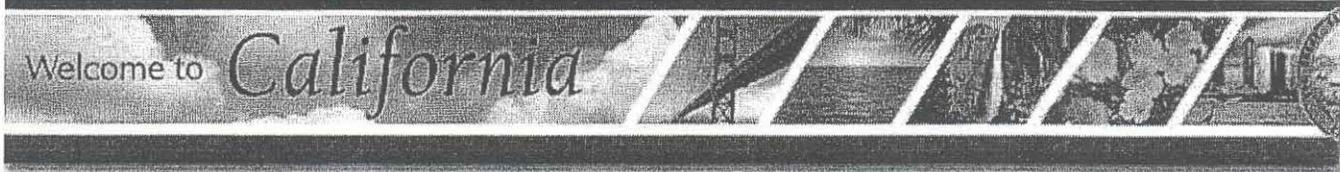
For other general questions, please contact Clark Kelso (916) 739-7302 email: ckelso@paci

[Back to Top of Page](#)

Rev. 12/3/03

© 2003 State of California. [Conditions of Use](#) [Privacy Policy](#)

The content found herein may not necessarily represent the views and opinions of the Schwarzenegger Admi



[Style Guidelines](#)

[Home](#)

[Overview](#)

[HTML Guide](#)

[Graphic Guide](#)

[Accessibility Guide](#)

[META Tag](#)

[Standard](#)

TEMPLATES

Three Column:

- [index.zip](#)
- [level 2.zip](#)

Two Column:

- [index.zip](#)
- [level 2.zip](#)

Extras

- [CSS.zip](#)
- [Privacy.zip](#)
- [Conditions.zip](#)

Style Implementation Guidelines



Because we are using many graphic elements with consistency across California's sites, these elements will build a recognizable foundation.

Within your department you should develop a consistent look with the types of graphics you use on each page. Photographs/Illustrations. Of course this is not saying that a graphic should be on every page. The contrary is true in most cases. The Web is an information delivery system especially when your talking about state government.

The use of graphics should be at a minimum. If a graphic is needed to help in a design or helps the user to understand what is being said on a page then please add an image.

Remember Graphic intense pages may take minutes to load. If the content is important you may want to lose the graphics or loose the user.

The color pallet is limited.

- Do Not Modify blue bars.
- Do Not Modify gray navigation cells.
- Do Not Modify white content cell.
- Do Not Modify CSS font colors.
- Do Not Modify existing graphics.

Uses of color in you site...

Color Issues

Ensure that all information conveyed with color is also available without color, for

example from context or markup. [W3C WCAG 2.1]

Tip: It is impossible or difficult for persons who are blind, have limited sight, or are color-blind to discern information solely conveyed by color. In addition, persons with cognitive disabilities may not be able to fully comprehend or remember the meaning of a color used on a web page. Lastly, people utilizing alternate Internet access devices that cannot display color will also be faced with a barrier to this information. For example, requiring users to fill in those fields marked with a red asterisk for a completed transaction will prevent access for many populations.

Testing Tip: View the page on a black and white monitor or view the page with a printer printing it in black and white.

Example: See link to [W3C Techniques](#), and Lighthouse International's brochure "[Color Contrast and Partial Sight](#)"

California Illustration Imagery: "Look and Feel"

A white background must be used in all main content or document text areas. Illustrations executed in a highly trendy, fashionable or elegant manner is also allowed.

You may need to use a font in a graphic. We have used an Adobe type face called "Brava". Unless you are in the position to buy this font, the font to be used in graphics default to Helvetica. The next alternative is Arial. Just be sure to be consistent.

Site Contacts

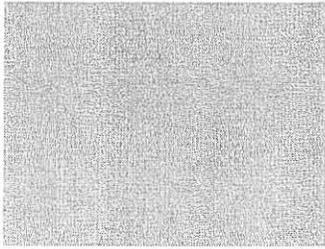
Call these California representatives with questions and approval process issues regarding My California.

E-Government Policy - Clark Kelso (916) 739-7302 email: ckelso@pacifi

Technical requirements (including templates and ADA requirements) - Anamarie Malone (916) 464-0775 email: anamarie.malone@t
[ov](mailto:anamarie.malone@t)

Web-related services available at the State - Lauren Barton email: lauren.barton@teale

Press - Clark Kelso (916) 739-7302 email: ckelso@pacifi



Vendors - Lauren Barton

email:
lauren.barton@teale

For other general questions, please contact (916)
Clark Kelso 739-7302

email: ckelso@paci

[Back to Top of Page](#)

Rev. 12/3/03

© 2003 State of California. [Conditions of Use](#) [Privacy Policy](#)

The content found herein may not necessarily represent the views and opinions of the Schwarzenegger Admi

Welcome to

California

[Style Guidelines](#)

[Home](#)

[Overview](#)

[HTML Guide](#)

[Graphic Guide](#)

[Accessibility Guide](#)

[META Tag](#)

[Standard](#)

TEMPLATES

Three Column:

- [index.zip](#)
- [level 2.zip](#)

Two Column:

- [index.zip](#)
- [level 2.zip](#)

Extras

- [CSS.zip](#)
- [Privacy.zip](#)
- [Conditions.zip](#)

Style Implementation Guidelines

"Technology Changes, But Civil Rights Do Not"

--Cynthia D. Waddell, *The Growing Digital Divide in Access for People with Disabilities: Overcoming Barriers to Participation*

Introduction

As directed by Governor Davis in Executive Order D-17-00 issued on September 1, 2000, a comprehensive eGovernment initiative was launched that requires every agency department to adhere to technical standards for accessible Web design and compatibility. This Accessibility Guide enables webmasters to utilize the best tools and design approaches to ensure that the content of the new My California portal can be reached by the widest possible audience regardless of disability, limitations of computer equipment or use of alternate Internet access devices.

In addition, this Accessibility Guide enables webmasters to meet State and Federal statutory requirements prohibiting discrimination against people with disabilities in the design of both Internet and Intranet web sites. For example, California Government Code Section 11135 et seq. prohibits discrimination by entities receiving funding from the State of California.

Likewise, Federal requirements mandating access for persons with disabilities were imposed on State recipients of Federal funding by the Rehabilitation Act of 1973. There are numerous Federal statutes and regulations extending civil rights protections to persons with disabilities, including the Americans with Disabilities Act of 1990 (ADA) as well as the 1998 Amendments to the Rehabilitation Act, where specific technical requirements for accessible web design have been published by the U.S. Access Board. This is important since Title II of the ADA recognizes the importance of communication and the necessity of the State of California to take appropriate steps to ensure that

communications with persons with disabilities are as effective as communications with others.

Between 17% and 19% of United States citizens have some level of disability. In fact, about 1 out of 5 Americans have some form of disability and 1 in 10 have a severe disability. These 1997 statistics by the U.S. Census Bureau also report that with the population aging and the likelihood that disabilities can increase with age, the growth of the number of people with disabilities is expected to accelerate. Census Brief, December 1997.

To have effective communication with the widest audience possible, this Accessibility Guide provides assistance in how to use alternate forms of communication. Disabilities can fall into four basic categories:

- **Blind/Low Vision.** Assistive computer technology for this audience includes screen readers, refreshable Braille displays and screen magnifiers. To assist with access for the Blind/Low Vision population, features such as keyboard navigation, scalable font size, fuzzy searches, alt tags and high contrast between the background and text are helpful.
- **Deaf/Hard of Hearing.** To assist with accessibility for people with hearing loss, features such as captioning synchronized with multimedia as well as volume control enable accessibility.
- **Mobility.** Assistive computer technology for this audience includes one-handed keyboards, head/mouth sticks and eye tracking. Keyboard navigation as well as voice recognition software may be used by this population to help navigate through a web site.
- **Cognitive and Specific Learning Disabilities.** To appeal to a highly diverse audience, with varying levels of ability, use the following design principles: Simple navigation, consistency in content presentation, clear labels, meaningful content and executive summaries at top of long documents and vocabulary understood by the audience.

But the digital divide does not just affect people with disabilities. People without disabilities who have busy hands or eyes, poor lighting or noisy surroundings will also benefit from a user-friendly My California portal. People with slow modems, older browsers, those using alternate internet access devices (e.g., cellular telephones, personal digital assistants, etc.) will also benefit from a highly accessible web site. This Accessibility Guide will continue to be updated as technology evolves and new tools and resources for accessibility are developed.

CA Look and Feel

As indicated in the Style Implementation Guidelines Overview under "Technical Concerns," the provided layout templates must be used and webmasters must adhere to the

W3C Web Content Accessibility Guidelines 1.0 Conformance Level A and select Priority Level 2 checkpoints 10.2 and 12.4. In addition, the following accessibility guidelines must be followed:

- **Do not use Frames.**
- **If Flash animations are used, the design must be submitted approval.**
- **Design for limited bandwidth, 28.8 modem connections.**

Guidelines

The State of California has adopted the following selected rules from the W3C Web Content Accessibility Guidelines 1.0 W3C Recommendation 5-May-1999. Technical assistance in this Accessibility Guide is drawn from both the W3C technical assistance materials as well as the 2001 U.S. Department of Justice Web Accessibility Quest

General

- Provide a text equivalent for every non-text element (e.g., via "alt," "longdesc" element content). This includes: images, graphical representations of text (including symbols), animations (e.g. animated GIFs), applets and programmatic objects, art, scripts, images used as list bullets, spacers, graphical buttons, sounds (played or without user interaction), stand alone audio files, audio tracks of video and [W3C WCAG 1.1]
 - Ensure that all information conveyed with color is also available without color. Example from context or markup. [W3C WCAG 2.1]
 - Clearly identify changes in the natural language of a document's text and any text equivalents (e.g., captions). [W3C WCAG 4.1]
 - Organize documents so they may be read without style sheets. For example, when an HTML document is rendered without associated style sheets, it must still be possible to read the document. [W3C WCAG 6.1]
 - Ensure that equivalents for dynamic content are updated when the dynamic content changes. [W3C WCAG 6.2]
 - Until user agents allow users to control flickering, avoid causing the screen to flicker. [W3C WCAG 7.1]
 - Use the clearest and simplest language appropriate for a site's content. [W3C WCAG 14.1]
-

Image Maps

- Provide redundant text links for each active region of a server-side image map. WCAG 1.2]

- Provide client-side image maps instead of server -side image maps except where regions cannot be defined with an available geometric shape. [[W3C WCAG 9](#)]

Tables

- For data tables, identify row and column headers. [[W3C WCAG 5.1](#)]
- For data tables that have two or more logical levels of row or column headers, use markup to associate data cells and header cells. [[W3C WCAG 5.2](#)]

Applets and Scripts

- Ensure that pages are usable when scripts, applets, or other programmatic objects are turned off or not supported. If this is not possible, provide equivalent information on an alternative accessible page. [[W3C WCAG 6.3](#)]

Multimedia

- Until user agents can automatically read aloud the text equivalent of a visual multimedia presentation, provide an auditory description of the important information of the visual multimedia presentation. [[W3C WCAG 1.3](#)]
- For any time-based multimedia presentation (e.g. movie or animation), provide equivalent alternatives (e.g., captions or auditory descriptions of the visual track) for the presentation. [[W3C WCAG 1.4](#)]
- If, after best efforts, you cannot create an accessible page, provide a link to an alternative page that uses W3C technologies, is accessible, has equivalent information (or functionality), and is updated as often as the inaccessible (original) page. [[WCAG 11.4](#)]

Forms

- Until user agents support explicit associations between labels and form controls, for all form controls with implicitly associated labels, ensure that the label is properly positioned. [[W3C WCAG 10.2 Priority Level 2](#)]
- Associate labels explicitly with their controls. [[W3C WCAG 12.4 Priority Level 2](#)]

Validation

It is highly recommended by the W3C that validation methods be utilized. Please refer to Appendix A of the W3C Web Content Accessibility Guidelines 1.0 for further information. <http://www.w3.org/TR/1999/WAI-WEBCONTENT-19990505/#validation>

PDF

Adobe Portable Document Format (PDF) documents have many advantages for use on the internet, including cross-platform capability, precise control over layout, internal navigation and searchability. However, PDF documents may not be viewable by all Internet access devices (ie., cell phones, personal digital assistants) or assistive computer technology (including text browsers and screenreaders). In order to deliver content to the maximum number of visitors, be sure to provide alternate means for accessing information contained in PDF documents. Ideally, an HTML version of the document should be posted with the PDF version. However, other alternative formats include plain text documents or word processor documents such as Word or WordPerfect files. Another option to consider is Adobe's PDF Conversion by Simple Form, which provides an option for conversion of PDF documents into HTML. If you use this form of conversion, you should test it to make sure the results are acceptable before posting the converted document.

According to the 2001 U.S. Department of Justice Web Accessibility Questionnaire, PDF documents can be created in a number of different ways and each method has separate implications for accessibility:

- Scanning a document into PDF creates a so-called "PDF Image Only" file that is essentially a graphic representation of the document and, like a photograph without associated text, is generally unreadable by screen reader technology.
- Scanning a document into PDF and then running it through OCR ("optical character recognition") technology converts the text images into searchable text. Such documents must be checked carefully for accuracy.
- Printing a file directly into PDF format converts the electronic information into a digital representation of the document that is somewhat readable to assistive technology.
- Writing a document inside Adobe Acrobat can also result in a document that is somewhat readable by assistive technology.

The US Department of Justice continues by stating that the last two methods of creating PDF files should be utilized, if necessary, and that webmasters should avoid the first method entirely. For further information, see "How to Create Accessible Adobe PDF Booklet" at <http://access.adobe.com/booklet.html>.

Lastly, the accessibility of PDF documents should be tested with screenreaders before posting on the web site and if web-based documents are published in PDF, then the document should be simultaneously published in another accessible format, such as HTML. The Adobe PDF Conversion by Simple Form tool can be used by webmasters to convert the document, proof it for accuracy and then post in accessible HTML. See

http://access.adobe.com/simple_form.html.

JavaScript

When posting forms remember to provide alternate access to the forms for those u technology that is not supported by JavaScript. Note comments under Forms as w Applets and Scripts.

Additional Resources

- W3C Web Accessibility Initiative
<http://www.w3.org/WAI>
 - W3C Techniques
<http://www.w3.org/TR/WAI-WEBCONTENT-TECHS/#Techniques>
 - W3C Evaluation, Repair and Transformation Tools
<http://www.w3.org/WAI/ER/existingtools.html>
 - Designing More Useable Web Sites
<http://www.trace.wisc.edu/world/web/>
 - HTML Writers Guild Accessible Web Authoring Resources and Education C
<http://aware.hwg.org>
 - Federal IT Accessibility Initiative
<http://www.section508.gov>
-

Site Contacts

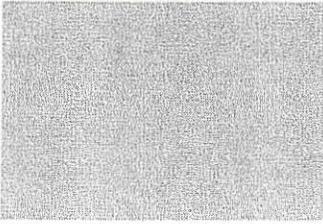
Call these California representatives with questions and approval process issues re My California.

E-Government Policy - Clark Kelso (916) 739-7302 email: ckelso@pacifi

Technical requirements (including templates (916) 464-0775 email: anamarie.malone@t
and ADA requirements) - Anamarie Malone anamarie.malone@t
anamarie.malone@t
OV

Web-related services available at the State - email: lauren.barton@teale
Lauren Barton

Press - Clark Kelso (916) 739-7302 email: ckelso@pacifi



Vendors - Lauren Barton

email:
lauren.barton@teale

For other general questions, please contact (916)
Clark Kelso 739-7302

email: ckelso@paci

[Back to Top of Page](#)

Rev. 12/3/03

© 2003 State of California. [Conditions of Use](#) [Privacy Policy](#)

The content found herein may not necessarily represent the views and opinions of the Schwarzenegger Admi

Agenda Item C

Discussion of Planned Activities to Fulfill Strategic Goals

1. *Status of the The Script*
2. *Health Notes*

Memorandum

To: Communication and Public Education
Committee

Date: December 23, 2003

From: Virginia Herold
Assistant Executive Officer

Subject: Update: *The Script*

The board's next newsletter to licensees, *The Script* (January 2004 issue), is currently undergoing review by the department's Legal Office, a required step before publication. This issue will focus on the many substantial changes to pharmacy law that will take effect in 2004 (e.g., changes in the prescribing and dispensing of controlled substances, new pharmacy technician requirements, new pharmacist licensure examinations).

The board should mail this issue by the end of January to all pharmacies. Due to mandatory printing jobs scheduled annually at the State Printing Plant (the state's budget bill and the income tax forms), there is a blackout of printer availability to all other "customers" until mid-January.

The CPhA's Education Foundation will again fund the much larger printing and mailing of the newsletter to all California pharmacists.

Each of the last three issues of *The Script* have been published and mailed under such a collaborative arrangement with CPhA. In November, the CPhA mailed the October 2003 issue to all pharmacists. This is a significant partnership for us, and we are grateful for this assistance.

This year, the board plans to publish its newsletter three times (October 2003, January and June 2004). We currently contract with the former newsletter editor (who retired in 2002) to write the newsletter. However, new budget restrictions may limit or prohibit future contracting for this service, as well as restrict our ability to produce issues. However, the board's newsletter is a key strategic objective of the board, and is board's principal means of communication with licensees.

The costs for the January issue will be similar to those for the October issue, approximately \$15,000:

Newsletter Editor:	\$3,000
--------------------	---------

Printing:	\$ 9,707
Postage:	<u>\$ 1,960</u>
	\$14,667

To reduce printing and postage costs, the board prints enough newsletters to mail to all pharmacies (about 6,000 sites), and produces additional copies for casual distribution from the board's office or during outreach events. The newsletter is immediately placed on the board's Web site for anyone to access it. Formerly, the board mailed the newsletter to all pharmacists and interns, which would be another 32,000 copies.

Memorandum

To: Communication and Public Education Committee **Date:** December 16, 2003
From: Board of Pharmacy – Virginia Herold
Subject: *Health Notes* Planning Schedule

Health Notes is a monograph, produced by the board, that contains up-to-date drug therapy guidelines for a specific subject area. Because *Health Notes* is produced by the board, it conveys what the board believes is current drug treatment in a particular area. Pharmacists can earn continuing education credit by completing a test published at the back of the monograph. Thus the board provides education and actually is sponsoring CE in an area of importance to the board.

Health Notes was developed during the mid 1990s by the board. Typically it is produced via contract with recognized experts (often UCSF) who identify qualified authors, provide technical editing and coordination services, leaving the board to executively edit the articles and coordinate distribution of the published copies. A graphic artist does the layout and works with the board and the coordinator of the issue.

Typically one issue is published annually. Total costs for development, printing and mailing to all pharmacists are about \$100,000 per issue. The last issue we published was in April of 2003. The board paid for the graphic artist and for postage (about \$35,000); funding for development and printing was paid for by other sources.

Issues Published:

“Drug Therapy Considerations in Older Adults” April 2003
“Quality Assurance Programs” September 2002
“Alternative Medicines” July 2001
“Care of Children and Adults with Development Disabilities” May 2000
“Anticoagulation” 1999
“Women’s Health” 1999
“Pain Management” 1998 & 1996

Future Issues:

Staff is now working to publish a wholly new Pain Management issue early in 2004, probably April. This new issue will contain new pain management therapies and the new prescribing and dispensing requirements for controlled drugs enacted by SB 151 (Burton, Chapter 406), which will take effect in 2004 through 2005 in sequential stages.

Staff is coordinating the development of this issue. Authors have been selected and have agreed to write specific articles, which are due at the end of January. After this, each article will be reviewed and edited by an appropriate expert, and then the edits reviewed by the authors. The board will also review the articles (Ken Schell has agreed to do this), as will our Legal Office. The same graphic designer who has designed all other *Health Notes* is available to layout the issue.

The board is seeking outside funding sources for this issue. Because of the interest in pain management and in the new changes to prescribing of controlled substances, there is much interest and support for this issue.

We intend to develop an issue that will be of interest to physicians, nurse practitioners, dentists and other prescribers.

Issues pending development:

UCSF may submit a proposal to develop with the board a *Health Notes* on smoking cessation. If this project will be pursued, the board will be provided with a proposal at a future meeting in 2004.

Agenda Item D

*Recommendations from the Public
for New Public Educational Materials*

Memorandum

To: Communication and Public Education Committee

Date: December 23, 2003

From: Board of Pharmacy – Virginia Herold

Subject: New Consumer Fact Sheet Proposal

The board produces consumer education materials to aid the public in learning how to take their medications optimally, to gain the maximum benefit from their prescription drug regimens, and to enhance their quality of life.

Recently, Board President John Jones was contacted by a pharmacist, Robert Siedman, who deals with patient issues for a large health maintenance organization. Dr. Seidman suggested an idea for a new consumer fact sheet. As such, this concept is being presented to this committee.

Dr. Seidman states that certain patients could benefit by requesting specialized prescription labels on their medication containers so that those who cannot read English or those who are visually impaired can receive their medications in containers they can read. Whereas this is not a suggestion for a mandate for labeling in a patient's native language or to accommodate a patient's visual needs, in those cases where the pharmacy can readily provide such a label, the proposal is to educate patients that they should ask for such labels on their prescription medications.

Dr. Seidman plans on attending this meeting to present his ideas directly to the committee.

Should the committee be interested, the components for a fact sheet could be identified during this meeting and later converted into a new consumer fact sheet, urging patients to ask for specialized labels when they need them.

Agenda Item E

*New Consumer Brochure from
NCPIE*

Memorandum

To: Communication and Public Education Committee

Date: December 23, 2003

From: Board of Pharmacy – Virginia Herold

Subject: New Fact Sheet from the National Council on Patient Information and Education

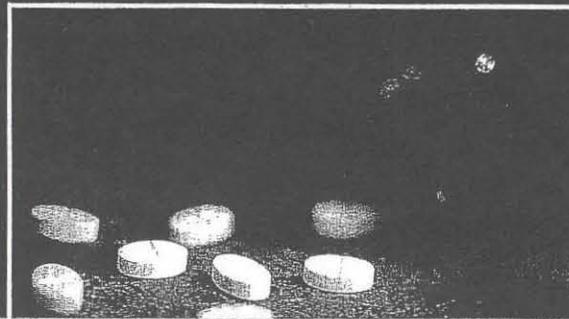
The National Council on Patient Information and Education (NCPIE) has recently published a new brochure on “Tips on Safe Storage and Disposal of Your Prescription Medicines.” A copy is enclosed for your information.

This is much needed information for patients dealing with the problem many of us face when we no longer need our prescription medication or it becomes outdated. We will place the brochure on our Web page. We will also seek some of their brochures to take with us to public education forums.

Be smart...and safe, continued

- You may find it helpful to have a countertop or tabletop near where you keep your medicine so you can open the bottle with it resting on the flat surface. In case you drop your pill, it will land on the tabletop and not be lost down the drain or on the floor. (But be sure not to leave your medicine bottles out on the counter afterwards.)
- Good lighting near where you store your medicines will help you make sure you are taking the right medicine. Never take medicines in the dark.
- Keep the medicine in the bottle it came in. The amber color protects the medicine from light. You will also have the information right there about what the medicine is and how often to take it. The label will also have the phone number of the pharmacy so you can call when it is time for a refill.
- Never mix different medicines in the same bottle. You might end up taking the wrong one by mistake. It is also possible that some of one medicine could rub off on another and affect how well it works.
- Keep the lids on your pill bottles tightly closed. A cap can't be childproof if it's not fastened correctly.
- If there is cotton in the bottle when you first open it, remove the cotton and throw it away. The cotton can absorb moisture and affect the medicine.

* Dilaudid is a registered trademark of Abbott Laboratories. OxyContin is a registered trademark of Purdue Pharma, L.P. Percocet is a registered trademark of Endo Pharmaceuticals. Vicodin is a registered trademark of Abbott Laboratories. Xanax is a registered trademark of Pfizer Inc.

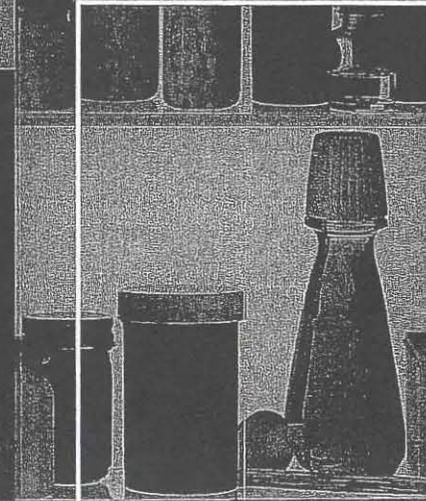
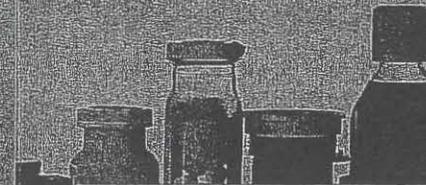
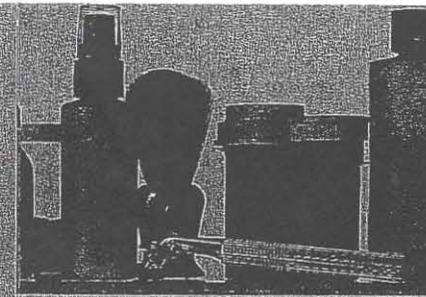


National Council on
Patient Information and Education
4915 Saint Elmo Ave., Suite 505
Bethesda, MD 20814-6082
Telephone: (301) 656-8565
Fax: (301) 656-4464
Email: ncpie@ncpie.info

www.talkaboutix.org

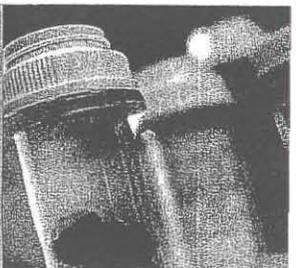
Support for production of this brochure was made possible by an educational grant from The Purdue Pharma Fund.

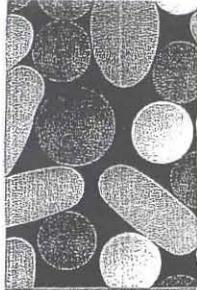
This brochure contains general information and is not intended to take the place of any advice from your healthcare professionals. They know your specific medical condition and medicines.



TIPS ON SAFE STORAGE AND DISPOSAL OF YOUR PRESCRIPTION MEDICINES

National Council on Patient
Information and Education





Where do you keep your medicines? Are they in different places—with some in the medicine cabinet, some in the kitchen, and some in the bedroom or elsewhere? As a parent, grandparent, or family member, it's important that you organize and keep track of your medicines.

After all, you will want to know where a particular medicine is when you or someone else needs to find it. And you will want to keep your medicines secure so that a child, or a teenager, or even a stranger, does not get into them. That way, you can help prevent an accidental injury, as well as do your part to stop the possible abuse of prescription medicines.

The first step in getting organized is to take a look at all the medicines you have. You should try to do this type of inventory every six months, or at least once a year.

Start by checking the expiration date on the bottle—you don't want to take any chances with a medicine that no longer works the way it's supposed to. Also, look for medicines that are discolored, dried out, crumbling,

or show other signs that they are past their prime. Check the expiration date for eye drops and eardrops, too. They may no longer be effective and, worse, could be a breeding ground for bacteria or fungus.

In addition, look for leftover prescription medicines from a previous illness or condition. You will want to discard these since you should never try to treat yourself (or anyone else) with a prescription medicine. Your symptoms might seem similar to what you had before, but the cause could be different or the medicine may not be the right one this time around.

Since communities have different rules on how to discard prescription drugs, check with your local pharmacist on proper methods in your area. Never throw medicines in the trash where children, pets, or other people might find them.

Find a cool, dry area

Now that you've identified the medicines you want to keep, the next step is to find a safe place to keep them.

You'll want to store your medicine in an area that is convenient, but is also cool and dry—since heat and humidity can damage medicines. That's why a bathroom is not a good place to keep your medicines unless you are able to keep the room well ventilated. (However, the bathroom medicine chest is an ideal place to keep items such as bandages, tweezers, gauze, cotton balls, scissors, and other products that aren't affected by heat or humidity.)

Lock up your medicines

If there are children around, you might want to find an area where you can lock up your medicines. A cabinet or a drawer with a lock on it would work.

It's also an excellent idea to lock up any controlled substances that have been prescribed for you. These include medicines such as hydromorphone (Dilaudid®), oxycodone (OxyContin® and Percocet®), hydrocodone (Vicodin®), and alprazolam (Xanax®).*

The theft and abuse of prescription medicines is a serious problem. You play a big role in keeping these powerful drugs out of the hands of those who shouldn't have them. Since it is dangerous, as well as illegal, for anyone but you to use a controlled substance prescribed for you, a locked storage area can help keep a stranger or someone else from gaining access to them.

Be smart...and safe

Here are some other suggestions that can help you be smart about storing and using your medicines.

- Keep your medicines separate from those of your spouse or other family members (for instance, on a different shelf or at least on a separate side of a shelf). This will make it less likely that you take the wrong ones by mistake.



Agenda Item F

Public Outreach Materials

Memorandum

To: Communication and Public Education Committee

Date: December 23, 2003

From: Board of Pharmacy – Virginia Herold

Subject: Public Outreach Activities

The board strives to provide information to licensees and the public. To this end, it has a number of consumer materials to distribute at consumer fairs and strives to attend as many of these events as possible, where attendance will be large and staff is available.

The board also has developed a PowerPoint presentation on the board containing key board policies and pharmacy law. This is a continuing education course, typically provided by a board member and a supervising inspector. Questions and answers typically result in a presentation of more than two hours, which usually are well-received by the individuals present. The board also staffs an information booth at the two major pharmacist associations' annual meetings, where a number of licensees can meet with staff one-on-one.

Since the October Board Meeting, only one CE presentation has been given. A number of events have been scheduled for early next year.

Board participation in public and licensee outreach activities since October is:

- July 2003 – Board President Jones and staff present continuing education program for 60 pharmacists at the Santa Barbara Pharmacists Association about the Board of Pharmacy
- August 2003—Board staffs booth at Sacramento's Consumer Health Fair, sponsored by Kaiser, AARP, Area 4 Agency on Aging and Congressman Matsui
- September 2003 -- Board President Jones attends the Districts 7 & 8 Meeting of the National Association of Board of Pharmacy
 - Staff presents information to 40 pharmacists at the Long-Term Care Academy meeting
- October 2003 -- Board staffs an information booth at CSHP's Seminar 2003
 - Board staffs an information booth at Los Angeles County Health Fair and Senior Festival (over 2,000 people are expected)
 - Board staffs an information booth at Sacramento's Healthy Aging Summit
- December 2003 – Board provides information to 80 pharmacists at the Coachella Valley Chapter of the CPhA