



California State Board of Pharmacy

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STATE AND CONSUMER SERVICES AGENCY

DEPARTMENT OF CONSUMER AFFAIRS

GOVERNOR EDMUND G. BROWN JR.

Communication and Public Education Committee Report

Ryan Brooks, Chair, Public Member
Shirley Wheat, Board Member
Ramon Castellblanch, PhD, Board Member
Debbie Veale, RPh, Board Member
Rosalyn Hackworth, Board Member

There has been no meeting of the Communications and Public Education Committee this quarter.

a. FOR INFORMATION: Update of the State's Emergency Contraception Protocol Regulation (16 California Code of Regulations Section 1746) and Consumer Fact Sheet

The Board of Pharmacy has begun work to update the emergency contraception protocol authorized by California Business and Professions Code section 4052.3 and 16 California Code of Regulations section 1746. These sections authorize a pharmacist to initiate emergency contraception pursuant to a state protocol developed by the Medical Board of California and the Board of Pharmacy, and with the assistance of the American College of Obstetricians and Gynecologists, the California Pharmacists Association and other entities.

The current state protocol was developed by the Medical Board in 2004 and then later adopted by this board as a regulation. Since the time of adoption, there have been changes in the availability of emergency contraception medicine, the manufacturers who produce the medication, and there is a typo that needs correction (mcg instead of mg).

Since the February Board Meeting, the executive officer has met with the Medical Board's executive officer, and obtained comments from CPhA's representative (a women's health specialist pharmacist), and a representative of the American College of Obstetricians and Gynecologists. An updated manuscript has been prepared and is currently being reviewed by the various parties.

After this review, the manuscript will be shared with the Medical Board, which must approve the modified protocol. Next, this board will need to proceed with a rulemaking to update the requirements.

The Medical Board is meeting the same week in May as is this board. However, comments on the consolidated manuscript have not been finalized, so the manuscript will be brought to the both boards at their next meetings (July).

As part of the rulemaking, this board will need to update the patient information fact sheet, which is required to be provided to patients by the pharmacists using the protocol to dispense emergency contraception.

b. FOR DISCUSSION: Publication Education Campaign for Patient-Centered Prescription Container Labels

Attachment 1

In time for National Consumers Week in March 2011, the board released a press release announcing the new patient-centered labels and requirements for interpreter services within pharmacies. This release is provided in **Attachment 1**.

The next planned major publicity for these labeling requirements will occur in October, which is pharmacy month. Staff will again work with the DCA's Press Office on highlighting these new requirements. According to the outreach plan developed by the department, promotion of the new requirements could include press releases, articles, speakers, and an informational video.

c. FOR DISCUSSION: Development of Consumer Education Videos for the Board of Pharmacy's Web Site

The Department of Consumer Affairs in-house video staff has developed its first video for the board. It is a short video on buying drugs from the Internet. This video will be shown to the board at this meeting.

The board can either approve the video for placement on the board's Web site, or provide comments for modifications to the video.

Once approved, this video will join the three-minute video already on the board's Web site about how patients can prevent receiving a medication error.

d. FOR INFORMATION: Update on Development of Consumer Education Fact Sheets by California School of Pharmacy Interns

Background:

The board has advocated a proposal to offer pharmacy students an opportunity to work with the board on meaningful projects promoting consumer education,

while the board benefits from production of the materials. Several years ago, multiple facts sheets were developed in collaboration with the UCSF Center for Consumer Self-Care, but funding issues prevented their further participation. The board offered other schools of pharmacy the opportunity to have their students develop one-page fact sheets on various topics, and have the fact sheets reviewed by an expert. Schools of Pharmacy expressed interest in this project.

At the January Committee Meeting:

The board previously provided a fact sheet template, guidelines, and potential topics to all schools of pharmacy. Five schools confirmed their interest in the project, and materials from two schools have been submitted to the board for review. The committee reviewed the unedited copies of the materials sent to the board were during the meeting.

The committee discussed whether the content provided in the unedited fact sheets was getting the right message across to consumers.

While the draft fact sheets submitted had some good information, not all materials conformed to the template and guidelines developed by the board. Also, the drafts submitted for review are usually not refined enough to convert directly into a good fact sheet for consumers. Some submissions contained references, while others did not indicate the source of the content. Several also provided medical advice to consumers, which is outside the scope of the board which can provide information but not medical advice. The committee expressed appreciation for the efforts and imagination of the students.

Current Status:

Staff will need to work on refining the fact sheets, and fully research the facts stated in them before they can be released to the public. Over time, more specific instructions may provide the students and faculty with better guidance, but there will always be need for editing and reviewing by the board.

e. FOR INFORMATION: Assessment of the Board's Public Education Materials

Board Members Debbie Veale and Ramón Castellblanch agreed to work as a subcommittee to assess the board's public education materials. This subcommittee has reviewed the number of publications produced by this board and compared it to all other US boards of pharmacy. This board has substantially more and diverse materials than any other board.

The assessment underway by the committee will also consider whether the board is focusing on the right areas.

The committee believes that the first priority is to find a better way to display the information on the Web site so that it is easier to find a specific item, rather than using an alphabetic list of each title. Consumers would benefit if the board highlights the resources already posted on its website by improving the way information is presented.

After the March Board Meeting, the subcommittee met with the board's Web site coordinator to brainstorm possible redesign. Since all state agencies will be directed to modify their Web sites to the template design in use by the Governor's Office eventually, the board will take this opportunity to modify its Web site with respect to the listing of publications and informational materials for the public.

The subcommittee will continue their review, and report back to the next Communication and Public Education Committee meeting.

f. FOR INFORMATION: Update on *The Script*

The February 2011 issue of *The Script* has been caught in the review process of the department until this week. This issue, which will now become the May 2011 issue, will focus on new pharmacy law and regulations for 2011. The issue will also include an update for licensees about the requirements for patient-centered prescription labels, an article about medication errors reported to the board during 2009/10, and the board's citation and fines issued for those errors.

Meanwhile work has already begun on articles for the on the next edition of *The Script*, and will highlight questions and answers regarding pharmacy law.

g. FOR INFORMATION: Update on Public Outreach Activities

There have been some major presentations made among the more than 15 presentations listed below, including two at the national level.

Public and licensee outreach activities performed during the third quarter of Fiscal Year 10/11 include:

- February 7, 2011 – Supervising Inspector Nurse provides information to students at Loma Linda's School of Pharmacy.
- February 9, 2011—Supervising Nurse provides training regarding the board's investigations and regulatory jurisdiction at Orange County Med Board and Drug Officer training.
- February 11 and 12, 2011 – the Board staffs a booth at CPhA's annual meeting, Outlook.
- February 12, 2011 – Board President Weisser and Executive Officer

- Herold provided an update about Board of Pharmacy activities and a Town Hall for questions and answers at Outlook. The two presentations comprised three hours of contact time.
- February 15, 2011 – Executive Officer Herold provides a presentation on California's e-pedigree requirements via video conference to FDA's Track and Trace Workshop.
 - February 24, 2011 – Executive Officer Herold provides a presentation at a statewide annual meeting of California district and city attorney's offices that handle consumer protection cases about the types of cases investigated by the board including California's serious drug diversion and prescription abuse issues.
 - March 1, 2011 – Executive Officer Herold participates as a trainer in the day-long DCA Board Member Orientation and Training.
 - March 2, 2011 – Supervising Inspector Ratcliff provides a training about the board, clinics and Title X in Orange County
 - March 14 and 15, 2011 – Executive Officer Herold provides a presentation about California's identification of the heparin recall failures in 2008 and participates in a two-day workshop hosted by the PEW Trust in Washington DC.
 - March 15, 2011 – Supervising Inspector Ratcliff provides a webinar to Providence Hospital pharmacists
 - March 16, 2011, Supervising Inspector Dang provides a presentation to Western University on acting as a PIC.
 - March 30, 2011 – Inspector Bailey provides information about surviving a board inspector to the Korean Pharmacists Association.
 - April 1, 2011 – Executive Officer Herold provides a presentation to UCSF students about Board of Pharmacy activities.
 - April 5, 2011 – Executive Officer Herold meets with a delegation from Japan regarding California's e-pedigree requirements.
 - April 12, 2011 – The Board of Pharmacy and Drug Enforcement Administration host a day-long seminar on Diversion of Controlled Substances "What every pharmacist should know to prevent diversion" in Los Angeles
 - April 15, 2011 – Assistant Executive Officer Sodergren provides an update to the CSHP Board of Directors about Board of Pharmacy activities
 - April 15, 2011 – Executive Officer Herold, Supervising Inspector Nurse and Inspector Sakamura provide information to the consumer law attorneys of Southern California District and City Attorneys about the board's investigations and regulatory jurisdiction.

h. FOR INFORMATION: Third Quarterly Report on Committee Goals for 2010/11

Attachment 2

Attachment 2 contains a copy of the third quarter's Committee Goals.

Attachment 1

NEWS RELEASE

FOR IMMEDIATE
RELEASE
March 4, 2011

Contact: Kimberly Brown – (916) 574-8167

CONSUMER SAFETY THE FOCUS OF NEW REGULATIONS FOR PHARMACIES

Labels to feature larger type; pharmacies to provide interpretive language services

SACRAMENTO – Coinciding with National Consumer Protection Week, March 6 – 12, the California State Board of Pharmacy wants consumers to know that it will soon be easier to read the labels on their prescription drug medications. New regulations require pharmacies to use a larger typeface in an effort to reduce the number of medication errors caused by misreading the label. In addition, consumers with little or no English proficiency will be able to receive oral interpretive services at pharmacies for help in understanding how to take their medications.

The new regulations took effect on January 1, 2011, and pharmacies have been converting to the new format. California is the first state to establish requirements for prescription drug labels that give prominence to the information most important to consumers.

Labels must now feature a larger typeface—a minimum of 10-point typeface must be used and consumers may request 12-point type. Labels also must display key information in a set order: patient’s name, drug name and

strength, directions for use, and purpose of the medication, if stated on the prescription. To enhance visibility, the information may be bolded, highlighted in color, or set off by white space for ease of reading.

“The patient-centered label is designed to help cut down on medication errors,” said Stan Weisser, Board of Pharmacy President. “We believe having the information prominently displayed in a standardized order on the label will help ensure medications are used safely and appropriately.”

For consumers with little or no English proficiency, the new regulations require pharmacies to provide an oral translation of a medication’s directions for use in a patient’s language if interpretive services in such language are available. Translation services may be provided in person or by phone, but those services must be provided by the pharmacy during all hours that the pharmacy is open.

Before developing the new regulations, the Board of Pharmacy surveyed the public to determine what improvements to labels were most wanted by consumers. Over sixty percent indicated a preference for larger font size and bolder type.

Samples of a new prescription bottle label are posted on the Board of Pharmacy’s website, www.pharmacy.ca.gov. For more information on prescription drug safety, consumers are urged to watch the Board’s video, “[Right Drug, Right Dose](#),” which is posted on the Department of Consumer Affairs’ YouTube channel.

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Attachment 2

COMMUNICATION AND PUBLIC EDUCATION COMMITTEE

Goal 4: Provide relevant information to consumers and licensees.

Outcome: Improved consumer awareness and licensee knowledge.

Objective 4.1	Develop a minimum of 10 communication venues to the public by June 30, 2011.
Measure:	Number of communication venues developed to the public.
Tasks:	<ol style="list-style-type: none"> <li data-bbox="367 428 1524 716"> <p>1. Assess the effectiveness of the board’s educational materials and outreach: survey consumers to identify whether board-produced materials are valued and what new materials are desired.</p> <p><i>2006-2007: Staff conducts assessment of the board’s consumer outreach written materials. Material is identified for revision and update, future development, or evaluation for continued need.</i></p> <p><i>2007-2008: Board publishes new board brochure and complaint brochure, and redesigns several board brochures into new single-page, format.</i></p> <li data-bbox="367 716 1524 1388"> <p>2. Restructure the board’s website to make it more user friendly.</p> <p><i>2006-2007: Website modified to contain lists of disciplinary actions finalized each quarter and permit online access to public documents regarding board disciplinary actions taken against a licensee.</i> <i>Links added to obtain various information regarding medication safety, and drug interactions, and information from FDA regarding Medications and Medical Devices.</i> <i>Work Initiated on new website design to meet new state design standards.</i></p> <p><i>2007-2008: New website design completed in November 2007.</i> <i>Web page created consolidating all information on e-pedigree into one place.</i></p> <p><i>1st Qtr 09/10: Regulation section of the board’s Web site updated to improve presentation and readability.</i> <i>Status of board licensees on probation changed from “active” to “disciplined”.</i></p> <p><i>3rd Qtr 09/10: Updated website template to conform with new directive from Governor.</i></p> <p><i>3rd Qtr 10/11: Committee begins project to redesign how board publications are listed on website. Changes to be made when state agencies shift to new website design approved by the Governor’s office.</i></p> <li data-bbox="367 1388 1524 1610"> <p>3. Work with the California Health Communication Partnership on integrated public information campaigns on health-care topics.</p> <p><i>2006-2007: Committee continues collaboration with the partnership whose fall campaign is screening for prostate and breast cancer. Plans underway to work to promote generic drugs in the future.</i> <i>No additional meetings scheduled after January 2007.</i></p>

4. **Continue collaboration with schools of pharmacy for pharmacist interns to develop consumer fact sheets on health topics.**
- 2006-2007:** *Nine previously developed fact sheets are sent to a translation service to develop Spanish, Chinese, and Vietnamese versions of these materials. Four new fact sheets developed and undergoing review by the board.*
- 2007-2008:** *The committee determines that the board will expand the project beyond the Center for Consumer Self Care to include students from other Schools of Pharmacy.*
Meanwhile discussion with UCSF lead to request for funding to continue project.
Meanwhile board seeks to establish intern projects with other schools of pharmacy.
- 1st Qtr 08/09:** *Letter to Deans of California's pharmacy schools mailed.*
- 1st Qtr 09/10:** *Staff prepare to initiate program using intern coordinators at school of pharmacy campuses in California.*
- 4th Qtr 09/10:** *UCSD submits fact sheets for board consideration.*
Western, USC and California North State all anticipate programs beginning in fall 2010.
- 2nd Qtr 10/11:** *Fact sheets received from UOP and UCSD, additional editing needed.*
5. **Develop a Notice to Consumers to comply with requirements of AB 2583 (Nation, Chapter 487, Statutes of 2006) on patients' rights to secure legitimately prescribed medication from pharmacies.**
- 2006-2007:** *Governor signs AB 2583.*
Committee advances draft regulation text for comment at the October Board Meeting. Board votes to create a second Notice to Consumers poster vs. adding additional language to current poster.
Committee refines language to be advanced to the board. Board reviews, modifies, and sets for regulation notice the proposed language for a second Notice to Consumers poster.
- 2007-2008:** *New "Notice to Consumers" approved by board and later by the Office of Administrative Law.*
New design and layout for two new Notice to Consumer posters are selected.
- 1st Qtr 08/09:** *New posters are mailed to California pharmacies.*
- 2nd Qtr 08/09:** *Posters are translated into several languages and made available on the board's website.*
6. **Evaluate the practice of pill splitting as a consumer protection issue.**
- 2006-2007:** *Board holds discussion of pill splitting issues during January and April 2007 Board Meetings.*
- 2007-2008:** *The Script newsletter contains an article for pharmacists on pill splitting and a Fact Sheet for consumers is completed.*
7. **Evaluate the SCR 49 Medication Errors Report for implementation.**
- 2006-2007:** *Communication and Public Education Committee reviews SCR 49 report and board has presentation of the SCR 49 report.*
- 2007-2008:** *SB 472 enacted to require the board to standardize container labels into a patient friendly format by 2011.*
- Feb. 2009:** *SB 470 introduced to add "purpose" to the prescription container's label.*
- Sept. 2009:** *SB 470 is enrolled and sent to the Governor.*

- 8. Develop patient-centered standardized prescription container labels by 2011 pursuant to SB 472 (Corbett, Chapter 470, Statutes of 2007).**
- Oct. 2007:** Board president appoints members to subcommittee.
- Jan. 2008:** Board readies plans for six public hearings statewide during 2008
- April 2008:** First meeting in Fremont on April 12. Approximately 40 people attend.
- Apr. - Jul. 08:** Board attends health fairs and interviews patients for information on how to improve prescription labels. Survey available on board's website. 123 surveys completed.
- July 2008:** Board Inspector Bayley and Associate Analysts Durst and Abbe staff a resource table at the Lotus Festival in Los Angeles and interview attendees about their prescription labels as part of the board's initiative to implement a patient-centered prescription label.
- Aug. 2008:** Associate Analysts Durst and Abbe and Assistant Executive Officer Sodergren staff the department's booth at the State Fair and distribute brochures, respond to public questions and elicit suggestions to improve the labeling on prescription labels.
- Oct. 2008:** Board Member Powers provides information and conducted labeling surveys of those attending CARA's annual meeting. Publications Coordinator Abbe attends Celebrando Nuestra Salud to conduct labeling surveys of those in attendance.
- Nov. 2008:** Board sponsors public forum on health literacy and designing patient-centered labels. National experts provide information.
- Dec. 2008:** Board Executive Officer participates on National Association of Boards of Pharmacy task force to develop national standards for patient-centered labels. Board and CPhA develop joint survey for administration via listeners of radio stations on patient medication labels.
- Jan. 2009:** Over 600 consumer surveys submitted; SB 472 Subcommittee meets to begin developing regulations. Radio surveys add 1,800 additional survey responses. Subcommittee holds afternoon meeting in San Diego.
- March 2009:** Evening meeting held on SB 472 task force draws a few more public attendees. Ongoing surveys from consumers continues.
- July 2009:** Draft regulation language discussed by board.
- Aug. 2009:** Draft regulation language discussed by board.
- 2nd Qtr 09/10:** Board holds informational hearing, finalizes language and releases regulation for 45-day comment period.
- Dec. 2009:** Board submits required report to Legislature on implementation to date of SB 472's provisions.
- Jan. 2010:** Board holds regulation hearing and make text changes to be released for 15-day comment period.
- Feb. 2010:** Board meets and deliberates on proposed modified text. Text released for 15-day comment period after meeting from February 22 - March 10, 2010.
- April 2010:** Board meets and discusses the more than 1,200 comments received.
- June 2010:** Board adopts regulation as noticed on February 22, 2010.
- Nov. 2010:** Office of Administrative Law approves regulation.
- Jan. 2011:** Regulation takes effect.

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| | <p>9. Address and promote licensee and public education on minimizing prescription errors.</p> <p><i>July 2008:</i> Forum on medication errors held as part of board meeting. Michael Cohen, Institute of Safe Medical Practices, John Keats, California Patient Action Coalition, and Lorian deMartini, California Department of Public Health, talk about activities of their organizations to prevent errors. Board Inspector Orlandella represented the board on a panel to a group of seniors in Roseville, California.</p> <p><i>Jan. 2009:</i> Board publishes medication errors segment in its newsletter, <u>The Script</u>, describing several medication errors investigated by the board.</p> <p><i>June 2009:</i> Enforcement Committee hears presentation on board investigations of medication errors during 2008/2009.</p> <p><i>June 2010:</i> Executive Officer attends meeting, convened by the California Pharmacy Foundation, discussing ways to reduce medication errors in pharmacies.</p> <p><i>April 2011:</i> The Board of Pharmacy and Drug Enforcement Administration host a day-long seminar on Diversion of Controlled Substances "What every pharmacist should know to prevent diversion" in Los Angeles.</p> <p>10. Educate consumers about steps they can take to prevent receiving a medication error.</p> <p><i>2nd Qtr 09/10:</i> Develops and distributes 3-minute video tape on how patients can prevent receiving a medication error. Video placed on the board's Website.</p> |
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Objective 4.2	Develop 10 communication venues to licensees by June 30, 2011.
Measure:	Number of communication venues developed to licensees.
	<p>1. Publish <i>The Script</i> two times annually.</p> <p><i>Jul. 2008:</i> <i>The Script</i> published, placed online and mailed to pharmacies and wholesalers.</p> <p><i>Apr. 2009:</i> "February" issue of <i>The Script</i> published, placed online and mailed to pharmacies and wholesalers.</p> <p><i>Jul. 2009:</i> "July" issue of <i>The Script</i> written and undergoing review.</p> <p><i>Jan. 2010:</i> "July" issue of <i>The Script</i>, now finalized.</p> <p><i>March 2010:</i> Titled as "February 2010" board newsletter published and released. Future issues will be released online.</p> <p><i>Sept. 2010:</i> "September" issue released online only; this is the first issue not printed and mailed.</p> <p><i>Feb. 2011:</i> Articles developed and submitted to DCA for review.</p> <p>2. Develop board-sponsored continuing education programs in pharmacy law and coordinate presentation at local and annual professional association meetings throughout California.</p> <p><i>2006-2007:</i> The board's members, supervising inspector and executive officer provide 22 CE and licensee educational seminars during the year.</p> <p><i>2007-2008:</i> The board's members, supervising inspector and executive officer provide at least 10 CE and licensee educational seminars during the year.</p> <p><i>1st Qtr 08/09:</i> Board Member Goldenberg provides information about pharmacy law to medical staff at the Jewish Home Hospital in Los Angeles. President Schell speaks on requirements regarding conscience provisions in California law at Loma Linda University.</p> <p><i>2nd Qtr 08/09:</i> Executive Officer Herold speaks to the CSHP's Board of Directors about the board's heparin inspections. Executive Officer Herold speaks to CSHP's Seminar on Board legislative and regulation activities. Assistant Executive Officer Sodergren and Supervising Inspector Ratcliff staff an informational booth at CSHP's Seminar. Executive Officer Herold speaks to CSHP's Seminar on the heparin inspections conducted with the California Department of Public Health in California Hospitals. Executive Officer Herold speaks to CSHP's Seminar on California's e-pedigree requirements.</p>

3rd Qtr 08/09: Executive Officer Herold and Board President Schell provide three presentations at the California Pharmacists Association's Outlook on the Board of Pharmacy, major issues before the board and medication errors. Supervising Inspector Ratcliff provides a presentation about pharmacy law to 70 students at Loma Linda's School of Pharmacy. President Schell provides a presentation on Board of Pharmacy issues to the San Diego CPhA meeting. Supervising Inspector Ratcliff presents information on "How to Survive a Board Inspection" to 80 pharmacists at a Vietnamese Pharmacist Association. Board President Schell provides a presentation to UCSF School of Pharmacy on ethics and integrity in pharmacy. Executive Officer Herold and President Schell present a 1.5 hour CE lecture on the Board of Pharmacy at that CPhA's annual meeting. Supervising Inspector Ratcliff and Assistant Executive Officer Sodergren staff a booth at the CPhA's annual meeting answering pharmacy law and licensing questions. Executive Officer Herold and President Schell discuss the role of a regulatory agency in investigating and preventing medication errors as CPhA's annual meeting. Executive Officer Herold provides presentation to UCSF and UCSD students in a first year pharmacy school law class. President Schell provides a presentation to students at the USC School of Pharmacy.

4th Qtr 08/09: Executive Officer Herold presented information about the Board of Pharmacy and ongoing projects at a California Society of Health-System Pharmacists Town hall meeting at Loma Linda for 80 pharmacists. Executive Officer Herold presented information about the Board of Pharmacy and ongoing projects at a CSHP Town hall meeting at UOP for 60 pharmacists.

1st Qtr 09/10: Executive Officer Herold presented at CSHP Board of Directors Meeting. Supervising Inspector Nurse presented at CPhA's Long Term Care Board Meeting. Executive Officer Herold presented at CSHP Sacramento Valley Chapter Meeting.

3rd Qtr 09/10: Board inspectors provided five continuing education sessions on pharmacy law or inspections. Additionally the board staffed an information booth at CPhA's annual meeting. Executive Officer Herold provided an update on 2010 pharmacy law changes, and Executive Officer Herold and President Schell provided an update on Board of Pharmacy activities underway and during 2009.

4thQtr 09/10: Executive Officer Herold and Supervising Inspector Ratcliff presented information about the Board of Pharmacy and answered questions about pharmacy law to 60 Costco Northern California pharmacy managers.

1st Qtr 10/11: Inspector Wong provided information about Board of Pharmacy enforcement activities to students at California Northstate School of Pharmacy.

2nd Qtr 10/11: Executive Officer Herold presented information about the 2010 legislative year at Seminar 2010, the annual meeting of the California Society of Health System Pharmacists (CSHP) in San Francisco.
 Executive Officer Herold and Inspector Hokana staffed the board's public information booth at CSHP's Seminar 2010.
 Executive Officer Herold presented information on e-prescribing and e-prescribing of controlled drugs to attendees of a CalERx Conference in Oakland.
 Executive Officer Herold provided a presentation on California's patient-centered prescription container label requirements at a quarterly meeting of the California Hospital Association's Medication Safety Committee.

3rd Qtr 10/11: Supervising Inspector Nurse provides information to students at Loma Linda's School of Pharmacy.
 Supervising Nurse provides training regarding the board's investigations and regulatory jurisdiction at Orange County Med Board and Drug Officer training.
 Board staffs a booth at CPhA's annual meeting, Outlook.
 Board President Weisser and Executive Officer Herold provided an update about Board of Pharmacy activities and a Town Hall for questions and answers at Outlook. The two presentations comprised three hours of contact time.
 Executive Officer Herold provides a presentation on California's e-pedigree requirements via video conference to FDA's Track and Trace Workshop.
 Executive Officer Herold provides a presentation at a statewide annual meeting of California district and city attorney's offices that handle consumer protection cases about the types of cases investigated by the board including California's serious drug diversion and prescription abuse issues.
 Executive Officer Herold participates as a trainer in the day-long DCA Board Member Orientation and Training.
 Supervising Inspector Ratcliff provides training about the board, clinics and Title X in Orange County.
 Executive Officer Herold provides a presentation about California's identification of the heparin recall failures in 2008 and participates in a two-day workshop hosted by the PEW Trust in Washington DC.
 Supervising Inspector Ratcliff provides a webinar to Providence Hospital pharmacists.
 Supervising Inspector Dang gave a presentation on "Surviving as the Pharmacist-in-Charge" at Western University.
 Inspector Bailey provides information on "How to Survive a Board Inspection" to the Korean Pharmacists Association.

	<p>4th Qtr 10/11: <i>Executive Officer Herold provides a presentation to UCSF students about Board of Pharmacy activities.</i></p> <p><i>Executive Officer Herold meets with a delegation from Japan regarding California's e-pedigree requirements.</i></p> <p><i>The Board of Pharmacy and Drug Enforcement Administration host a day-long seminar on Diversion of Controlled Substances "What every pharmacist should know to prevent diversion" in Los Angeles.</i></p> <p><i>Assistant Executive Officer Sodergren provides an update to the CSHP Board of Directors about Board of Pharmacy activities.</i></p> <p><i>Executive Officer Herold, Supervising Inspector Nurse and Inspector Sakamura provide information to the consumer law attorneys of Southern California District and City Attorneys about the board's investigations and regulatory jurisdiction.</i></p>
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3. Maintain important and timely licensee information on website.

2006-2007: *Added 50-year pharmacist recognition pages as a special feature.
Updated license totals.
Added enforcement actions for effective dates between April 1 and June 30, 2005.
Changed definitions on license lookup to clarify license status.
Sent out more than 50 subscriber alert notifications to the board's e-mail notification list.
Unveiled new website of the board, and created new web links.
Revised and added new fax and contact information to speed communication with appropriate enforcement and licensing staff.
Added frequently asked questions on emerging contraception.
Updated the board's online lawbook.
Created a page dedicated to drug alerts and recalls.
Sent out three disaster response subscriber alerts regarding the Southern California wildfires to the board's e-mail notification list.
Created a page dedicated to e-pedigree information and laws.
Updated the 2008 lawbook.
Added two sets of comments submitted to the FDA in support of a unique identifier and on promising technologies for prescription drug identification, validation, track and trace or authentication to e-pedigree page.
Added survey of patients for prescription container labels.
Added page for subscription to board mailing list.*

1st Qtr 08/09: *Updated information regarding release of exam results.
Added enforcement actions for the effective dates between July 1 and September 30, 2008.
Added two recall notifications to FDA recall page.
Posted board and committee meeting agendas and materials.
Sent out 24 subscriber alert notifications to the board's email notification list.*

2nd Qtr 08/09: *Updated online renewal forms for individual licenses.
Created information on CURES page.
Created a survey page for public opinion on how to improve prescription labels (SB 472) in English and Spanish.
Added three recall notifications to FDA recall page.
Posted board and committee meeting agendas and materials.
Sent out 20 subscriber alert notifications to the board's email notification list.*

3rd Qtr 08/09: *Began process of making all PDFs on board's website accessible for the visually impaired.
Added four recall notifications to FDA recall page.
Posted board and committee meeting agendas and materials.
Sent out 27 subscriber alert notifications to the board's email notification list.
Posted latest edition of The Script.
Board mails letter pursuant to SJR 19 (Ridley-Thomas, Statutes of 2008) regarding prohibition of healing arts licensees not to engage in torture.*

- 4th Qtr 08/09:** *Continued making all PDFs on board's website accessible for the visually impaired.
Updated lawbook to 2009 edition.
Added four recall notifications to FDA recall page.
Posted board and committee meeting agendas and materials.
Sent out 26 subscriber alert notifications to the board's email notification list.*
- 1st Qtr 09/10:** *Updated information regarding release of exam results.
Added enforcement actions and accusations for the effective dates between July 1 and September 30, 2009.
Made Pending Regulations page more user friendly.
Posted board and committee meeting agendas and materials.
Sent out 16 subscriber alert notifications to the board's email notification list.*
- 2nd Qtr 09/10:** *Added enforcement actions and accusations for the effective dates between Oct 1 through Dec 31, 2009.
Posted board and committee agendas and materials.
Sent out 28 subscriber alert notifications to the Board's email subscriber list.
Migrated subscriber list to new software program and created an additional subscriber list for emergency compounding.*
- 3rd Qtr 09/10:** *Added enforcement actions and accusations for the effective dates between January 1 through March 31, 2010.
Updated lawbook to 2009 edition.
Posted board and committee agendas and materials.
Sent out 17 subscriber alert notifications to the Board's email subscriber list.
Created online Change of Address form.*
- 4th Qtr 09/10:** *Added enforcement actions and accusations for the effective dates between April 1 through June 30, 2010.
Posted board and committee agendas and materials.
Sent out 16 subscriber alert notifications to the Board's email subscriber list.*
- 1st Qtr 10/11:** *Added enforcement actions and accusations for the effective dates between July 1 and September 30, 2010.
Updated information regarding release of exam results.
Continued making all PDFs on board's website accessible for the visually impaired.
Updated lawbook to 2010 edition.
Added 2 recall notifications to FDA recall page.
Posted board and committee meeting agendas and materials.
Sent out 24 subscriber alert notifications to the board's email notification list.
Posted latest edition of The Script.*
- 2nd Qtr 10/11:** *Added enforcement actions and accusations for the effective dates between October 1 and December 31, 2010.
Updated information regarding release of exam results.
Continued making all PDFs on board's website accessible for the visually impaired.
Added 30 recall notifications to FDA recall page.
Posted board and committee meeting agendas and materials.
Sent out 53 subscriber alert notifications to the board's email notification list.*

	<p>3rd Qtr 10/11: <i>Added enforcement actions and accusations for the effective dates between January 1 and Marcy 31, 2011.</i></p> <p><i>Updated information regarding release of exam results.</i></p> <p><i>Continued making all PDFs on board's website accessible for the visually impaired.</i></p> <p><i>Posted board and committee meeting agendas and materials.</i></p> <p><i>Sent out 78 subscriber alert notifications, of which 67 were recall notices, to the board's email notification list.</i></p> <p><i>Meeting held with Webmaster, two Board Members, and Executive Officer regarding making the forms/publications page of website more user friendly.</i></p>
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Objective 4.3	Develop communication venues for other health care professionals (e.g., physicians, nurses).
Measure:	Number of communication venues developed to other health care professionals.
Tasks:	<i>2nd Qtr 10/11: Worked with Medical Board to produce guidance document for pharmacies and prescribers on the DEA's requirements for e-prescribing controlled drugs.</i>

Objective 4.4	Participate in 12 forums, conferences and public education events annually.
Measure:	Number of forums participated.
Tasks:	<p>1. Participate in forums, conferences and educational fairs.</p> <p>1st Qtr 09/10: Board President Schell volunteers in "Standdown" an event for homeless veterans in San Diego and dispensed prescriptions and counseled patient's regarding their medications. Executive Officer Herold makes a presentation on patient-centered medication labels during a "Women in Government Conference" in San Diego. The group was comprised of female legislators representing the western United States. Board President Schell makes a presentation to the Indian Pharmacist Association about board activities. Supervising Inspector Nurse makes a presentation to the California Pharmacists Associations Long Term Care Board regarding DEA and CURES compliance issues. Executive Officer Herold makes a presentation on California e-pedigree requirements to Logipharma to a group of manufacturers. Executive Officer Herold makes a presentation on California e-pedigree requirements to Specialty Pharma to a group of contract drug manufacturers.</p> <p>2nd Qtr 09/10: Executive Officer Herold presents information on e-pedigree requirements to Healthcare Distributors Management Association's Track and Trace Conference. Executive Officer Herold provides CE presentation on medication errors as part of a day long conference at California Northstate College of Pharmacy. Executive Officer Herold provides a presentation on "take back" drugs to 20 rural California County Governments. Executive Officer Herold provides CE presentation on activities of the board the Sacramento Valley Society of Health Systems Pharmacists. Supervising Inspector Dang provides a CE presentation to a group of pharmacists in Orange County. Executive Officer Herold provides information about the board's patient-centered label requirements to CPhA's Long Term Care Committee. Executive Officer Herold and President Schell attended California Hospital Association's Hospital Drug Distribution Meeting in Sacramento.</p>

3rd Qtr 09/10: Executive Officer Herold did a Webinar on California's e-pedigree requirements hosted by IBS.
Executive Officer Herold and Assistant Executive Officer Sodergren did a presentation to 200 California NorthState School of Pharmacy students on the board's enforcement program.
Supervising Inspector Nurse provided information to 50 consumers about medication discount plans, Internet purchase of drugs, counterfeit drugs and obtaining medication safety.
President Schell provided information at UCSF about pharmacy at Career Day.
Supervising Inspector Nurse provided a presentation on pharmacy law to Loma Linda students.
President Schell provided a presentation on the future of pharmacy to 200 students at CAL.

4th Qtr 09/10: Executive Officer Herold presented information about the Board of Pharmacy and ongoing projects at a California Society of Health-System Pharmacists Board of Directors Meeting in Sacramento.
Executive Officer Herold and Supervising Inspector Ratcliff presented information about the Board of Pharmacy and answered questions about pharmacy law to 60 Costco Northern California pharmacy managers.
Board Member Kajioka provided presentations to students at the University of the Pacific about new pharmacy law and projects at the Board of Pharmacy.
Supervising Inspector Nurse made a presentation about drug thefts and robberies from pharmacies at a day-long San Diego Pharmacy Conference hosted by the federal Drug Enforcement Administration. Over 100 pharmacy representatives attended.
Board President Schell and Executive Officer Herold hosted a booth at the annual National Association of Boards of Pharmacy Meeting in Orange County.
Inspector Toevs provided a presentation about lowering drug costs at a community meeting hosted by Senator Liu in Los Angeles
Executive Officer Herold presented information about the board's compounding requirements and other key board issues to a meeting of the Bay Area Pharmacy Directors at Stanford.
Executive Officer Herold attended a conference hosted by the California Endowment on Building Quality and Equitable Health Care Systems in Los Angeles.
Board Member Schell and Executive Officer Herold participated in a High Risk Drug Task Force Meeting, hosted by the California Hospital Association.
Executive Officer Herold attended a Medication Safe Alliance Conference in San Francisco hosted by the Pharmacy Foundation of California.
Executive Officer Herold presented information on the role of the executive officer at the Department of Consumer Affairs Board Member Orientation in Sacramento.

1st Qtr 10/11: *Executive Officer Herold presented information about preventing medication errors, the Board of Pharmacy's mandate and ongoing projects at a DCA-hosted meeting of consumers in Sacramento. The FDA also provided information during event.*

Executive Officer Herold provided information about the CIWMB's drug take back guidelines at a CalRecycle Hearing focusing on a draft report to the Legislature (the board also submitted written comments following this hearing).

Executive Officer Herold provided comments on a hospital repopulation policy developed by the California Hospital Association with the Department of Public Health via conference call. (This document was finalized in October.)

Executive Officer Herold provided information about the board's ongoing activities at the NACDs Technology Meeting in San Diego.

Executive Officer Herold attended an invitation only conference at UCSF on pharmacy leadership, which focused on inpatient facilities.

President Weisser and Board Member Veale hosted a board information booth at the Indian Pharmacist Annual Meeting in Orange County.

Executive Officer Herold provided a presentation to 300 attendees on California's e-pedigree requirements to pharmaceutical company compliance staff at the 2010 PDMA Sharing Conference in San Diego.

Executive Officer Herold participated as a member of the National Association of Pharmacy Board's Task Force on Recommended Revisions to the federal Controlled Substances Act. Participation was via telephone call because out of state travel would have been required to physically attend the meeting.

Executive Officer Herold and Board Liaison Joshua Room provided information about California's e-pedigree requirements at the GS1 workshop conference in San Francisco.

Executive Officer Herold presented information about preventing medication errors, the Board of Pharmacy's mandate and ongoing projects at a DCA-hosted meeting of consumers in Sacramento. The FDA also provided information during event.

Executive Officer Herold provided information about the CIWMB's drug take back guidelines at a CalRecycle Hearing focusing on a draft report to the Legislature (the board also submitted written comments following this hearing).

Executive Officer Herold provided comments on a hospital repopulation policy developed by the California Hospital Association with the Department of Public Health via conference call. (This document was finalized in October.)

Executive Officer Herold provided information about the board's ongoing activities at the NACDs Technology Meeting in San Diego.

Executive Officer Herold provided information about the board's Intern Fact Sheet Project to students at the University of the Pacific who are working on fact sheets for the board.

	<p>2nd Qtr 10/11: Board Vice President Kajioka provided information about the board's consumer materials to a group of 150 consumers at a consumer education event in Assemblymember Hayashi's district.</p> <p>Executive Officer Herold attended an invitation only conference at UCSF on pharmacy leadership, which focused on inpatient facilities.</p> <p>President Weisser and Board Member Veale hosted a board information booth at the Indian Pharmacist Annual Meeting in Orange County.</p> <p>3rd Qtr 10/11: Executive Officer Herold provides a presentation on California's e-pedigree requirements via video conference to FDA's Track and Trace Workshop. DEA and board cohost day-long conference for pharmacies of controlled substances. Due to interest and success, more conferences planned.</p> <p>Executive Officer Herold provides a presentation about California's identification of the heparin recall failures in 2008 and participates in a two-day workshop hosted by the PEW Trust in Washington DC.</p>
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