



COMMUNICATION AND PUBLIC EDUCATION COMMITTEE

Deborah Veale, Chair
Ramón Castellblanch, Vice Chair
Ryan Brooks, Public Member
Lavanza Butler, Professional Member
Ricardo Sanchez, Public Member

The Communication and Public Education Committee Meeting did not meet this quarter.

a. Update on the Redesign of the Board's Website

Chairperson Veale and Dr. Castellblanch met with Webmaster Victor Perez and board management to discuss the progress of the website redesign. After the April 2016 board meeting, the new website design will be migrated by the department. The new website should be active approximately 2-4 weeks after final migration.

Screen shots of the updated board's home page as well as the landing pages for the Consumers, Applicants, Licensees, and About Us tabs are provided in **Attachment 1**. At the July 2016 board meeting, Webmaster Victor Perez will provide a presentation and overview on the updated website.

b. Update on Communication to Licensees about CURES 2.0

The Department of Justice (DOJ) recently released a CURES 2.0 registration tip sheet to help individuals register or access the system. On April 4, 2016, the board issued a subscriber alert announcing the tip sheet as well as a reminder that all pharmacists with active California licenses need to be registered to access CURES 2.0 by July 1, 2016. A copy of the tip sheet was added to the board's website and can be found in **Attachment 2**.

In February 2016, the board mailed out a reminder postcard to pharmacists to register for CURES 2.0 by July 1, 2016, and will send another postcard as the July 1st deadline approaches. Questions regarding these changes should be directed to cures@doj.ca.gov.

c. Update on The Script Newsletter

Board staff wrote the Winter issue of *The Script* newsletter which will now be the Spring 2016 issue. Staff is currently finalizing the formatting of the Spring 2016 issue and anticipates its completion in late April 2016.

Board staff has begun writing articles for the Summer 2016 issue of *The Script*.

d. Update on Media Activity

The board's executive officer (unless otherwise noted) participated in the following media interviews and requests for information.

- **LA Times**, February 29, 2016: Soumya Kar, Hormonal contraception regulation
- **Daily Trojan at USC**, February 29, 2016: Danny Helms, Hormonal contraception regulation
- **CBS-KOVR Channel 13**, February 29, 2016: Adrienne Moore, Hormonal contraception regulation
- **CBS News, New York**, March 10, 2016: Amy Craft, Hormonal contraception regulation
- **Washington Post**, March 15, 2016: Kimberly Kindy, Prescription pain killers and drug abuse
- **ABC News Producer, San Francisco**, March 24, 2016: Tim Didion, pharmacists furnishing naloxone
- **FOX 2 KTUV**, March 25, 2016: Ross Palombo, Prescription errors in the Bay Area
- **News Watch 12, Medford, OR**, March 28: Katie Guest, Hormonal contraception regulation
- **Daily Trojan at USC**, March 29, 2016: Danny Helms, Hormonal contraception regulation
- **FOX 2 KTUV**, March 29, 2016: Ross Palombo, Prescription errors in the Bay Area
- **News Watch 12, Medford, OR**, March 29: Katie Guest, Hormonal contraception regulation
- **The Today Show**, March 30: Molly Palmer, Hormonal contraception regulation
- **LA Times**, April 1, 2016: Soumya Kar, Hormonal contraception regulation
- **CBS-KOVR Channel 13**, April 1, 2016: Adrienne Moore, Hormonal contraception regulation
- **CBS-KPIX San Francisco**, April 1, 2016: Jackie Ward, Hormonal contraception regulation
- **San Jose Mercury News**, April 4, 2016: Tracy Seipel, Hormonal contraception regulation
- **San Jose Mercury News**, April 7, 2016: Tracy Seipel, Hormonal contraception regulation
- **Daily Trojan at USC**, April 8, 2016: Danny Helms, Hormonal contraception regulation
- **LA Times**, April 8, 2016: Soumya Kar, Hormonal contraception regulation
- **CBS-KOVR Channel 13**, April 8, 2016: Adrienne Moore, Hormonal contraception regulation
- **News Watch 12, Medford, OR**, April 8: Katie Guest, Hormonal contraception regulation
- **CBS-KPIX San Francisco**, April 8, 2016: Jackie Ward, Hormonal contraception regulation

- **San Jose Mercury News**, April 8, 2016: Tracy Seipel, Hormonal contraception regulation
- **USC Annenberg Media**, April 8, 2016: James Tyner, Correction on the effective date of the hormonal contraception regulation. Information provided by staff.
- **Southern California Public Radio**, April 8, 2016: Rebecca Plevin, Hormonal contraception regulation. Information provided by staff.
- **OC Register**, April 11, 2016: Jenna Chandler: Hormonal contraception regulation.
- **Merced Sun Star**, April 12, 2016: Monica Velez, Hormonal contraception regulation.

e. Update on Public Outreach Activities Conducted by the Board

A list of major public outreach activities provided by the board’s staff is listed below:

- March 9: Supervising Inspector Christine Acosta participated in CPhA’s Academy of Compounding Pharmacists’ Teleconference providing a Board of Pharmacy update on topics such as inspections, compounding, compounding regulations and USP 797.
- March 9: Supervising Inspector Janice Dang presented to 4th year pharmacy students at Western University on “Surviving as a PIC.”
- April 2: Supervising Inspector Christine Acosta participated at CSHP and CCAP’s CE and Networking Event providing an update on the board’s sterile compounding regulations.
- April 4: Executive Officer Virginia Herold participated as a speaker in the CPhA/CSHP Legislation Day providing an update on the current status of SB 493.
- April 9: Supervising Inspector Antony Ngondara participated in PTCE’s Directions in Pharmacy Conference providing the Keynote Address: Naloxone without a Prescription.

f. Future Committee Meeting Dates

The future Communication and Public Education Meeting dates have been set as the following dates:

- May 25, 2016
- July 6, 2016

Attachment 1

CA.GOV **BE AWARE AND TAKE CARE: Talk to your pharmacist!** CALIFORNIA STATE BOARD OF PHARMACY

Search Select Language

Home Consumers Applicants Licensees About Us

The Board of Pharmacy protects and promotes the health and safety of Californians by pursuing the highest quality of pharmacist's care and the appropriate use of pharmaceuticals through education, communication, licensing, legislation, regulation, and enforcement.

What's New

- Self-Administered Hormonal Contraception Protocol Information
- Patient-Centered Labels Information, Translations, and Sample Labels
- DEA National Prescription Drug Take-Back Day
- CDC Guideline for Prescribing Opioids for Chronic Pain
- Important Notice for CPJE Candidates Testing On or After 4/1/16
- Recall Notices
- Information for CURES
- Naloxone Information
- Board of Pharmacy Recommends Eliminating Cigarette and Tobacco Sales in Pharmacies
- Outsourcing Facilities Must Be Registered as Pharmacies in California to Compound or Dispense Within or Into California
- Rescheduling All Hydrocodone Combination Products from Federal Schedule III to Federal Schedule II

Important Information

- Stolen or Fraudulent Security Prescription Forms Reported
- Pharmacy Law Changes for 2016
- Patient-Centered Labels Information, Translations, and Sample Labels
- Prescription Drug Abuse Prevention
- Potential License Denial or Suspension for Failure to Pay Taxes
- Application and License Renewal Fees
- Informational Video for Consumers - Avoiding Medication Errors
- Informational Video for Consumers - Purchasing Drugs from the Internet
- Pending Decisions and Opportunities for Public Participation

License Search

Popular Pages

- License Search
- Law Book
- Board & Committee Meetings
- Publications
- Pharmacy Law Changes for 2016

Quick Hits

- Change of Address/Name
- License Renewal
- File a Complaint
- Enforcement Actions and Policies
- Newsletter - The Script
- Medicare Part D Information
- Subscribe to Our E-mail Notification List

Governor and Executive Staff

Visit His Website
Governor
Edmund G. Brown Jr.

Acting Secretary
Business, Consumer Services, and Training Agency
ALEXIS FODESTA

Director
Department of Consumer Affairs
AWET KIDANE

Redesigned Consumers' Tab Landing Page

The screenshot shows the landing page for the California State Board of Pharmacy's Consumers' Tab. At the top, there is a banner with the CA.GOV logo on the left, a photo of a pharmacist and a patient, and the text "BE AWARE AND TAKE CARE: Talk to your pharmacist! CALIFORNIA STATE BOARD OF PHARMACY". On the right side of the banner, there is a search bar and a "Select Language" dropdown menu.

Below the banner is a navigation bar with a home icon and four tabs: "Consumers", "Applicants", "Licensees", and "About Us". The "Consumers" tab is currently selected.

Under the "Consumers" tab, there is a section titled "Information for Consumers" with a play button icon. Below this title are four blue buttons with white icons and text:

- Information You Need to Know (with an 'i' icon)
- Prescription Drug Abuse Prevention (with a document icon)
- Consumer Protection and Enforcement (with a shield icon)
- Opportunities for Public Participation (with a hand icon)

At the bottom of the page, there is a dark blue footer containing a row of links: "Back to Top", "Conditions of Use", "Privacy Policy", "Accessibility", and "Contact Us". Below these links is a message: "This web site contains PDF documents that require the most current version of Adobe Reader to view. To download click on the icon below." followed by the Adobe Reader logo.

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Redesigned Applicants' Tab Landing Page

The screenshot shows the redesigned Applicants' Tab Landing Page for the California State Board of Pharmacy. The page features a header with the CA.GOV logo, a search bar, and a language selection dropdown. The main navigation bar includes links for Consumers, Applicants (highlighted), Licensees, and About Us. The Applicants section is titled with a play button icon and contains six blue buttons for various actions: Apply for a Personal License, Apply for a Facility License, Disclosure of Disciplinary Action, Arrest, or Conviction, Address/Name Change, Appeal the Denial of a License, and Request Fingerprint Cards. The footer includes links for Back to Top, Conditions of Use, Privacy Policy, Accessibility, and Contact Us, along with a notice about PDF documents requiring Adobe Reader and the Adobe Reader logo. The copyright notice at the bottom reads "Copyright © 2013 State of California".

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BE AWARE AND TAKE CARE:
Talk to your pharmacist!
CALIFORNIA STATE BOARD OF PHARMACY

Search

Select Language

Home Consumers Applicants Licensees About Us

▶ Applicants

Apply for a Personal License

Apply for a Facility License

Disclosure of Disciplinary Action, Arrest, or Conviction

Address/Name Change

Appeal the Denial of a License

Request Fingerprint Cards

[Back to Top](#) [Conditions of Use](#) [Privacy Policy](#) [Accessibility](#) [Contact Us](#)

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Redesigned Licensees' Tab Landing Page

The screenshot shows the redesigned landing page for the Licensees' tab. At the top, there is a banner with the CA.GOV logo on the left, a central image of a pharmacist talking to a patient, and a search bar on the right. Below the banner is a navigation menu with tabs for Home, Consumers, Applicants, Licensees (which is highlighted), and About Us. The main content area features a 'Licensees' heading with a play button icon, followed by three blue buttons: 'Personal License Information/Renewal' (with a person icon), 'Facility License Information/Renewal' (with a building icon), and 'Important Information for Licensees' (with an information icon). At the bottom, there is a dark blue footer containing links for 'Back to Top', 'Conditions of Use', 'Privacy Policy', 'Accessibility', and 'Contact Us'. Below these links is a text notice: 'This web site contains PDF documents that require the most current version of Adobe Reader to view. To download click on the icon below.' followed by the Adobe Reader logo and the copyright notice 'Copyright © 2013 State of California'.

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BE AWARE AND TAKE CARE:
Talk to your pharmacist!
CALIFORNIA STATE BOARD OF PHARMACY

Search

Select Language

Home Consumers Applicants Licensees About Us

Licensees

Personal License Information/Renewal

Facility License Information/Renewal

Important Information for Licensees

[Back to Top](#) [Conditions of Use](#) [Privacy Policy](#) [Accessibility](#) [Contact Us](#)

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Redesigned About Us Tab Landing Page



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BE AWARE AND TAKE CARE:
Talk to your pharmacist!
CALIFORNIA STATE BOARD OF PHARMACY

Search

Select Language

Home Consumers Applicants Licensees About Us

About the Board

- Board and Committee Meetings
- Board Information
- Laws and Regulations
- Enforcement Actions and Policies
- Publications and Reports
- Subscriber Alert E-mails
- 50 50-Year Pharmacists

[Back to Top](#) [Conditions of Use](#) [Privacy Policy](#) [Accessibility](#) [Contact Us](#)

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Attachment 2

CURES 2.0

REGISTRATION TIPS TO ~~X~~ SUCCESSFULLY REGISTER

MEDICAL DOCTORS

License Type

Your license type is the letter in front of your license number on your license wallet card.

For example, if your wallet card reads G12345,
select "Medical Doctor (MD) - Type G" as your license type.

OSTEOPATHIC DOCTORS

License Type

Your license type is "Osteopathic Doctor (DO) – Type A."

License Number

The prefix "20A" reflects your license type. It is not part of your license number and should not be included in the license number field.

For example, if your wallet card reads 20A1234,
enter "1234" as your license number.

PODIATRIC DOCTORS

License Board

**Select the "Board of Podiatric Medicine" as your licensing board,
NOT "Medical Board of California."**

NURSE MIDWIVES / NURSE PRACTITIONERS

License Number

Make sure to register using your Nurse Midwife Furnishing license number or your Nurse Practitioner Furnishing license number and NOT your Registered Nurse license number.

The Nurse Midwife Furnishing license or Nurse Practitioner Furnishing license is your qualifying license for access to the CURES database.

PHYSICIAN ASSISTANTS

License Board

**Select the "Physician Assistant Committee" as your licensing board,
NOT "Medical Board of California."**

ALL APPLICANTS

Social Security Number (SSN) and Individual Tax Identification Number (ITIN)

Choose between these options based upon **what is on file with your licensing board**.

To be approved, the information you enter into the CURES online registration form must **EXACTLY** match records on file with your licensing board.

A business ITIN number should never be used, because it will not match records on file for you.

Prescriber Name Validation

For prescribers to be approved, their last name, as entered into the CURES online registration form, must match their name on file with the Drug Enforcement Agency.

Security Questions and Answers

Please make a note of your security question answers for later retrieval.

The answer **CANNOT** be part of the question (a word, part of a word, or a single letter.)

For example, if the security question contains the word **PET**, an answer of **PET** will not be accepted. If the security question contains the word **WHERE**, an answer of **ER** will not be accepted.

Do not use abbreviations or single letter answers.

Reapplying after Denial

Once denied, applicants must reapply.

The CURES program cannot edit information submitted by applicants.

Upon receipt of a denial, review your User Registration Confirmation page printout for accuracy and compliance with these tips before reapplying.

If the information you entered is correct, contact your licensing board to verify that the date of birth and SSN or ITIN it has on file for you is accurate.

Approval/Denial Timeframe

Applicants should receive an approval or denial within 48 hours.

If you have not received an email by then, check your spam/junk email folder before contacting the CURES program.

FIRST-TIME LOGIN TIPS

Entering Primary Address

To enter the address, **CLICK THE PENCIL ICON**.

After inserting address, **CLICK THE CHECKMARK** to confirm address entry.

Entering Phone Type – (Required Field)

Make sure to select phone type (home, office, or cell.)