



COMMUNICATION AND PUBLIC EDUCATION COMMITTEE REPORT

Jason Weisz, Public Member, Chairperson
Nicole Thibeau, PharmD, Licensee Member, Vice Chairperson
Renee Barker, PharmD, Licensee Member
Jose De La Paz, Public Member
Kartikeya Jha, Licensee Member

a. Transition of Board's Website to a new Template

Background

The State is in the process of finalizing a new website design for state agencies. The vision for this new model is to create a seamless digital experience for Californians accessing the services they need. The CA Web Standards provides an online resource for state agencies to help support implementation of the standards, functionality and look and feel into websites. The State provides best practices, tools, resources, and implementation guidelines for the website and digital service community to implement state standards for usability, accessibility, and security.

The standards establish requirements for design, content area and footer. During the Committee's July 2023 meeting, the Board got a look at what the homepage looked like.

Summary of Committee Discussion

During the January 2024 meeting, members received a presentation on the website's progression from the Board's website designer, Victor Perez. Victor showed the Committee the updates made on the homepage and several back pages. Members were advised staff anticipate the transition will be ready by the end of April.

Members noted that the new template appears straightforward. Members commented that the calendar of meeting dates will be useful and improve ease of use.

No public comments were provided.

Attachment 1 includes a copy of the presentation slides.

b. Public Education Campaign Related to Revised Notice to Consumers Poster

Background

During its July 2023 Meeting, members discussed development of a public awareness campaign to support the release of the revised Notice to Consumers poster. While the regulation language is still undergoing the rulemaking process, staff have developed the framework for the campaign.

The Notice to Consumer poster and the public awareness campaign will be launched simultaneously in the spring of 2024 following approval of the regulation text from the Office of Administrative Law. The public awareness campaign will focus on the importance of patient consultation and actions consumers can take to prevent medication errors. The campaign will highlight how pharmacists are healthcare professionals with expertise in drug therapy and emphasize the importance of patients speaking with their pharmacist.

The theme throughout the campaign will include standard messaging “Talk to the Expert” while educating consumers on important messages.

The campaign will be distributed through the Board's X social media account (formerly Twitter), a social media toolkit will be used for DCA to share, the Board website and listserv.

Summary of Committee Discussion

During the January 2024 meeting, members received presentation on the proposed campaign from the Board's public information officer, Sara Jurrens.

Members spoke in support of the campaign and provided feedback on the proposed campaign including providing guidance to staff on their preference for images to support the messaging. Members also encourage staff to incorporate additional images highlighting diversity.

No public comment was received.

Attachment 2 includes draft campaign materials. Consistent with the direction of the Committee, staff will finalize images incorporating direction from the Committee in advance of the public education campaign.

c. Communication and Public Education Activities by Staff

i. The Script

The [October 2023 issue](#) of the Script is posted on the Board's website. The upcoming issue of The Script is scheduled for early Spring and will focus on new legislation and disciplinary actions.

ii. Staff Outreach

1. Education Campaign Update Regarding ISMP

Information on ISMP was included in the October 2023 issue of The Script and on the Board's website home page, under Important Information for Licensees.

2. Presentation and Training

Attachment 3 includes presentation and training information.

d. News Media Inquires

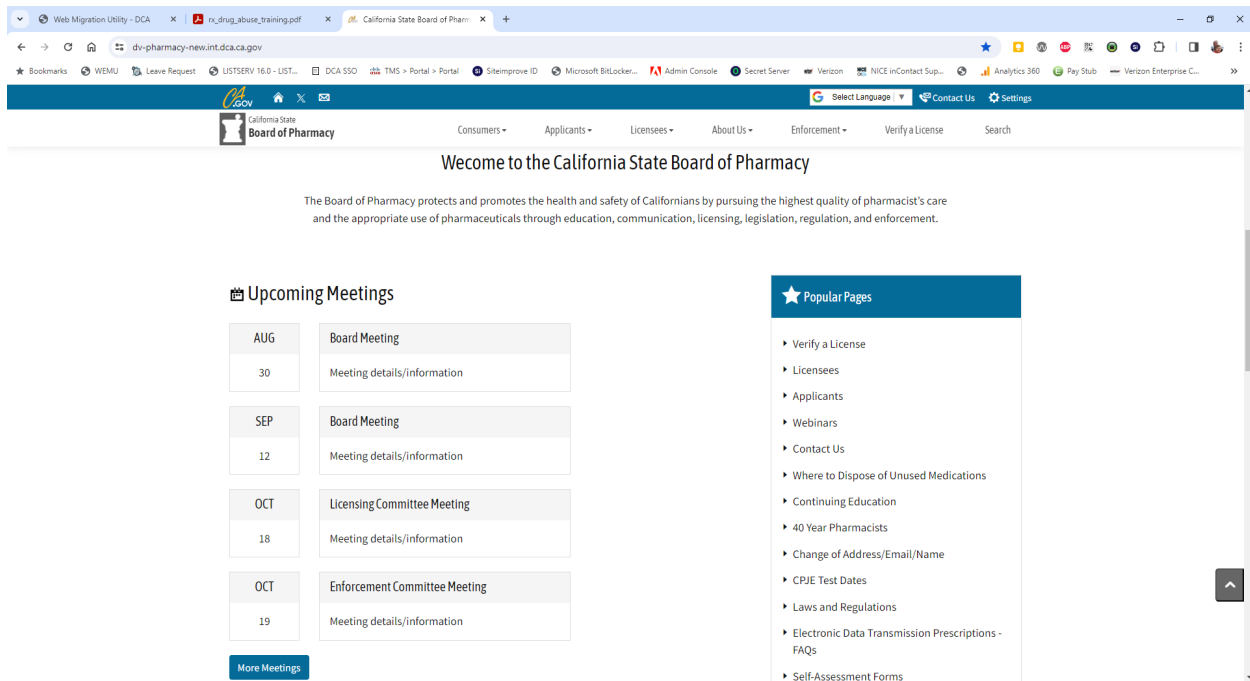
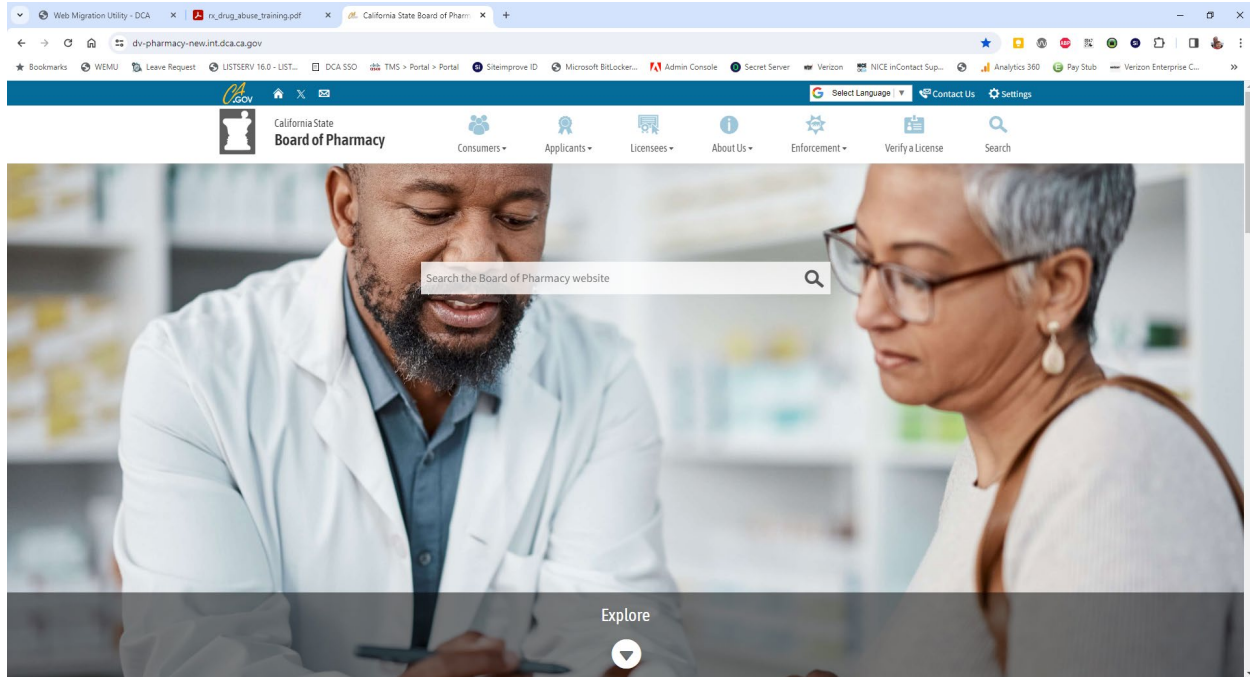
During the meeting members reviewed the list of media inquiries covering topics such as semiglutide, flavoring, medication errors and working conditions.

No public comment was received.

Attachment 4 includes a list of media inquiries from July 2023 to January 2024.

Attachment 1

Attachment #1 – Website Update



Web Migration Utility - DCA | rx_drug_abuse_training.pdf | California State Board of Pharm... | Applicants - California State Bo... | Sample - Lists (Bulle... | +

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What's New

- Standard of Care Report to the Legislature (PDF)
- Policy Statement - Digital Signatures (PDF)
- Pharmacist Remote Processing Waiver on Behalf of a Health Care Facility Licensed Pursuant to Health and Safety Code Section 1250 (PDF)

NEWS ARCHIVE

Information for Consumers

- COVID-19 Vaccine Booster Questions & Answers
- Brochures and Fact Sheets
- Complaints - How to File
- Disaster Planning - Preparing for an Emergency Evacuation
- Drug Takeback Locations
- Obtain Birth Control, HIV PrEP/PEP, Naloxone, and other Health Services Provided by Pharmacists
- Medicare Drug Discount Program
- Prescription Drug Abuse Prevention

MORE INFORMATION

Information for Licensees

- Prescribers with Restricted Authority to Prescribe Controlled Substances
- Change of Pharmacist-in-Charge, Designated Representative-in-Charge, Responsible Manager, or Professional Director
- Complaints about Pharmacy Performance Quotas
- Institute for Safe Medication Practices - ISMP
- Frequently Asked Questions

MORE INFORMATION

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File a Complaint



Verify a License



Military/Refugee Expedite



Electronic Data Transmission Registry



Subscribe to our Listserv





Our Leaders







Gavin Newsom
 Governor


Tad Egawa
 Acting Secretary, BCSH


Kimberly Kirchmeyer
 Director, DCA


Anne Sodergren
 Executive Officer, Board of Pharmacy

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Board and Committee Meetings

Calendar (Perez, Victor@DCA)
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Today | January 2024 | Month | Print

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Tue, Jan 16
Dec 31	Jan 1	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22 9 AM Communicat 10 AM Licensing C	23 9 AM Enforcement	24	25	26	27	
28	29	30	31	Feb 1	2	3	

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- [Mission Statement](#)
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California State Board of Pharmacy

Seung Oh, PharmD, President




Seung Oh of San Diego was appointed to the California State Board of Pharmacy by Governor Gavin Newsom in 2020.

Dr. Oh has been a pharmacy supervisor for Sharp Healthcare since 2020. He was a pharmacist-in-charge at Vons Pharmacy in San Diego from 2014-2020, staff pharmacist at Safeway Pharmacy in 2014, and a pharmacist and director of operations at Rainbow Pharmacy from 2013 to 2014.

He earned a master of advanced studies degree in leadership of health care organizations from University of California, San Diego, and a doctor of pharmacy degree from University of Arizona. He is a member of the California Pharmacists Association.

His term will expire 2023.

Jessica "Jessi" Crowley, PharmD, Vice President



Jessica "Jessi" Crowley of Los Angeles was appointed to the California State Board of Pharmacy by Governor Gavin Newsom in 2022.

Crowley has been a staff pharmacist for Pavilions Pharmacy since 2020. She held several positions for CVS Pharmacy from 2010 to 2020, including pharmacist-in-charge, staff pharmacist, and pharmacy intern. Her interests include health equity, racial and social justice, and cultural competence.

Crowley is a member of Lambda Kappa Sigma, United Food and Commercial Workers, the California Pharmacists Association, Los Angeles County

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Mission Statement

Vision Statement
Healthy Californians through quality pharmacist's care.

Mission Statement
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.

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Policy Statements

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- ▶ [Digital Signatures \(PDF\)](#)
- ▶ [Disaster Response \(PDF\)](#)
- ▶ [Medication Assisted Treatment \(PDF\)](#)
- ▶ [Oral Chemotherapy Warning Labels \(PDF\)](#)
- ▶ [Tobacco Products in Pharmacies \(PDF\)](#)

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January 2023 | February 2023 | March 2023 | April 2023 | May 2023 | June 2023 | July 2023 | August 2023 | September 2023 | October 2023 | November 2023

January 2022 | February 2022 | March 2022 | April 2022 | May 2022 | June 2022 | July (None) | August 2022 | September 2022 | October 2022 | November 2022 | December 2022

January 2021 | February 2021 | March 2021 | April 2021 | May 2021 | June 2021 | July 2021 | August 2021 | September 2021 | October 2021 | November 2021 | December 2021

January 2020 | February 2020 | March 2020 | April 2020 | May 2020 | June 2020 | July 2020 | August 2020 | September 2020 | October 2020 | November 2020 | December 2020

January 2019 | February 2019 | March 2019 | April 2019 | May 2019 | June 2019 | July 2019 | August 2019 | September 2019 | October 2019 | November 2019 | December 2019

January 2018 | February 2018 | March 2018 | April 2018 | May 2018 | June 2018 | July 2018 | August 2018 | September 2018 | October 2018 | November 2018 | December 2018

January 2017 | February 2017 | March 2017 | April 2017 | May 2017 | June 2017 | July 2017 | August 2017 | September 2017 | October 2017 | November 2017 | December 2017

January 2016 | February 2016 | March 2016 | April 2016 | May 2016 | June 2016 | July 2016 | August 2016 | September 2016 | October 2016 | November 2016 | December 2016

January 2015 | February 2015 | March 2015 | April 2015 | May 2015 | June 2015 | July 2015 | August 2015 | September 2015 | October 2015 | November 2015 | December 2015

January 2014 | February 2014 | March 2014 | April 2014 | May 2014 | June 2014 | July 2014 | August 2014 | September 2014 | October 2014 | November 2014 | December 2014

January 2013 | February 2013 | March 2013 | April 2013 | May 2013 | June 2013 | July 2013 | August 2013 | September 2013 | October 2013 | November 2013 | December 2013

January 2012 | February 2012 | March 2012 | April 2012 | May 2012 | June 2012 | July 2012 | August 2012 | September 2012 | October 2012 | November 2012 | December 2012

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January 2010 | February 2010 | March 2010 | April 2010 | May 2010 | June 2010 | July 2010 | August 2010 | September 2010 | October 2010 | November 2010 | December 2010

January 2009 | February 2009 | March 2009 | April 2009 | May 2009 | June 2009 | July 2009 | August 2009 | September 2009 | October 2009 | November 2009 | December 2009

October 2008 | November 2008 | December 2008

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Disciplinary Actions

January 1, 2023 - March 31, 2023 | April 1, 2023 - June 30, 2023 | July 1, 2023 - September 30, 2023 | October 1, 2023 - December 31, 2023

January 1, 2022 - March 31, 2022 | April 1, 2022 - June 30, 2022 | July 1, 2022 - September 30, 2022 | October 1, 2022 - December 31, 2022

January 1, 2021 - March 31, 2021 | April 1, 2021 - June 30, 2021 | July 1, 2021 - September 30, 2021 | October 1, 2021 - December 31, 2021

January 1, 2020 - March 31, 2020 | April 1, 2020 - June 30, 2020 | July 1, 2020 - September 30, 2020 | October 1, 2020 - December 31, 2020

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January 1, 2013 - March 31, 2013 | April 1, 2013 - June 30, 2013 | July 1, 2013 - September 30, 2013 | October 1, 2013 - December 31, 2013

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January 1, 2009 - March 31, 2009 | April 1, 2009 - June 30, 2009 | July 1, 2009 - September 30, 2009 | October 1, 2009 - December 31, 2009

January 1, 2008 - March 31, 2008 | April 1, 2008 - June 30, 2008 | July 1, 2008 - September 30, 2008 | October 1, 2008 - December 31, 2008

Attachment 2



**Talk to
the Expert**

**PHARMACISTS
ARE
HEALTHCARE
PROVIDERS**

**Remember to ask for a patient
consultation to prevent
medication errors**



**BE AWARE AND TAKE CARE:
TALK TO YOUR PHARMACIST!
BOARD OF PHARMACY**



**Talk to
the Expert**

**Does your
medication
match the
description on
the label?**

**Before you leave the
pharmacy,
check:**



**BE AWARE AND TAKE CARE:
TALK TO YOUR PHARMACIST!
BOARD OF PHARMACY**



**Talk to
the Expert**

Speak with your pharmacist

Questions You May Have:

- What should I do if I miss a dose?
- What should I do if I have a side effect from the medication?
- Does my medication work safely with other medicines or supplements?



**BE AWARE AND TAKE CARE:
TALK TO YOUR PHARMACIST!
BOARD OF PHARMACY**



**Talk to
the Expert**

**Interpreter services are
available to you at no cost
upon request.**

Know Your Rights

**Translation services available
traducción servicios disponibles**

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**BE AWARE AND TAKE CARE:
TALK TO YOUR PHARMACIST!
BOARD OF PHARMACY**



**Talk to
the Expert**

It is required
to speak with you every
time you get:

- **New prescription**
- **New dosage form**
- **New strength**
- **New written directions**

**It's the
Law**



**BE AWARE AND TAKE CARE:
TALK TO YOUR PHARMACIST!
BOARD OF PHARMACY**



**Talk to
the Expert**

**PHARMACISTS
ARE
HEALTHCARE
PROVIDERS**

**Remember to ask for a patient
consultation to prevent
medication errors**



**BE AWARE AND TAKE CARE:
TALK TO YOUR PHARMACIST!
BOARD OF PHARMACY**



**Talk to
the Expert**

**Before you leave the
pharmacy,
check:**

**Does your
medication
match the
description on
the label?**



**BE AWARE AND TAKE CARE:
TALK TO YOUR PHARMACIST!
BOARD OF PHARMACY**



**Talk to
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**BE AWARE AND TAKE CARE:
TALK TO YOUR PHARMACIST!
BOARD OF PHARMACY**



**Talk to
the Expert**

Speak with your pharmacist

Questions You May Have:

- What should I do if I miss a dose?
- What should I do if I have a side effect from the medication?
- Does my medication work safely with other medicines or supplements?



**BE AWARE AND TAKE CARE:
TALK TO YOUR PHARMACIST!
BOARD OF PHARMACY**



**Talk to
the Expert**

**It's the
Law**

**A pharmacist is required
to speak with you every
time you get:**

- **New prescription**
- **New dosage form**
- **New strength**
- **New written directions**



**BE AWARE AND TAKE CARE:
TALK TO YOUR PHARMACIST!
BOARD OF PHARMACY**

Attachment 3

Attachment #3 - Staff Outreach Activities

Board staff reported the following outreach activities:

- August 10, 2023, Board staff gave a presentation to CSU Chico on Pharmacy Law.
- September 30, 2023, Executive Officer Sodergren provided a pharmacy law presentation to the California Pharmacists Association.
- October 7, 2023, Executive Officer, and Board Inspector staffed booth at the Indian Pharmacist Association trade show.
- October 12, 2023, Board staff gave a presentation to UCSD School of Pharmacy about the role of and their experience as a Board Inspector.
- October 12-13, 2023, President Oh and Executive Officer attended the annual meeting of the California Society of Health Systems Pharmacists. As part of the meeting, Executive Officer Sodergren provided a presentation on board activities and participated in a panel discussion on pharmacists' involvement with medication assisted treatment.
- November 8, 2023, President Oh and Executive Officer Sodergren provided a presentation to students at Chapman University's College of Pharmacy. The presentation covered information on the Board, its role, and pharmacy law.
- November 15, 2023, Senior Licensing Manager Debi Mitchell gave a presentation on the clinic application and licensure process to the California Primary Care Association.
- November 16, 2023, Executive Officer Sodergren provided a presentation highlighting the Board's patient safety initiatives as part of the America's Physician Groups, Pharmaceutical Care Committee Conference.

Attachment 4

Attachment #4 - News Media Inquires

- 7/11/2023, Daniel Gilbert with the Washington Post contacted the Board to request information on pharmacies compounding semaglutide. Additional related requests were also made by the reporter.
- 9/12/2023, Emily Le Coz with USA Today asked for the number of investigations with an allegation of prescription error initiated by the Board from 2021 to current date (September). Story ran October 26, 2023
- On 10/2/2023, Marina Kopf with NBC News contacted the Board to request information on medical spas and IV hydration clinics. Additional related requests for information were also made by the reporter.
- 10/23/2023, Daniel Gilbert with the Washington Post contacted the Board to submit a Public Records Act request for all complaints received by BOP regarding ACA Pharmacy in Tennessee since 5/23.
- 11/17/2023, Shreya Agrawal with Cal Matters contacted the Board to request information on adding of a flavoring agent to a prescription and information on the United States Pharmacopeia-National Formulary guidelines on adding flavoring during compounding. Subsequent additional information was also requested. Story ran November 29, 2023.
- 12/15/2023, Catherine Dunn with Barron's contacted the Board to request information on pharmacy working conditions and patient safety.
- 12/15/2023, Jenny Gold with Los Angeles Times spoke with President Oh, Executive Officer Anne Sodergren and DCA Deputy Director of Communications Monica Vargas on adding a flavoring agent to a prescription and requirements. Reporter decided not to run a story.