



**California State Board of Pharmacy**

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STATE AND CONSUMERS AFFAIRS AGENCY  
DEPARTMENT OF CONSUMER AFFAIRS  
ARNOLD SCHWARZENEGGER, GOVERNOR

## **Communication and Public Education Committee**

Minutes of the Public Meeting of September 21, 2004

Board of Pharmacy  
400 R Street, Suite 4080  
Sacramento, CA  
9:30 – 12 noon

Present: Andrea Zinder, Board Member and Chairperson  
Bill Powers, Board Member  
Ken Schell, Board Member  
Patricia Harris, Executive Officer  
Virginia Herold, Assistant Executive Officer

Absent: Richard Benson, Board Member

### **Call to Order**

Chairperson Zinder called the meeting to order at 9:30 a.m.

### **Development of Consumer Fact Sheet Series with UCSF's Center for Consumer Self Care**

At the April 2004 Board Meeting, the board approved a proposal by the committee to integrate pharmacy students into public outreach activities.

R. William Soller, Ph.D., of the UCSF Center for Consumer Self Care attended this meeting to discuss implementing the project.

The project will have students develop one-page fact sheets on diverse health care topics. The board will work with Dr. Soller to develop these fact sheets, using pharmacy students from UCSF and UCSD. A prototype format for a series of fact sheets will be developed. Each interested student will be acknowledged with a credit at the bottom of the fact sheet he or she develops. Review by professional staff at UCSF for content accuracy will occur as part of the process.

The goal is to develop three fact sheets per quarter. After one year and 12 fact sheets, the Communication and Public Education Committee and the Center for Consumer Self Care will reevaluate the project.

The committee will explore translating the fact sheets into different languages.

A list of potential topics includes:

1. Different dosage form of drugs -- the ability for patients to request a specific type of product (liquid or capsule) that would best fit the patients' needs for a given type of medication. Also differences between tablespoons, mLs, cc, teaspoon measures.
2. Rebound headaches and the danger of taking too many OTC pain relievers for headaches
3. Hormone replacement therapy -- what is the current thinking?
4. Pediatric issues
5. Poison control issues
6. Ask for drug product information and labels in your native language if you cannot read English
7. Cough and cold meds and addiction issues (specifically, dextromethorphan)
8. Disposal of unused medications
9. How to best use your pharmacist to enhance your health
10. Describe each member of the health care team. When should a patient contact a particular practitioner? What is the role of each practitioner? What can a patient learn from each?
11. Herbal supplement uses and cautions
12. Early warning signs about stroke – what you need to know to take action sooner
13. Medication Compliance – take your medication, when doses are required, when should you stop?

The committee determined that the fact sheets should address consumer issues involving:

- Safety
- Cost
- Access
- Quality
- Awareness (use and self-use of medications)

Over the next quarter Dr. Soller will oversee the development of drafts for the first three fact sheets.

President Goldenberg, who was in attendance at the meeting, stated that pharmacists need to understand how patients want information and how patients can digest this information. This will be a beneficial project.

### **Update: California Health Communication Partnerships**

At the last meeting, the board agreed to join the California Health Communication Partnership as a sponsor and participant. The purpose of this group is to improve the health of Californians by developing and promoting consumer health education programs developed by the members in an integrated fashion. Dr. Soller, of the UCSF Center for Consumer Self Care, is the coordinator of this group.

Chairperson Zinder provided an overview of the first meeting, held September 2, 2004. Present were a group of founding members called the Steering Committee. Present were representatives from the Board of Pharmacy, Medical Board of California, CSHP, CMA, UCSF, Department of Consumer Affairs, and via telephone FDA and National Consumers League.

The core of the meeting was aimed at developing health priority topics for the partnership. A primary component was a review of the many materials developed by the FDA in the last few years. Few of the individuals at the meeting were aware of all of the materials.

After discussion, for its first integrated project, the partnership tentatively selected to focus on the FDA materials developed for practitioners and patients on antibiotic use, misuse and overuse.

### **Discussion: How Can the Board of Pharmacy Improve and Facilitate Communication with the Public and Licensees**

At the board's July Meeting, Board President Goldenberg stated that one of the priorities for his term is to improve the communication of the board with its licensees and with the public. President Goldenberg stated that his goal is to obtain diverse opinions from as wide a cross section as possible on matters before the board for policy deliberations. Each of the board's committees will hold a public meeting before the October board meeting with this topic listed as a discussion item. The goal is to establish a dialogue with stakeholders on improving communication, and to bring these to the next board meeting.

Some of the board's current communication venues with the public and with licensees include:

- Quarterly board meetings, where public input for each agenda area has public input scheduled as a component.
- At least 15 additional public meetings of committees annually, where an agenda is mailed and posted on the board's Web site 10 days before a meeting.
- Web site information
- Consumer education materials
- Co-sponsorship of public education events (e.g., 2003's Hot Topic Seminars with the UCSF School of Pharmacy)
- Attendance/staffing at public education fairs and events
- A subscriber e-mail notification system about major new information added to the board's site (about to be implemented)
- *The Script* newsletter
- Presentations by board members and supervising inspectors of the board's CE outreach programs to groups of pharmacists, typically at professional meetings (at least 34 presentations were provided during 2003/04)
- Attendance and staffing of information booths at major educational fairs hosted by the major pharmacist associations

- In rare cases, letters are mailed directly to licensees advising them about major changes in programs (for example, changes in wholesaler requirements or foreign graduate evaluations)
- *Health Notes*, a monograph developed by the board in a particular area that contains current drug treatment modalities, and which provides continuing education for pharmacists in subjects of importance to the board
- Inspections (2,582 inspections were conducted during 2003/04)
- Written, faxed and telephone inquiries directly to the board
- Questions and answer to questions added to the board' Web site (for example on applying for the pharmacist examinations or dispensing/prescribing controlled substances under the new requirements)
- Surveys of all complainants following closure of their complaints

President Goldenberg initiated a discussion on how to increase attendance and participation at committee meetings. He noted that only five individuals (including two board members) were in the audience of this meeting. The board needs to maintain an open mind to elicit comments from a number of sources.

The board's Web site is an important means for communication with licensees, and this will likely grow in importance in the future. A referral to the board's Web site address could be added to the board's pre-recorded messages on the telephone system to facilitate this communication. An interactive Web site is important; however, current board staffing prevents this form of communication with the board.

Another comment is to categorize questions received by the board's staff and add to the agendas for discussions during committee meetings. Also discussions with consumers at public education events may help identify items of concern to the general public.

### **Development of Internet Subscriber Lists**

Since the January committee meeting, staff has been researching a way to set up a subscriber list on the board's Web site. This feature would send e-mails to interested parties announcing that the board's Web site has been updated, and the nature of the update. The interested parties would subscribe themselves to the board's Web site, and be responsible for keeping their e-mail addresses current. The board will activate this system before the board meeting.

The interested parties would subscribe themselves to the board's Web site, and be responsible for keeping their e-mail addresses current. There would be no fee to the subscriber, and no workload to the board to keep the e-mail addresses up to date.

The board will be the first agency in the department to use this feature, but other agencies will soon follow. The board will highlight this service in the next *The Script*.

According to the department, this e-mailing list is not considered a public record under the Public Records Act. The e-mail addresses of others receiving the notifications will not be visible to other subscribing parties as well.

### **Status of *The Script***

The state's hiring freeze ended on July 1, and the board has since been able to hire former Newsletter Editor Hope Tamraz as a retired annuitant. Ms. Tamraz will continue to develop *The Script* as a principal part of her duties.

Currently the board is finalizing articles for a November-release edition of *The Script*.

The last issue of *The Script* was published and mailed to pharmacies in March 2004, and was later reprinted by the CPhA's Pharmacy Foundation of California and mailed to California pharmacists in early June.

### **Status of *Health Notes***

*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 information and actually is sponsoring CE in an area of importance to the board. Seven issues have been produced since 1996.

Under development are three issues:

#### **1. Pain Management Issue:**

The board's staff is still working to complete this new issue on pain management, which should be published by the end of the year. The new issue will contain new pain management therapies and the new prescribing and dispensing requirements for controlled substances. It will be an interdisciplinary issue for pharmacists as well as physicians, dentists and nurse practitioners. Prominent pain management authors have written the articles, and board staff and Board Member Schell are editing and coordinating the issue. The CSHP is seeking funding for production and mailing costs. Depending on how many grants the CSHP obtains for this issue, the board hopes to spend \$0 on this issue.

#### **2. Smoking Cessation**

At the April 2004 Board Meeting, the board agreed to work with the UCSF to develop a *Health Notes* on smoking cessation. The UCSF is seeking funding for this issue from manufacturers of smoking cessation products. If a grant is provided to UCSF to do this issue, the manufacturers will nevertheless have no editorial or review control over the developed manuscript.

The board will be responsible for the layout and design of the issue. If funding permits, the board will print and mail the issue. If the board lacks funding for this (\$85,000), the issue will be placed on the board's Web site.

### 3. UCSF Monograph on Atrial Fibrillation (*will not be called a Health Notes*)

At the April 2004 Board Meeting, the board voted to become a cosponsor with the UCSF School of Pharmacy to produce a monograph on Atrial Fibrillation. The audience would be pharmacists and physicians. Funding for this issue would come from a drug manufacturer. Continuing education credit for those who complete the reading would be one outcome of this project.

The UCSF intends that in place of publishing this issue as a printed monograph (such as *Health Notes*), to instead place the issue on the Web site for downloading, possibly as a CE program. There would be no direct costs to the board.

#### Proposed *Health Notes* on Disaster Response

The chairperson of the board's Competency Committee, RoseAnn Jankowski, who is a hospital pharmacist, is also active as a bioterrorism and disaster response team leader in Orange County. Dr. Jankowski is interested in developing a pharmacist disaster response monograph for the board. The board currently has no information in this area available to distribute.

Dr. Jankowski is willing to coordinate this issue, without a fee, and has developed a list of articles and authors. The list of articles was reviewed by the committee.

The committee saw value in the development of such an issue, that could be added to the board's Web site. Federal money may be available for the distribution of this issue as well.

Motion by Dr. Schell/seconded by Mr. Powers: Develop the issue on Disaster Response and Recovery  
2-0

The committee invited Dr. Jankowski to appear at the board meeting to provide a short presentation to the board on this issue as part of the committee's report.

#### Emergency Contraception Fact Sheet

Since the July Board meeting, the board has updated the emergency contraception protocol to reflect a change in the manufacturers of the drugs. This protocol is on the board's Web site. The rulemaking to adopt the regulation incorporating the protocol was approved by the board at the July meeting, and the rulemaking file is now undergoing the required review and approval by the administration and Office of Administrative Law.

In early October, Board Member Ruth Conroy will attend the next meeting of the Pharmacy Access Partnership. This is the group that has promoted the role of pharmacists in providing emergency contraception over the last few years.

Dr. Conroy will be asked to provide an update about this meeting at the October Board Meeting.

### **Redesign of the Board's Web site**

In the coming weeks, the board's Web site will be reconfigured into the mandated style of design of the Governor's Office. The goal is to have all state Web sites look similar.

Four board staff are working on this project as a portion of their assigned workload.

### **Center for Health Improvement: Pending Survey to Study the Impact of the Patient Consultation Requirement on Older Californians**

Recently the board has been asked to collaborate on a study being done by the Center for Health Improvement assessing patient consultation requirements and their impact on older Californians aged 65 or older. The CHI describes itself as a nationally known health policy nonprofit based in California. The California Pharmacist Association's Education Foundation and the AARP are also collaborators of this project.

The two-year study's goal is to inform and improve the pharmacist to patients aged 65 and over consultation process:

- To assess the impact of the pharmacist consultation for persons 65+ through quantitative and qualitative methods.
- To educate Californians, especially pharmacists about findings and recommendations through development and distribution of a policy brief.
- To begin discussions with policymakers and stakeholders about options for future action.

The committee reviewed written materials about CHI, the survey and the scope of this project. Chairperson Zinder asked that the director of the study or another person designated by CHI be invited to attend the October Board Meeting to discuss the survey with the board.

### **Update on the Board's Public Outreach Activities**

The board continues to operate a vigorous outreach program to provide information to licensees and the public. The board 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 has a Power Point 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.

Since the beginning 2004, the board has begun providing presentations on SB 151 and the new requirements for prescribing and dispensing controlled substances in California. This information is also presented via telephone conference call to large numbers of individuals.

Public and licensee outreach activities performed since the last report to the board are (each is listed to demonstrate the significant effort involved in this):

- Board complaint staff provided information and brochures at the Asian Community Fair on July 15 in Sacramento, to a smaller than expected group of about 15.
- The board staffed a booth at the San Diego Better Business Bureau's Consumer Expo on August 7, 2004, a major consumer fair.
- Board staff presented information to approximately 25 pharmacists regarding new controlled substances requirements at a leadership meeting of the Sacramento Valley Health System Society of Pharmacists (June 28),
- Board staff presented information to law enforcement agencies about CURES and drug diversion (May 27 and 28, not previously reported).
- Board staff presented information to audit staff of the Department of Health Services (June 30, not reported previously)
- Board staff presented information about compliance with California's sterile compounding requirements and radiopharmacy on July 8 to a group of about 10 pharmacists to a group in Southern California.
- Board staff presented information about the new prescribing requirements for controlled substances to physicians in San Luis Obispo on July 14, and to pharmacists and law enforcement staff on July 15.
- Board staff presented information about prescribing and dispensing controlled substances under the new California requirements to a group of over 40 physicians and other health care providers on August 3.
- Board staff presented information about drug diversion investigations to investigators of the Department of Justice on August 26.
- Board staff presented information regarding the new requirements for controlled drugs to investigators and staff pharmacists of the Department of Health Services on September 8, and to more than 50 pharmacists, physicians and other health care providers at a presentation hosted by the Pharmacy Foundation of California and Catholic Healthcare West.
- Board staff provided a major presentation at the CMA's annual pain conference in Sacramento on September 10 to more than 600 providers.

Future presentations:



- President Goldenberg and Supervising Inspector Nurse will present information about new controlled substances requirements to the San Diego ASCP Chapter on September 13.
- Staff will present information about quality assurance programs and sterile compounding to the Sacramento Valley Society of Health Systems Pharmacists on September 17.
- Staff will present information about the board and new controlled substances requirements to the UCSF Medical Center on September 21.
- Board staff will provide information about the board and discount programs for drugs at the Triple "R" Adult Day Program in Sacramento on September 28.
- Board staff will present information about drug diversion investigations to investigators of the Department of Justice on September 28.
- Board staff provided consumer information at an adult day care program in Carmichael on September 28.
- Staff will present information about the new controlled substances requirements to a group of approximately 100 pharmacists, physicians and other health care providers at St Mary's Medical Center in Orange County on September 30.
- The board will staff a booth at the Yreka Health Fair where about 400 people are expected to attend the event.
- Board Member Conroy will represent the board at the Circle of Advisors Meeting (regarding emergency contraception) on October 5.
- The board will staff a booth at the Sixth Annual Los Angeles County Health Fair and Senior Exposition on October 7
- Supervising Inspector Ratcliff will be a speaker at the California Primary Care Associations' Tenth Anniversary Conference on October 7.
- Board Member Jones will represent the board as a speaker at the Indian Pharmacist Association on October 9, where up to 500 individuals are expected.
- In October board staff will present a telephone session on the new controlled substances requirements with health care providers in Redding.
- Board staff will present information about new controlled substances requirements to Santa Clara Medical
- Supervising Inspector Nurse will provide information about the new controlled substances requirements to the general public at a HICAP meeting in October.
- Board President Goldenberg will be speaker on importation at the CSHP's 2004 Seminar in Long Beach in November.
- The board will staff a booth a the Paso Robles Senior Center fair on November 6
- Supervising Inspector Robert Ratcliff will give the keynote address at CSHP's 2004 Seminar in Long Beach, November 2004
- Board staff will present an "Update and What's New in Pharmacy Compounding" at the CSHP's 2004 Seminar in Long Beach in November 2004.

- Board staff will present information about the board and the new controlled substances requirements on November 18 to the Orange County Chapter of the CPhA.
- Board Member Jones will present a section at the CPHA's Outlook 2005 Meeting in San Diego in February 2005

**Discussion: Survey Published by the Kaiser Family Foundation/Harvard School of Public Health: "Views of the New Medicare Drug Law"**

The cost of prescription drugs is a problem for many consumers. The board's has three brochures and one information link directly related to buying drugs for less. The three brochures are:

- What You Should Know Before Buying Drugs From Foreign Countries or Over the Internet,
- Tips to Save You Money When Buying Prescription Drugs,
- Prescription Drug Discount Program for Medicare Recipients (a California program only)

In mid-2004, the federal government rolled out its federal drug discount program, which will be in effect until January 2006, when a new Medicare program takes effect. The program has not been popular nor is it widely used. There were more than 70 cards and programs initially available. The committee reviewed a survey conducted by the Kaiser Family Foundation/Harvard School of Public Health in August 2004 regarding public opinion about the program.

With respect to this federal drug discount program, the board has created a one-page information sheet for the public that is available on our Web site. This information refers the reader to the federal government's Web site, and warns about possible fraud from those who contact individuals directly offering to sell them cards.

The federal government has an extensive site to aid the public, but because of the number of options, this is a very complicated area to provide consumer information. Additionally the Department of Consumer Affairs and the Department of Managed Health Care each have summary information about the federal program on their Web sites.

The committee discussed the need to develop additional information for the public in this area. The committee had no specific recommendations at this time.

**Adjournment**

There being no additional business, Chairperson Zinder adjourned the meeting at 12:07 p.m.