



**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 January 5, 2005  
400 R Street, Suite 4080  
Sacramento, CA  
9:35 – 11:15 a.m.

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 9:35 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 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.

The prototype format for the fact sheets, as well as the first three fact sheets were submitted to the committee for review. The committee was pleased with the design of the fact sheets, and asked that these be distributed at a public health fair in Sacramento to be held in four days. The topics for the first three fact sheets are: "Cut Your Drug Costs," "Generic Drugs," and "Is Your Medicine in the News?" The fact sheets contain general information on the topic, but then contain questions consumers can discuss with their pharmacists on making wise decisions in the subject area.

The fact sheets will be distributed by the board and the Center for Consumer Self Care. As a joint effort, both agencies have their logos and addresses on the fact sheet, which is a simple design with blue and black ink. An important element of the fact sheet's design is that when photocopied, it still looks good. Many fact sheets will be downloaded from individuals' computers or copied from the colored copies, so the black and white appearance/presentation of the fact sheet is important to the success of the public outreach program.

The goal is to develop three fact sheets per quarter. The committee will explore translating the fact sheets into different languages.

The three prepared fact sheets will be shared at next board meeting.

All the fact sheets will address consumer issues involving:

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

**Update: California Health Communication Partnerships**

The board is a member of the newly formed California Health Communication Partnership. 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.

Since the first meeting in September, there have been monthly meetings. Members include representatives from the Board of Pharmacy, Medical Board of California, CPhA, CSHP, Board of Registered Nursing, California Medical Association, UCSF, Department of Consumer Affairs, and FDA and National Consumers League.

Dr. Soller advised the Communication and Public Education Committee about the recent activities of the partnership to broaden its membership basis to include seniors groups and such agencies as the Department of Health Services.

The first integrated project is promotion of the FDA's materials developed for practitioners and patients on antibiotic use, misuse and overuse. The board will publish in its January 2005 newsletter the FDA's public service announcement for health practitioners in the form of a small poster about antibiotic misuse. The Medical Board will publish the same material in its January 2005 newsletter to physicians. A link at the board's Web site will allow pharmacies to download and print consumer materials on antibiotic misuse to provide to interested patients.

A post campaign evaluation by the partnership will be conducted in February or March.

Meanwhile the partnership has begun working on its next project which is targeted for May 2005, Seniors Month. The issue: generic drugs.

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

Since the last committee meeting, the board has activated a subscriber list feature on the board's Web site. This feature sends e-mails to interested parties announcing that the board's Web site has been updated, and the nature of the update. Interested parties can subscribe themselves to the board's Web site, and are responsible for keeping their e-mail addresses current. There is no fee to the subscriber for this service, and no workload to the board to keep the e-mail addresses up to date.

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

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

The January issue of *The Script* is nearly ready for printing and distribution to pharmacies. This is a large issue and will focus on new legislation and regulation requirements, providing a summary by code section of what is new. To save precious publication space, the board is developing a special section of the board's Web site to list the text of every modified code section, so that interested individuals can quickly access the changed sections of Pharmacy Law.

The forthcoming issue of *The Script* will again be published and mailed to pharmacists the CPhA's Pharmacy Foundation of California.

### **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 sometime by mid year. The new issue will update information on new pain management therapies. 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 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 School of Pharmacy to develop a *Health Notes* on smoking cessation. The UCSF is seeking funding for this issue from manufacturers of smoking cessation products, but has not yet found a secure sponsor. The board lacks the resources to fund \$40,000 to \$50,000 to contract with UCSF to develop this issue.

Meanwhile staff of the UCSF's School of Pharmacy who would be working on this are focusing their efforts on establishing the Center for Consumer Self Care. So this project is inactive at this time.

## 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 CE credit requirements would be one outcome of this project.

The UCSF School of Pharmacy has disbanded this project at the current time to focus its efforts on the Center for Consumer Self Care. This project is now inactive.

## Proposed *Health Notes* on Disaster Response

At the last committee meeting, the committee voted to recommend that the board move forward to developing a future *Health Notes* on pharmacy disaster response.

The concept for this issue came from the chairperson of the board's Competency Committee, RoseAnn Jankowski, who is a hospital pharmacist, and also active as a disaster response team leader in Orange County. Dr. Jankowski suggested 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 committee asked that Dr. Jankowski present this idea to the board directly. Dr. Jankowski was unable to attend the October Board Meeting, but will attend the January Board meeting to make this presentation.

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

On December 22, the board's redesigned Web site was activated. The new format fits the mandated style of design of the Governor's Office. The goal is to have all state Web sites look similar.

## **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 Pharmacy Foundation of California 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 asked that the director of the study or another person designated by CHI attend the October Board Meeting to discuss the survey with the board. However, a scheduling conflict prevented this appearance. The CHI has requested the opportunity to attend the April Board Meeting to make this presentation so that it will minimize travel expenses for this nonprofit, Sacramento-based program. This request was agreed to by the committee.

The survey of 1000 pharmacists has been completed and the results are being tabulated. The CHI will next discuss the survey results with several focus groups of seniors, pharmacists and physicians in the coming weeks.

## **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's Power Point presentation on the board (containing key board policies and pharmacy law) 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, and these presentations usually are well-received by the individuals present.

Since the beginning of 2004, the board has provided 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.

The committee observed what the board's display booth for consumer outreach events looks like.

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):

- The board staffed a booth at the Yreka Health Fair, where 450 people attended.
- The board staffed a booth at the Sixth Annual Los Angeles County Health Fair and Senior Exposition on October 7—nearly 1,000 people attended.
- Supervising Inspector Ratcliff spoke at the California Primary Care Associations' Tenth Anniversary Conference on October 7.
- On October 15 board staff presented a telephone session on the new controlled substances requirements to 50 health care providers in Redding.
- On October 16 board staff hosted a booth at the Healthy Aging Summit in Sacramento where 700 people attended.
- Board staff presented information about new controlled substances requirements to the Santa Clara Medical Society.
- Supervising Inspector Nurse provided information about the board to a meeting of HICAP in October for training about when consumers who call HICAP should be routed to the board.
- Board staff provided consumer information at the Paso Robles Senior Center's Senior Health Fair to approximately 400 people on November 6.
- Board President Goldenberg speaker on importation at the CSHP's 2004 Seminar in Long Beach in November. More than 500 people attended.
- Supervising Inspector Robert Ratcliff gave the keynote address at CSHP's 2004 Seminar in Long Beach in November 2004
- Supervising Inspector Ming presented an "Update and What's New in Pharmacy Compounding" at the CSHP's 2004 Seminar in Long Beach in November 2004.
- Board staff presented information about the board and the new controlled substances requirements on November 18 to the Orange County Chapter of the CPhA, approximately 80 pharmacists attended.
- Board Member Jones and Supervising Inspector Ratcliff presented information on prescribing and dispensing controlled substances to 70 pharmacists at a Indian Pharmacist Association Meeting in Artesia on December 10.

- Supervising Inspector Nurse presented information to the Northern California Pain Initiative Executive Committee on December 14, 2004 via teleconference to approximately 164 prescribers.

#### Future Presentations:

- Supervising Inspector Ratcliff will present information on prescribing and dispensing controlled substances to approximately 60 pharmacists to the South Bay Pharmacy Association on January 6, 2005.
- The board will participate as a sponsor at a brown bag consultation event with pharmacists hosted by KCRA TV and Rite Aid in Sacramento, about 6,000 people are expected to attend this event on January 8 and 9, 2005.
- Supervising Inspector Ratcliff will present information about new controlled substances law to approximately 50 pharmacists at Vietnamese pharmacists on January 12.
- Supervising Inspector Ratcliff will present information on new pharmacy law to Phi Delta Chi at USC on January 20.
- The board will staff a booth at the Consumer Protection Day event in San Diego on January 29, 2005. Department Director Charlene Zettel will be the keynote speaker.
- Board Member Jones will present a section at the CPHA's Outlook 2005 Meeting in San Diego in February 2005.
- Supervising Inspector Ratcliff will present information to 4<sup>th</sup> year students at Western's School of Pharmacy on February 10.
- Supervising Inspector Ratcliff will present information on prescribing and dispensing controlled substances to approximately 60 pharmacists to the San Fernando Bay Pharmacy Association on February 16, 2005.
- Supervising Inspector will present information to 1<sup>st</sup> year students at UCSF's School of Pharmacy on February 22.

#### **Discussion: Creation of Consumer Reports Website for Ranking "Best Buy" Prescription Medications**

The committee reviewed materials describing the new Web site created by Consumers Union, publisher of *Consumer Reports*, that will compare the cost, effectiveness and safety of a given class of drugs, so that patients and prescribers can make the best comparative choice of prescription medication for a specific condition.

At this time, Consumers Union has developed this comparative information on three classes of drugs: drugs for lowering cholesterol, drugs for treating heartburn, ulcer and acid reflux disease, and drugs for treating arthritis and pain.

#### **Adjournment**

There being no additional business, Chairperson Zinder adjourned the meeting at 11:15 p.m.