



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 April 4, 2006

Department of Consumer Affairs
El Dorado Conference Room
1625 N Market Boulevard
Sacramento, CA 95834
10 a.m. – 12 noon

Present: Andrea Zinder, Board Member and Chairperson
Bill Powers, Board Member
Richard Benson, Board Member
Patricia Harris, Executive Officer
Virginia Herold, Assistant Executive Officer
Absent: Kenneth Schell, Board Member

Call to Order

Chairperson Zinder called the meeting to order at 10:05 a.m.

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

Since July 2004, the board has been working with the Center for Consumer Self Care at the University of California San Francisco to integrate pharmacy students into public outreach activities. The project involves pharmacist interns developing consumer fact sheets.

Dr. William Soller of the Center for Consumer Self Care attended this committee meeting to provide an update about the fact sheet series.

The committee reviewed nine fact sheets that are now being distributed. The fact sheets contain general information on the topic, and contain questions consumers can discuss with their pharmacists on making wise decisions in the subject area.

These fact sheets are:

General Pharmaceutical Care Issues

1. "Is Your Medicine in the News?"
2. "Generic Drugs . . . Real Medicines at High Quality, Low Cost"
3. "Lower Your Drug Costs So You Can Keep On Taking Your Medicines"

4. "Don't Flush Your Medicines Down the Toilet"

Medicine Safety

5. "What's the Deal with Double Dosing? Too Much Acetaminophen, That's What!"
6. "Ever Miss a Dose of Your Medicine? Here are some Tips"
7. "Thinking of Herbals? Check Carefully Before You Take Them with Medicines"

Health Topics

8. "Diabetes – Engage Your Health Team"
9. "Did You Know? Good Oral Health Means Good Overall Health"

The fact sheets will be distributed at consumer outreach fairs and will be listed on our Web site. The board will also announce their availability in the next *The Script* and via a subscriber alert.

Also at this time, the Center for Consumer Self Care is working with other students to develop additional fact sheets. Planned are:

Medicine Safety

- Heading: Read the Label
 - "How to Read an Rx Label"
 - "How to Use an OTC Label"
 - "How to Use a Dietary Supplement Label"
 - "How to Use a Food Label"
- "A Medicine Chest for Traveling"
- "Drug-Drug Interactions"

Health Topics

- "Diabetes and Aspirin"
- "Asthma – Safe Use of Inhalers"
- "Immunizations"
- "Checking Your Blood Pressure"
- "Head Lice – Back to School"

The committee discussed how to foster better communication between patients and pharmacists. During this discussion, another suggestion for a fact sheet or fact sheets was 10 things many individuals can do to improve their medication therapy, perhaps framed as "Ask a simple question." For example, the benefits of taking aspirin if a patient has diabetes.

Activities of the California Health Communication Partnership

Dr. Soller also updated the committee on recent activities of the California Health Communication Partnership. This group is spearheaded by the UCSF's Center for Consumer Self Care to improve the health of Californians by developing and promoting consumer health education programs and activities developed by the members in an integrated fashion. The function of the group is to develop or disseminate integrated

public information campaigns on priority health topics identified by the partnership members.

Past campaigns of the partnership are:

2004-05: Preserve the Treasure – avoiding antibiotic overuse

2005: Generic Medicines – same as brand names at lower costs

2005: It's Your Life – breast cancer and prostate cancer screening.

The third project aired in September and October 2005, and was funded by a grant from a private foundation, which enabled use of a firm (the North American Precis Syndicate) that specializes in dissemination of public service announcements and prewritten articles to a diversity of media outlets nationwide. The board used the same firm for similar dissemination services in the late 1990s.

This cancer screening campaign was among the most successful campaigns ever released by this distribution firm in terms of the number of messages published and aired. For this, the partnership received an award.

Proposed for future campaigns for the partnership are:

2006: It's Your Life – breast and prostate cancer screening awareness

2006: Generic Medicine

2006: Diabetes and Aspirin

The committee discussed the future generic drug campaign, and supplemental funding sources to augment the activities of the Center for Consumer Self Care's outreach.

The committee again discussed the importance of public education campaigns about pharmacist-to-patient consultation since many consumers are not aware of this requirement and the importance of seeking and following a pharmacist's knowledge of drug therapy and how this can benefit their health. The committee also suggested that some form of outreach to educate other health care providers about a pharmacist's requirement to consult would benefit both providers and patients.

Another topic was the lack of a specific model about what constitutes full consultation for pharmacists. The development of such a model could aid other health care professionals in understanding what pharmacists discuss during a consultation.

The committee thinks improving consultation is an important area for strategic planning discussions at the April Board Meeting.

Joint Public Outreach with the Department of Health Services Office of AIDS to Increase Awareness of Access of Syringes in Pharmacies without a Prescription

At the October 2005 Board Meeting, the board agreed to collaborate in an informational campaign with the DHS Office of AIDS, aimed at educating others

about the provisions of a new law that allows local health jurisdictions to authorize nonprescription syringe sales by pharmacies to prevent HIV and Hepatitis (Senate Bill 1159, Vasconcellos, Chapter 608, Statutes of 2004).

Stephen Berk, PharmD, of the Office of AIDS attended this committee meeting to provide information about recent activities of the Office of AIDS.

The board has published one article in the October 2005 *The Script*. And staff distributed information about the program from a board information booth held at CPhA's annual meeting in February.

The committee briefly reviewed a copy of a draft brochure developed by the Office of AIDS, and agreed to aid in promoting the brochure, by publishing it in *The Script*, and placing it on the board's Web site.

The committee also encouraged staff from the Office of AIDS to develop an article about how the program has been implemented in a pharmacy in California for publication in a future board's newsletter.

Tom Stopka of the Office of AIDS will attend the April 2006 Board Meeting to provide information about the educational campaign aimed at pharmacists and pharmacies. Their office is interested in working with the profession, professional associations, schools of pharmacy, the board's inspectors and other entities as part of their educational outreach program. Another component under discussion would be a CE course on this subject that the board may wish to put on its Web site.

Status of *The Script*

The committee was advised that the next issue of the newsletter is being developed for publication in July 2006.

In response to comments made by the Communication and Public Education Committee and at the February Board Meeting, the board will resume listing disciplinary actions taken. The name of the licensee will be listed along with the disciplinary action.

The board will also publish statistics on the top 10 corrections ordered during inspections and the types of fines the board has issued under the citation and fine program.

There will also be an article on the new CE policy for attending committee meetings.

Also, currently the Pharmacy Foundation of California is looking for a sponsor to fund the printing and mailing of the January 06 *The Script*. Paige Talley, who attended the meeting, indicated that a sponsor has just been found, and the newsletter will be printed and mailed shortly.

Ms. Herold noted that at the CPhA Outlook convention, many individuals present knew they could download the newsletter from the board's Web site, and have been doing so.

Revision of the "Notice to Consumers" Poster

Ms. Herold advised the committee that California Code of Regulations Section 1707.2 requires that pharmacies display a "Notice to Consumers" poster that contains five questions that patients should understand about taking their medications. This poster and its five questions have been required to be posted in pharmacies since 2002, and are important to encourage patients' improved understanding their drug regimens.

Because the board has a new business address and telephone number, the board recently updated the poster to reflect this new information. The board is now mailing these new posters to the state's 6,000 community pharmacies, along with a letter from Board President Goldenberg emphasizing the importance of pharmacist to patient consultation and the requirement to display this poster.

The poster's real size is 17 x 22 inches. The poster has also been translated into Spanish, Chinese, Vietnamese, Russian and Korean. The board's addresses on these posters have been changed as well.

The cost of this printing and mailing is \$18,000.

The committee suggested that a subscriber alert be mailed to those on the board's Web site contact list so they would be learn about this forthcoming mailing. (This was done following the committee meeting.)

Pharmacy Law Online and in Lawbooks

Ms. Herold announced the availability of pharmacy law references available to licensees, applicants and the public.

Recognizing that Pharmacy law is detailed and complicated, the board strongly encourages licensees to seek out answers to their legal questions by accessing pharmacy law. To make this easier, there are several ways individuals can access the provisions of pharmacy law.

1. The board has on its Web site a copy of all pharmacy laws and regulations. The address is http://www.pharmacy.ca.gov/laws_regs/lawbook.pdf. There are several advantages of using this source for Pharmacy Law. It is free. It also contains a detailed index, developed and used by board staff, that is not published in either lawbook (listed below).
2. LawTech publishes a lawbook, and also has a cd version available for sale. Ordering information is available via a link from the board's Web site or by calling 1-800-498-0911 X 5.

The cost for this Lawbook is \$21.99.

LawTech has published our lawbook for the last six years.

3. Lexis/nexis has also produced its first version of our lawbook. Again, there is also a cd version of this publisher's lawbook available.

This lawbook is available for \$22, by calling 1-800-833-9844.

The board will promote this information in its next newsletter.

The committee discussed that along with the information listed above, the newsletter needs to encourage licensees to use sources other than the board to obtain answers to their questions. The board lacks the staff to provide answers to all inquiries the board receives involving interpretations of pharmacy law. Discussions with board inspectors during routine inspections and the self-assessment forms are two additional ways licensees can use to find answers to many of their questions.

The board advises licensees to contact their legal counsels for legal advice. Individuals may also submit questions in writing to the board; however, the board cannot personally answer all questions it receives. In the future, some of these questions will be placed in the newsletter so answers to broad-based inquiries can be shared with all licensees.

Need for New Consumer Brochures

1. Consumer Materials Recently Developed

The committee reviewed four new consumer brochures and fact sheets developed by staff. The Department of Consumer Affairs is reviewing these four brochures:

- "Medicare Part D – Selecting a Prescription Drug Plan"
- "Children and Their Medicines"
- "Do You Sometimes Forget to Take Your Medicines"
- "New Easier to Read Prescription Drug Information"

Under development are two others:

- The Beers list of medications that should not be provided to elderly patients
- Update of Facts About Older Adults and Medicines (revision)

2. Center for Health Improvement Report: "Opportunities for Improving the California Pharmacist-Patient Consultation Process"

The board was a sponsor of a recent survey on the mandated pharmacist to patient consultation process and its effects on Californians aged 65 and over.

The study is now complete and the findings were released in November to a group of stakeholders involved in health policy. Board President Goldenberg, Vice President Powers, Patricia Harris and Virginia Herold attended this meeting.

The board received the final report following the February Board Meeting. The committee reviewed this report, which will be shared at the April Board Meeting.

Miscellaneous Consumer Articles in the Media

The committee reviewed various miscellaneous articles published in the media regarding medication issues.

Update on the Board's Public Outreach Activities

The committee reviewed the board's public outreach and licensee education programs. The staff noted that in the spring, the board makes presentations on pharmacy law and on applying for the California pharmacist licensure examination to students in California's pharmacy schools.

Public and licensee outreach activities performed since the February 2006 report to the board include:

- Executive Officer Harris participated as a speaker during the Federation of Associations of Regulatory Boards annual meeting in early February, as part of a panel discussion on "Board Governance: A Panel Discussion on the Pros and Cons of Different Board Structures" on February 3. She also participated in a panel discussion on February 5 on alternative enforcement models.
- Executive Officer Harris and Analyst Sue Durst staffed an information booth at the San Diego Consumer Protection Day fair on February 3; approximately 1,500 people attended.
- Supervising Inspector Nurse provided a PowerPoint presentation via teleconference to an FDA Counterfeiting Task Force in Bethesda, MD, on February 9.
- The board staffed an information booth at the CPhA Outlook Meeting on February 17 and 18.
- Supervising Inspector Ming and Exam Analyst Debbie Anderson provided law and examination information to 80 Western Pharmacy School students on February 24.
- Supervising Inspector Ratcliff provided information about pharmacy law to 125 students at UCSF on February 28.
- Board Member Ruth Conroy spoke to 50 Touro University pharmacy students on board legislative issues on March 31.
- Supervising Inspector Ming presented law review information to UCSF's 4th year students on April 7.

Future Events:

- Board President Goldenberg will provide welcoming remarks to the opening session of the National Association of Boards of Pharmacy Annual Meeting in San Francisco. Other board presentations at this annual meeting include moderation of a panel discussion by Executive Officer Harris on emergency preparedness and a poster session on the Notice to Consumers that must be displayed in pharmacies.
- Executive Officer Harris will be a speaker at the Department of Consumer Affairs Senior Summit on May 12 in Sacramento. Her topic is "Protecting and Serving California's Aging Population."
- Exam Analyst Debbie Anderson will provide information about examination application to Loma Linda University's pharmacy students in mid May.
- The board intends to staff information booths at the following public outreach events:
 - May 11 – City of Sacramento Wellness Expo
 - May 13 – Family Safety and Health Expo, Sacramento
 - May 17 – Senior Fair, Area Agency on Aging, Yreka

Adjournment

There being no additional business, Chairperson Zinder adjourned the meeting at 12:05 p.m.