



**COMMUNICATION AND PUBLIC EDUCATION COMMITTEE
MEETING MINUTES**

Date: September 20, 2017

Location: Department of Consumer Affairs
DCA Headquarters Building Two
1747 N. Market Blvd., Room 186
Sacramento, CA 95834

Committee Members Present: Ricardo Sanchez, Public Member, Chairperson
Debbie Veale, Licensee Member, Vice Chairperson
Ryan Brooks, Public Member
Victor Law, Licensee Member

Committee Members Not Present: Amjad Khan, Public Member

Staff Present: Virginia Herold, Executive Officer
Anne Sodergren, Assistant Executive Officer
Laura Freedman, DCA Staff Counsel
Debbie Damoth, Staff Services Manager
Bob Dávila, Public Information Officer

1. Call to Order and Establishment of Quorum

Chairperson Sanchez called the meeting to order at 9:06 a.m. Roll call was taken, and a quorum was established. Mr. Brooks arrived at 9:11 a.m.

2. Public Comment for Items Not on the Agenda, Matters for Future Meetings

Chairman Sanchez announced that the Communication and Public Education Committee's goal is to educate consumers, licensees and stakeholders about the practice and regulations of the pharmacy profession. There was no public comment.

3. Discussion and Consideration of a Proposal by a Group from Chapman University School of Pharmacy to Require a Warning Label on Prescription Containers for Chemotherapy Medications

Chairperson Sanchez informed the committee that at its March 2017 meeting, a group of students and faculty from Chapman University School of Pharmacy presented research and findings about safe handling and proper disposal of oral chemotherapy medications. The group proposed requiring a standardized hazard symbol on prescription labels for NIOSH-designated hazardous drugs.

Chairperson Sanchez reported the students were working to educate and promote their proposal among pharmacies, drug manufacturers and other stakeholders. He said the students had submitted an article about their research and proposal for *The Script*.

Chairperson Sanchez then welcomed Professor Siu Fun Wong, PharmD, and Assistant Professor Coco Sun Yang, PhD, of Chapman University School of Pharmacy. Dr. Wong informed the committee that the Chapman group is proposing a statutory or regulatory change to prescription labeling. She noted the board previously has adopted regulations requiring written labels to be placed on containers for specific drugs that may impair a person's ability to operate a vehicle or vessel and for specific drugs that may pose a risk when taken with alcohol.

Dr. Wong reported the group is awaiting Institutional Review Board (IRB) approval of a planned patient survey on the use and handling of oral chemotherapy drugs. Meanwhile, the group has begun surveying health care professionals and received six responses so far – four from pharmacists and two from physicians. She said 50 percent of the respondents were oncology trained; 50 percent had more than 10 years of practice experience; and all the respondents were from nonacademic sites – reflecting the statistic that 80 percent of oncology practice in the United States occurs in nonacademic centers.

Other findings from the survey included to date:

- Five of six respondents reported they do not teach patients how to handle or dispose of their oral chemotherapy.
- Half of the respondents reported they feel oral chemotherapy can be placed in the patient's pill box with other medications.
- Half said they feel empty oral chemotherapy containers can be placed in regular trash to be disposed of and do not recognize that contamination can occur beyond injection sites, such as through skin or inhalation route.
- Respondents indicated they do not have enough resources to do more patient education.

Dr. Wong also reported findings from the pharmacists, including:

- Fifty percent (two out of four) of the pharmacists responded they sometimes or never attach the auxiliary label to alert the patient that the drug is biohazardous.
- One pharmacist indicated that oral chemotherapy drugs can be placed in automated counting machines.

Dr. Wong said the Chapman group would continue collecting survey data but felt that the information collected so far was concerning enough to warrant sharing with the Communication and Public Education Committee. She reiterated the group proposal that the board include a standardized hazardous symbol outside the patient-centered area of the label for NIOSH-designated hazardous drugs. She showed an image of the proposed symbol on sample labels in the slideshow and said the symbol already is being used in inpatient settings when intravenous chemotherapy is dispensed. A copy of the slideshow may be found directly after these minutes.

Committee members thanked Dr. Wong and Dr. Yang and expressed strong interest in the survey findings. Dr. Wong reiterated the findings were preliminary and that more data would be collected.

Ms. Veale said pharmacists might be exercising professional judgment in deciding not to attach a biohazard auxiliary label to a prescription bottle. She said most pharmacy computer systems print out and suggest auxiliary labels to provide on bottles. Dr. Wong said that in her experience she has not seen automatically printed biohazard auxiliary labels on her patients' chemotherapy bottles.

In response to a question from Ms. Veale, Dr. Wong said she was not aware that any state has enacted legislation mandating this type of label. She reported the Chapman group has presented information about its proposal and received a lot of interest from the National Association of Boards of Pharmacy. She added that the proponents would reach out to oncology patient advocacy groups for help in improving awareness and education about the biohazard symbol among consumers.

Ms. Veale noted that pharmacies already can attach biohazard symbols to oral chemotherapy without the need for a change in the law. Dr. Wong said support from the board would increase stakeholders' interest in the proposal and added that proponents have encountered resistance from drug manufacturers. She said proponents hope their surveys of health care providers and patient caregivers will increase awareness and help develop an efficient education program.

Mr. Law asked about auxiliary biohazard symbol labels that could be attached to prescription bottles. Dr. Yang and Dr. Wong said attachable labels are available but they are promoting automated printing and attachment of labels. They added that label software vendors would provide a biohazard symbol label for free if it is required by law but would charge if the label is not required by law. Ms. Veale asked to see samples

from label vendors to ensure the symbol placement and appearance comply with the board's patient-centered labeling regulation.

Ms. Herold asked why a pharmacist would choose not to advise a consumer about the need to handle oral chemotherapy drugs differently from other drugs as a part of patient consultation. Dr. Yang said pharmacists reported insufficient resources and training. Dr. Wong added that there is no official guideline for pharmacists to discuss safe handling and disposal.

Dr. Wong said more education and awareness are needed, and she added that the board's support would be instrumental in that effort. In addition, she said, efforts to educate the public about safe handling and disposal of chemotherapy drugs must be backed up by having adequate take-back programs and sites available to accept chemotherapy drugs for disposal. She noted that current regulations and take-back sites exclude biohazardous drugs for disposal.

Mr. Law suggested that before adopting a mandate, the board could use subscriber alerts to remind pharmacists to provide patient consultation for oral chemotherapy drugs unless the board receives complaints that pharmacists are not doing so. Ms. Veale said *The Script* article by the Chapman group could be used as an education resource and that materials aimed at educating consumers also could be developed.

Dr. Wong said the Chapman group would like to work with the board to develop published guidelines on proper handling and disposal of oral chemotherapy. Committee members urged Dr. Wong to provide results from both the patient and health care provider surveys being conducted by Chapman. Chairman Sanchez said the findings would be helpful in making any formal committee recommendation to the board.

There was no public comment.

4. Discussion and Consideration of a Proposal for a Public Service Billboard Message and Related Communications Materials on Drug Abuse

Chairperson Sanchez reminded the committee at the September 2016 committee meeting, members reviewed proposed concepts for a bulletin board message developed and provided by Mr. Brooks' firm, Outfront Media, to encourage parents to talk to their children about prescription drug abuse. The committee recommended that the board proceed with a proposal featuring drawings of pills around the message "Unattended Drugs are the Leading Killer of Kids." At the October 2016 board meeting, the board agreed with the committee's recommendation and voted to approve the billboard message. Outfront Media has advised the board that it will donate the printing of five billboards in various locations around California – mostly likely two in Los Angeles, two in Northern California and one in the Central Valley.

Mr. Sanchez reported board staff concurrently was actively involved with a task force of state agencies working to develop an effective communication campaign to reduce prescription drug abuse in California. Staff has received information regarding key factors in successful state-sponsored billboard campaigns as a result of participating in this task force and would like to address this with the committee.

Public Information Officer Bob Dávila provided an overview of staff activities on the anti-opioid statewide task force. Mr. Dávila reviewed the current board approved billboard and several samples that demonstrated key factors in successful billboard campaigns, including a more positive message, constructive instructions, and messaging that relates to the consumer on a personal level.

The committee discussed the intent of the billboard for the board versus the intent of the statewide task force. Some members voiced an interest in joining the statewide campaign, while others expressed concern about the time it would take and recommended the board present its own message independent of the statewide campaign. Mr. Law expressed appreciation for the generosity of Mr. Brooks and his firm to assist in conveying the board’s message.

The committee discussed using the initial framework of the previously approved billboard and adjusting the verbiage to ensure accuracy.

Committee recommendation: Move forward with a new campaign for the billboard project; develop a theme similar to the “Be aware, don’t share, lock your meds” sample provided with the board’s website added; authorize the committee chairperson and executive officer to work with Outfront Media; and present the new campaign at the board meeting in November 2017.

M/S: Veale/Law

Support: 4 Oppose: 0 Abstain: 0

Name	Support	Oppose	Abstain	Not Present
Brooks	X			
Khan				X
Law	X			
Sanchez	X			
Veale	X			

Danny Martinez of CPhA expressed concern for the use of billboards and recommended locking medications with locking pill bottles to assist with the opioid crisis.

Dr. Sui Fun Wong recommended adding, “Your Board of Pharmacy Cares.”

5. Discussion and Consideration of Safe Medication Transitions for Patients upon Discharge from Health Care Facilities, Consumer and Pharmacist Educational Opportunities, and Any Necessary Statutory or Regulatory Changes

Chairperson Sanchez reminded the committee that at the July 2017 Board Meeting, Dr. Rita Shane summarized a presentation on The Safe Medication Transitions: Evidence-Based Solutions. Dr. Shane shared her recommendations for pharmacy staff to ensure the accuracy of medication lists at admission and discharge for high-risk patients. A copy of Dr. Shane's presentation was included in the meeting materials.

Mr. Sanchez said the board adopted a recommendation from the Enforcement and Compounding Committee to refer the matter to the Communication and Public Education Committee to develop education materials for both consumers and pharmacists highlighting the importance of maintaining and conveying a medication history to health care providers in the hospital and understanding how medication lists may change at discharge.

The committee discussed the options of developing a smart phone application (app) but also considered consumers who don't use smart phones. The board may want to focus on consumer education rather than *Script* articles unless it is an article on supporting efforts for consumers. Many hospitals are working on similar discharge medication programs. The committee agreed consumers need to have a list of medications taken for emergencies or when they go to the hospital. The board currently has a medication card available for consumers.

The committee determined board staff should research what app and hard forms are available and bring the information back to the committee.

Lori Ann DeMartini of CSHP suggested looking at what is out there and what are the regulatory requirements for hospitals and nursing homes in 42 CFR and Title 22 regarding topics such as medication review, discharge planning, meds-to-beds programs, and corresponding pharmacy requirements.

Danny Martinez of CPhA recommend researching before developing a new app.

The committee took a break from 10:40 am to 10:53 am.

6. Discussion and Consideration of Educational Materials Regarding Drug Take-Back Collection Receptacle and Providing Public Access to Such Information

Mr. Sanchez reminded the committee that at the July 2017 Board Meeting, staff reported for the board's information the summary of an audit by the State Auditor Agency on home-generated sharps and pharmaceutical waste services. The board directed the Communication and Public Education Committee to develop information

for consumers about how to access drug take-back programs. A copy of the audit summary is included in the meeting materials.

Mr. Sanchez said staff is developing online forms that pharmacies can use to register collection receptacles with the board. Once they have been registered, addresses of receptacle locations will be posted on the website in a format that consumers can search by ZIP code. He said the website also contains links to the DEA's database of collection locations as well as information about DEA National Drug Take-Back Day events. Staff is also developing a wallet-size information card explaining how consumers can access drug take-back programs.

Mr. Law said it was a good idea to have standardized materials in multiple languages and requested there be a timeline for consumer publications to be translated into multiple languages. Ms. Herold explained the Mr. Dávila's priority is the take-back materials and then he can work on translations.

Ms. Veale wanted to make sure the board's webpage is easy to navigate for consumers with buttons. Ms. Veale recommended the committee review the webpage content on a regular basis.

The committee directed board staff to bring recommendations to the committee to help consumers navigate the board's website.

7. Discussion and Consideration of Requests to Use Non-Board Versions of Naloxone Fact Sheet and Notice to Consumers

Mr. Sanchez provided to the committee at the March 2017 committee meeting, the committee reviewed a request from a pharmacy to use its own version of a fact sheet for patients receiving naloxone instead of the board's version. CCR section 1746.3(c)(6) requires pharmacists to use "a copy of the current naloxone fact sheet approved by the Board of Pharmacy." Communication and Public Education Committee – Sept. 20, 2017 Page 4 of 8 The committee approved a recommendation to the board to change CCR section 1746.3(c)(6) to authorize the executive officer to approve substantially similar naloxone fact sheets for use by individual pharmacies. At its May 2017 meeting, the board adopted the committee's recommendation.

The executive officer received a request in June 2017 to allow a pharmacy to use its own version of the Notice to Consumers instead of the board's version. CCR section 1707.6(a) requires pharmacies to use "the standardized poster sized notice provided or made available to the board, unless the pharmacy has received prior approval of another format or display methodology from the board. The board may delegate authority to a committee or to the Executive Officer to give the approval."

Staff has drafted a rulemaking to amend CCR section 1746.3(c)(6) to authorize the executive officer to approve substantially similar naloxone fact sheets. The rulemaking is undergoing pre-review by the Department of Consumer Affairs.

The executive officer has invited an informal committee of public information officers to compare the board’s versions and the non-board versions of the naloxone fact sheet and the Notice to Consumers side by side, and to advise the executive officer on the effectiveness and readability of the non-board versions.

Ms. Herold reported that the informal committee recommended not approving for use the non-board versions of the naloxone fact sheet and notice to consumers. The informal committee found the non-board version of the naloxone fact sheet had information that was too dense; the print was too small and difficult to read; and the format was not conducive for use in an emergency, which is the intent of the fact sheet.

The same committee found the non-board version of the Notice to Consumers does not follow the wording of the board’s notice to consumer as required; the use of the board’s logo is a problem because it is not our version; the yellow and red coloring of the board’s version is preferred to the light blue of the non-version; the branding of the board is missed; and the information was merged with point-to-your-language information and missed the point of the notice to consumers. Ms. Herold indicated her recommendation to the board would be to not approve for use the non-board versions of the naloxone fact sheet and Notice to Consumers.

Committee recommendation: Based on the executive officer’s recommendation and review of the samples, the committee does not recommend approving the use of the non-board versions of the naloxone fact sheet or the Notice to Consumers.

M/S: Law/Brooks

Support: 4 Oppose: 0 Abstain: 0

Name	Support	Oppose	Abstain	Not Present
Brooks	X			
Khan				X
Law	X			
Sanchez	X			
Veale	X			

Committee recommendation: Change CCR 1707.6 (a) and (c) to authorize the executive officer or the committee to approve substantially similar Notice to Consumers text for individual pharmacies.

M/S: Veale/Brooks

Support: 4 Oppose: 0 Abstain: 0

Name	Support	Oppose	Abstain	Not Present
Brooks	X			
Khan				X
Law	X			
Sanchez	X			
Veale	X			

8. Discussion and Consideration of the National Association of Boards of Pharmacy (NABP) Report on Internet Drug Outlet Identification Program Progress Report for State and Federal Regulators: August 2017

Chairperson Sanchez updated the committee that there was a review by the National Association of Boards of Pharmacy (NABP) of 108 so-called “Canadian” pharmacy websites found that 74 percent of them get their drugs from outside Canada. Half of the websites got their drugs from India or a combination of other countries where counterfeit products are known to originate. In addition, none of the websites required consumers to submit a valid prescription.

Mr. Sanchez continued since 2014, NABP has partnered with Canadian regulators to verify online pharmacies located or doing business in Canada as part of NABP’s .Pharmacy Verified Websites Program, which helps consumers identify safe and lawful internet pharmacies. The California State Board of Pharmacy has been an active participant in the creation and development of .Pharmacy as a top-level domain operated by NABP for use by approved pharmacy websites. A copy of the report is included in the meeting materials.

Mr. Law indicated this is very important information because many consumers fall victim to false internet pharmacies.

9. Update and Discussion of Communications and Public Education Activities by Board Staff

a. Communication Plan for Consumers and Licensees

Mr. Sanchez reminded the committee at the March 2017 committee meeting, the committee approved a communication plan in accordance with the board’s strategic plan. A copy of the updated communication plan was included in the meeting materials. Mr. Sanchez reviewed the accomplishments:

- Created a calendar on the website homepage and meeting page listing board and committee meetings and training events.

- Redesigned *The Script* with a clean, modern look.
- Established an easy online process for licensees to register their email addresses with the board.
- Sponsored major training events for pharmacists in partnership with the DEA in San Diego, Sacramento and Claremont.
- Established online list of authorized distributors of nonprescription diabetes test devices, as required by AB 602.
- Wrote articles for *The Script*, subscriber alerts and online announcements about important new regulations, including drug take-back programs, self-assessment forms, new fees, travel medications, and prescription labels
- Emailed alerts reminding licensees about the board's naloxone protocol.
- Posted online announcements and subscriber alerts about vaccination regulations and changes to the California Immunization Registry (CAIR).

b. The Script

Chairperson Sanchez reported staff is finalizing review of articles for the next issue of the newsletter, which is planned for publication in late September or early October.

c. News Media

Chairperson Sanchez reported the board's executive officer and public information officer participated in interviews or provided background information in response to the following media inquiries as outlined in the committee chair report.

d. Public Outreach

Chairperson Sanchez reported the board's past and future public outreach events as outlined in the committee chair report.

10. Review and Discussion of News or Journal Articles

Chairperson Sanchez reported on the summaries of articles provided in the committee chair report.

11. Future Meeting Dates

Chairperson Sanchez reminded the committee of the future meetings scheduled for 2017 and 2018:

- Dec. 13, 2017
- Jan. 31, 2018
- April 25, 2018
- July 11, 2018
- Oct. 11, 2018

The meeting adjourned at 11:33 am.