



COMMUNICATION AND PUBLIC EDUCATION COMMITTEE

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

I. Call to Order and Establishment of Quorum

II. Public Comment for Items Not on the Agenda; Matters for Future Meetings

The committee may not discuss or act on any matter raised during the public comment section that is not included on this agenda, except to place the matter on a future meeting agenda. [Government Code sections 11125 & 11125.7(a)]

III. Approval of the February 6, 2023, Communication and Public Education Committee Meeting Minutes

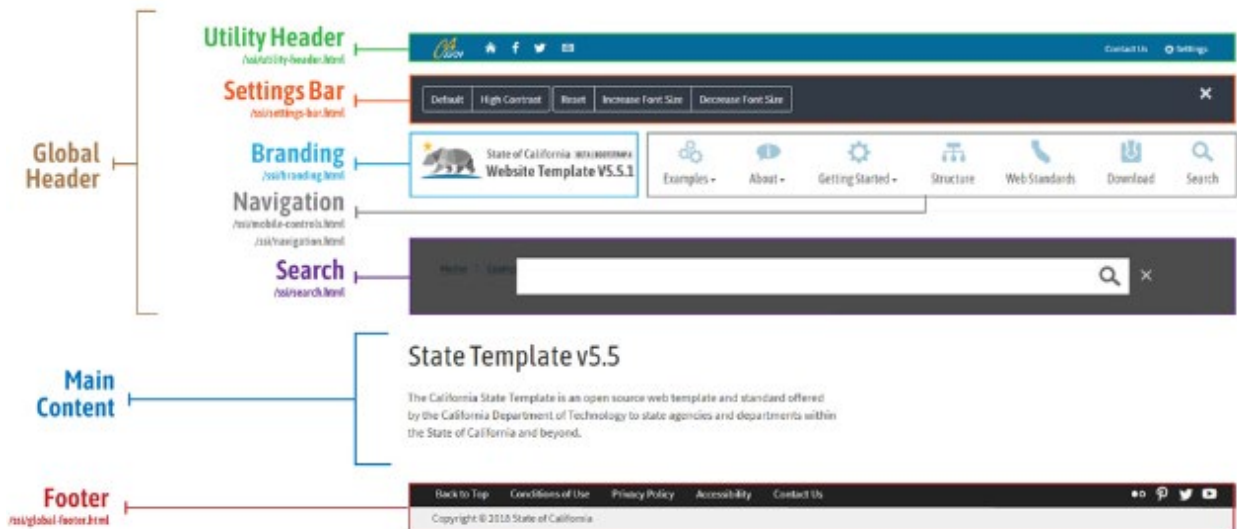
A draft of the minutes is in **Attachment 1**.

IV. Discussion and Consideration of Update to Website

Background

The State is in the process of finalizing a new website template 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 information. The template structure with the various elements will appear similar to the below.



For Committee Member Discussion

During the meeting members will have the opportunity to provide feedback to staff on the Board's website, including discussion on potential changes in content or organization of information. It is staff's understanding the website for the [Department of Cannabis Control](#) is an example of the new template.

V. Discussion and Consideration of Proposed Notice to Consumers Poster, Consistent with the Proposed Changes to California Code of Regulations Section 1707.6

Relevant Law

[Business and Professions Code Section 4122](#) requires every pharmacy to prominently post, in a conspicuous place and readable by prescription drug consumers, a notice that is produced by the Board.

[Business and Professions Code Section 733](#) generally provides that a licentiate cannot obstruct a patient from obtaining a prescription drug. Further, this section provides that a notice to consumers shall include a statement that describes the rights established.

California Code of Regulations (CCR) Section 1707.6 establishes further the requirements for the Notice to Consumers poster, include the required text of the notice.

Background

During the October 27-28, 2021, Board Meeting, the Board voted to amend [CCR Section 1707.6](#) to update the requirements and text of the Notice to Consumers posters. The formal rulemaking process began February 24, 2023, with the 45-day comment period which concluded April 10, 2023. Following consideration of the comments received, the Board adopted the regulation text. The rulemaking is now undergoing post adoption review.

As required by the regulation, the Board must update the Notice to Consumer poster to reflect the changes in the regulation text.

For Committee Consideration and Discussion

Board staff have developed draft revisions to poster that incorporates the new text of the regulation and places emphasis on the messaging reinforcing the importance of speaking with a pharmacist. During the meeting members will have the opportunity to provide feedback to staff on the design.

Following approval by the Board, staff will secure translations services. The translated posters will be available for download on the Board's website in Chinese, Korean, Russian, Spanish, Tagalog, and Vietnamese. A review of the top languages currently spoken in California, as reported by World Atlas, reveal that Armenian and Persian are in the top eight languages spoken. It may be appropriate to secure translations in these languages as well.

Board staff also recommend development of a consumer education campaign to coincide with the release of the new poster. The campaign could focus on the importance of patient consultation and actions consumers can take to prevent medication errors.

Attachment 2 includes a draft of the revised poster.

VI. Discussion and Consideration of Committee's Strategic Objectives

Background

The Board's [Strategic Plan 2022-2026](#) includes eight goals that guide policies and actions implemented by the Communication and Public Education Committee.

For Committee Consideration at Discussion

During the meeting members will have the opportunity to review the strategic objectives and actions taken related to the objectives. Staff requests the committee consider whether the current objectives remain suitable or whether specific objectives should be revised or new objectives considered. Staff has listed the goals in this report and provided comments for each goal for the committee's consideration. After reviewing the goals, committee members are welcome to provide comments or direction to staff regarding the strategic goals.

Communication and Public Education Strategic Goals

4.1 Develop a consumer education campaign to educate consumers about the Board and the importance of pharmacy services, including patient consultation.

July 2022 Status: The Board undertakes a rulemaking to update the Board's Notice to Consumers poster and regulation, [CCR section 1707.6](#), to give consumers more relevant information about their rights and an explicit reminder to speak to their pharmacist about their medications.

July 2023 Status: Staff propose revisions to Notice to Consumers poster and elements of consumer education campaign.

4.2 Reevaluate, and update if necessary, educational materials related to pharmacy law to assist licensees in operating in compliance.

July 2022 Status: The Board continuously updates key resources to keep licensees informed on pharmacy law and regulations. The online [Pharmacy Lawbook](#) is updated regularly with newly adopted laws and regulations. The Board also creates a new [pharmacy law webinar](#) each year. In addition, the Board posts constant updates to [pharmacy law waivers](#) online and proactively disseminates updates about laws, regulations, and waivers in subscriber alerts and The Script.

July 2023 Status: Frequently Asked Questions are developed related to the use of [mobile units](#). Further FAQs are revised to ensure information remains current, including the [continuing education FAQ](#) and [ADDs FAQs](#). Various [self-assessment forms](#) are updated to reflect changes in pharmacy law and the new [pharmacy law webinar](#) is available.

4.3 Promote the self-assessment process to educate licensees about the importance of the tool.

July 2022 Status: Staff is currently working with DCA's Office of Information Services to evaluate the feasibility of transforming the self-assessment forms to an online, more interactive process that would actively engage pharmacists in ensuring their operations comply with pharmacy law.

July 2023 Status: Staff complete business process mapping with the DCA's Organizational Improvement Office.

4.4 Create an educational program for the colleges of pharmacy and a required training prior to obtaining an intern license to ensure an understanding of the Board and its consumer protection mandate.

July 2022 Status: Board staff provide outreach at pharmacy schools by providing presentations to pharmacy students on licensing requirements and how to complete applications for both pharmacist and intern pharmacist licenses.

July 2023 Status: Board staff provide outreach at pharmacy schools by providing presentations to pharmacy students on licensing requirements and how to complete applications for both pharmacist and intern pharmacist licenses.

4.5 Increase outreach and education to licensees to expand knowledge of the Board and to promote compliance.

July 2022 Status: Staff continue to provide continuing education to pharmacists on preventing drug abuse and drug diversion. The online platform has enabled staff to provide the training to more pharmacists statewide than live events permitted before the pandemic. As conditions improve, staff hopes to offer more outreach events in person as well as via WebEx. In addition, licensing staff has started providing presentations at California schools of pharmacy on how to apply for an intern pharmacist license and how to apply to take the pharmacist exam. Staff provides in-person and live WebEx presentations on Board activities and changes in pharmacy law.

July 2023 Status: Staff continue to provide continuing education to pharmacists on preventing drug abuse and drug diversion. The online platform continues to enable staff to provide the training to a larger audience statewide than live events permitted before the pandemic. Staff provides in-person and live WebEx presentations on Board activities and changes in pharmacy law.

4.6 Create more webinars to post on the website to disseminate basic information.

July 2022 Status: The Board recently posted a training webinar for pharmacists furnishing HIV PrEP/PEP medications pursuant to SB 159. To gauge participants' comprehension of the training material, the webinar includes a 10-question assessment that participants must pass in order to receive a certificate of completion. The training program is the latest in a series of educational webinars of important topics – including law, ethics, furnishing naloxone, and preparing for an inspection – that the Board has developed and made available for free to inform and educate licensees.

4.7 Improve communication to licensees by personalizing it and decreasing verbiage to encourage licensee engagement.

July 2022 Status: The Board has established listservs for each type of personal license to better target subscriber alerts to pharmacists, pharmacy technicians, designated representatives, and intern pharmacists. In addition, staff keep communications in subscriber alerts and Script article as succinct and direct as possible.

July 2023 Status: The Board continues to use the dedicated listservs to target information to appropriate audiences.

4.8 Research creating a recognition program for pharmacists to help build relationships between public, licensees, and the Board.

July 2022 Status: The Board honors pharmacists who have maintained their California pharmacy license on active status for 40 years or more. These pharmacists are identified publicly in The Script and [online](#) and invited to be recognized and honored at Board meetings.

July 2023 Status: The Board continues to honor pharmacists who have maintained their California pharmacy license on active status for 40 years or more. These pharmacists are identified publicly in The Script and [online](#) and invited to be recognized and honored at Board meetings.

VII. Update on Communication and Public Education Activities by Staff

1. The Script

The next issue of The Script will be released in the Fall 2023 and will cover a variety of topics including changes to the Board, activities of the Board, case studies from investigations, common violations that result in the issuance of a citation and disciplinary action summaries.

2. Staff Outreach

i. Naloxone Education Materials

With the Board's pending regulation changes to naloxone requirements, Board staff recommend that upon approval of the revised requirements, updates be made to training materials and fact sheets. An educational campaign highlighting the changes that also underscores the important of naloxone access will be developed with both consumer facing and licensee facing messaging.

ii. Public Awareness Campaign on Treating Pharmacy Staff with Courtesy

With the anticipated release of the new Notice to Consumer poster, it is staff's recommendation that a public campaign coincide with the

release. The messaging will emphasize the importance of speaking with pharmacists. Messaging around pharmacy personnel and the importance of the services they provide would be appropriate to include as part of the campaign.

iii. Education Campaign Regarding ISMP

The Board's website has been updated to include a link to the homepage for the Institute of Safe Medication Practices. Further, in the Fall 2023 issue of *The Script*, an article will be dedicated to the resources available to facilitate medication safety.

iv. Presentations and Training

- February 17, 2023, Senior Licensing Manager provided a virtual presentation to graduates at California Northstate University College of Pharmacy.
- March 2, 2023, Executive Officer provides presentation at the Pacific Coast Patient Safety Conference.
- March 8, 2023, Executive Officer provides presentation on the Board's policy making activities and patient-safety measure.
- March 8, 2023, Senior Licensing Manager provided a virtual presentation to graduates at Western University of Health Sciences College of Pharmacy.
- March 13, 2023, Senior Licensing Manager provided a virtual presentation to graduates at University of California, San Diego.
- March 29, 2023, Senior Licensing Manager provided a virtual presentation to graduates at University of California, San Francisco.
- April 5, 2023, Senior Licensing Manager provided a virtual presentation to graduates at University of Southern California.
- April 18, 2023, Senior Licensing Manager provided a virtual presentation to graduates at Touro University.
- April 29, 2023, Executive Officer provides presentation at the Western Pharmacy Exchange.
- June 2, 2023, Board hosts day-long training covering a range of topics include diversion trends, loss prevention, corresponding responsibility, inspection expectations and changes in pharmacy law.
- June 6, 2023, Senior Licensing Manager provided a virtual presentation to graduates at American University of Health Sciences.

- June 29, 2023, Executive Officer participates in panel discussion on Opioids and Medication Assisted Treatment.

VIII. Future Meeting Dates

The next Communication and Public Education Committee meeting is set February 7, 2024.

Adjournment

Upon Conclusion of Business

Attachment 1



California State Board of Pharmacy
 2720 Gateway Oaks Drive, Suite 100
 Sacramento, CA 95833
 Phone: (916) 518-3100 Fax: (916) 574-8618
 www.pharmacy.ca.gov

Business, Consumer Services and Housing Agency
 Department of Consumer Affairs
 Gavin Newsom, Governor



**California State Board of Pharmacy
 Department of Consumer Affairs
 DRAFT Communication and Public Education Committee Meeting Minutes**

Date: February 6, 2023

Location: Note: Pursuant to the provisions of Government Code section 11133, neither a public location nor teleconference locations are provided

Board Members

Present: Ricardo Sanchez, Public Member, Chairperson
 Jason Weisz, Public Member, Vice Chairperson
 Jose De La Paz, Public Member
 Kartikeya "KK" Jha, Licensee Member

Board Members

Not Present: Kula Koenig, Public Member
 Nicole Thibeau, Licensee Member

Staff Present: Anne Sodergren, Executive Officer
 Eileen Smiley, DCA Staff Counsel
 Debbie Damoth, Executive Specialist Manger

a) Call to Order and Establishment of Quorum

Chairperson Sanchez called the Communication and Public Education Committee Meeting to order at approximately 9:00 a.m. Mr. Sanchez reminded all individuals present that the Board is a consumer protection agency charged with administering and enforcing Pharmacy Law. Where protection of the public is inconsistent with other interests sought to be promoted, the protection of the public shall be paramount.

Chairperson Sanchez advised all individuals the meeting was being conducted via WebEx. Mr. Sanchez advised participants watching the webcast they could only observe the meeting. Mr. Sanchez noted anyone interested in participating in the meeting must join the WebEx meeting using the instructions posted on the Board's website. Department of Consumer Affairs' staff provided general instructions for the WebEx Board Meeting for members of the public participating in the meeting.

Roll call was taken. Board Members present included: Jose De La Paz, Public Member; KK Jha, Licensee Member; Jason Weisz, Public Member; and Ricardo Sanchez, Public Member. A quorum was established.

b) Public Comments on Items Not on the Agenda/Agenda Items for Future Meetings

Members of the public were provided with an opportunity to provide comment for items not on the agenda or agenda items for a future meeting.

c) Approval of the July 19, 2022, Communication and Public Education Committee Meeting Minutes

Chairperson Sanchez referenced the draft July 19, 2022, Communication and Public Education Committee Meeting Minutes included in the meeting materials.

Members were provided an opportunity to comment; however, no comments were made.

Motion: Approval the July 19, 2022, Communication and Public Education Committee Meeting Minutes

M/S: De La Paz/Weisz

Members of the public were provided an opportunity to comment; however, no comments were made.

Support: 4 Oppose: Abstain: Not Present: 2

Committee Member	Vote
De La Paz	Support
Jha	Support
Koenig	Not Present
Sanchez	Support
Thibeau	Not Present
Weisz	Support

d) Discussion and Consideration of FAQs about Mobile Units

Chairperson Sanchez advised Senate Bill 872 allows a county, a city and county, or two special hospital authorities to operate a mobile unit as an extension of the

pharmacy license held. Mr. Sanchez noted the law authorizes the mobile unit to dispense prescription medications (except controlled substances) under specified conditions. Mr. Sanchez noted the measure also required notification to the Board 30 days before beginning or discontinuing use of a mobile unit. Mr. Sanchez reported staff developed a standardized form for notifying the Board regarding operating a mobile unit. Mr. Sanchez added staff also developed FAQs to assist licensees in complying with the new law. Mr. Sanchez noted drafts of the standardized notification form and the FAQs were included in the meeting materials.

Members were provided the opportunity to comment.

Member De La Paz requested the municipality under which they are operating be added to the form. Executive Officer Sodergren added the form can be updated and noted the information was maintained in the licensing records.

Member De La Paz added the FAQ was very informative and asked if in the event of a natural disaster if the 30-day notice was exempted. Ms. Sodergren noted that would be under a different authority in the law.

Member Weisz thanked staff for the comprehensive and informative FAQ. Mr. Weisz requested staff to track information and provide updates in subsequent meetings to the utilization of the mobile units. Mr. Weisz also requested if there was additional input on the rollout that weren't anticipated or additional FAQs added.

Members of the public were provided the opportunity to comment; however, no comments were made.

Motion: Approve the notification form with modification requested related to adding municipality to the form and approve the FAQs as presented.

M/S: De La Paz/Weisz

Members of the public were provided an opportunity to comment; however, no comments were made.

Support: 4 Oppose: **Abstain:** **Not Present: 2**

Committee Member	Vote
De La Paz	Support
Jha	Support
Koenig	Not Present
Sanchez	Support
Thibeau	Not Present
Weisz	Support

e) Update on Communication and Public Education Activities by Staff

Executive Officer Anne Sodergren provided an update on Communication and Public Education Activities by staff.

Ms. Sodergren advised the January 2023 issue of The Script was published and available on the Board's website. The newsletter included articles about news pharmacy laws for 2022, the end of the COVID-19 state of emergency, sharps waste programs, revised USP chapters, and other topics.

Ms. Sodergren reported the list of activities by individual staff members was included in the meeting materials. The day long prescription drug abuse prevention training was provided in November 2022 as well as a staff member provided a presentation to a local chapter on inspections. Ms. Sodergren advised included in the meeting materials was public education related to the Opioid, Heroin, Fentanyl, and Prescription Drug Abuse Awareness Month in September 2022 which was done in partnership with the Department of Consumer Affairs and the Medical Board of California including both consumer facing and licensing facing messages.

Ms. Sodergren advised several campaigns were being developed to bring back to the July Board Meeting including treating pharmacy staff with courtesy and education campaign regarding ISMP from the Medication Error Reduction and Workforce Committee. Ms. Sodergren reported staff was also working on a more engaging self-assessment process for licensees.

Members were provided the opportunity to comment.

Member De La Paz asked other than Twitter what other social media platforms were being used. Ms. Sodergren advised the Board had a Twitter account and DCA has other platforms. When the Board partners with DCA, the Board is able to leverage the use of DCA's other social medial platforms. Mr. De La Paz recommended using other

platforms (e.g., Tick Tok, etc.) used by youth for campaigns targeted to youth (e.g., opioid abuse, etc.).

Members were provided the opportunity to comment; however, no comments were made.

Ms. Sodergren provided meeting materials reflected media inquiries received during the third and fourth quarters of 2022.

Ms. Sodergren provided Public Information Officer Bob Dávila retired and was a loss to the Board. Ms. Sodergren added the Board will work with the Department of Consumer Affairs and recruit to backfill for the Public Information Officer. Chairperson Sanchez recognized the hard work done by the Executive Officer, Public Information Officer and Board staff. Mr. Sanchez congratulated Mr. Dávila on his retirement.

f.) Future Meeting Dates

Chairperson Sanchez advised the next Communication and Public Education Committee meeting was set for July 19, 2023. Mr. Sanchez advised his term as a Board Member would end in June 2023. Mr. Sanchez advised this would be his last Committee Meeting as Chairperson. Member Weisz thanked Chairperson Sanchez for his work as Chairperson.

Chairperson Sanchez adjourned the meeting at 9:27 a.m.

Attachment 2

Talk to the Expert

Speak with Your Pharmacist

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

- The patient name on the label is correct;
 - The medication matches the description on the label;
 - The name of the medicine and what it does;
 - How and when to take the medication, for how long, and what to do if you miss a dose;
 - Possible side effects and what you should do if they occur;
 - Whether the medication will work safely with other medicines or supplements;
- and
- What foods, drinks, or activities should be avoided while taking the medicine.

Know Your Rights

California law requires a pharmacist to speak with you upon your request, every time you get a **new** prescription, and every time you get a new prescription dosage form, strength, or written directions.

You have the right to ask for and receive from any pharmacy prescription drug labels in 12-point font.

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

The address and contact information for consumers to send any complaints about the pharmacy:

California State Board of Pharmacy
2720 Gateway Oaks Drive, Suite 100
Sacramento, CA 95833

(916) 518-3100

www.pharmacy.ca.gov



BE AWARE AND TAKE CARE:
Talk to your pharmacist!
CALIFORNIA STATE BOARD OF PHARMACY



Scan QR to view in
another language

