



COMMUNICATION AND PUBLIC EDUCATION COMMITTEE

Jason Weisz, Public Member, Chairperson
Nicole Thibeau, PharmD, Licensee Member, Vice Chairperson
Renee Barker, PharmD, 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 July 19, 2023, Communication and Public Education Committee Meeting Minutes

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

IV. Presentation on Transition of Board's Website to a new Template

Background

The State is in the process of finalizing a new website design 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. In July's meeting, the Board got a look at what the homepage looked like.

At Today's Meeting

The Board's website designer, Victor Perez, will provide a presentation on the website's progress. He will show the Committee the updates made on the homepage and several back pages.

A copy of the presentation slides is in **Attachment 2**.

V. Discussion and Consideration of Public Education Campaign Related to Revised Notice to Consumers Poster

Background

During its July 2023 Meeting, members discussed development of a public awareness campaign to support the release of the revised Notice to Consumers poster. While the regulation language is still undergoing the rulemaking process, staff have developed the framework for the campaign.

The Notice to Consumer poster and the public awareness campaign will be launched simultaneously in the spring of 2024 following approval of the regulation text from the Office of Administrative Law. The public awareness campaign will focus on the importance of patient consultation and actions consumers can take to prevent medication errors. The campaign will highlight how pharmacists are healthcare professionals with expertise in drug therapy and emphasize the importance of patients speaking with their pharmacist.

The theme throughout the campaign will include standard messaging “Talk to the Expert” while educating consumers on important messages.

The campaign will be distributed through the Board's X social media account (formerly Twitter), a social media toolkit will be used for DCA to share, the Board website and listserv.

For Committee Consideration and Discussion

During the meeting members will receive a brief presentation on the proposed campaign and have the opportunity to provide feedback to staff on the public education campaign.

Campaign materials are included in **Attachment 3**.

VI. Update on Communication and Public Education Activities by Staff

a. The Script

The [October 2023 issue](#) of the Script is posted on the Board's website. The newsletter includes the President's message on AB 1286, articles on medication errors related to automated drug delivery systems, the Institute for Safe Medication Practices (ISMP), new compounding standards, digital signatures, messaging from DOJ regarding CURES, exemption rights for tribal health care providers, and other topics.

The upcoming issue of The Script is scheduled for early Spring and will focus on new legislation.

b. Staff Outreach

1. Education Campaign Update Regarding ISMP

As part of the educational campaign, information on ISMP was included in the October 2023 issue of The Script and on the home page of the Board website under Important Information for Licensees.

2. Presentation and Training

A list of activities by individual staff members is in **Attachment 4** from July to December.

VII. News Media Inquires

A list of media inquiries from July 2023 to January 2024 is in **Attachment 5**.

VIII. Future Meeting Dates

The next Communication and Public Education Committee meeting is set July 18, 2024.

Adjournment

Upon Conclusion of Business

Attachment 1



Communication and Public Education Committee DRAFT Meeting Minutes

- DATE:** Wednesday, July 19, 2023
- LOCATIONS:** Department of Consumer Affairs
1625 N. Market Blvd, First Floor Hearing Room
Sacramento, CA 95834
Participation also through teleconference via Webex
- COMMITTEE MEMBERS PRESENT:** Jason Weisz, Public Member, Chairperson
Jose De La Paz, Public Member
Renee Barker, PharmD, Licensee Member
- COMMITTEE MEMBERS NOT PRESENT:** Nicole Thibeau, PharmD, Licensee Member
Kartikya "KK" Jha, Licensee Member
- STAFF PRESENT:** Anne Sodergren, Executive Officer
Julia Ansel, Assistant Executive Officer
Sara Jurens, Public Information Officer
Corinne Gartner, Board Counsel

I. Call to Order and Establishment of Quorum

Chairperson Weisz called the Communication and Public Education Committee meeting to order at 2:01pm. Mr. Weisz reminded all present that the Board is a consumer protection agency. Mr. Weisz advised the meeting was being conducted in person and teleconference via Webex. Mr. Weisz asked the moderator to provide general instructions on providing public comment via Webex. The meeting moderator provided updated WebEx instructions for members of the public participating in the meeting. Mr. Weisz took roll call: Present: Renee Barker, Jose De La Paz, Jason Weisz. Absent: Kartikya Jha, Nicole Thibeau. Quorum established.

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

Members of the public were provided the opportunity to provide comments for items not on the agenda.

No public comments or matters from both in person in Sacramento and teleconference via Webex.

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

Chairperson Weisz referenced the February 6, 2023, minutes for the Communication and Public Education Committee meeting.

Members were provided an opportunity to comment.
No comments were made.

Motion: Approve the February 6, 2023, Communication and Public Education Committee meeting minutes as presented in the meeting materials.

M/S: De La Paz/Barker

Members of the public were provided with an opportunity to provide public comment; however, no comment was provided.

Support: 3 Oppose: 0 Abstain: 0 Not Present: 2

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

IV. Discussion and Consideration of Update to Website

Chairperson Weisz explained that the Board will be updating its website to a new template designed for state agencies. The template design is to create a seamless digital experience for Californians accessing the services they need.

Chairperson Weisz said it was his understanding that the website could be ready for migration to the new template by the end of the year. He requested that staff explore an additional calendar that would include all Board and committee meetings. He said while the information for Board meetings is on the website, a calendar with the dates would be more user friendly.

Chairperson Weisz explained that the committee will not be meeting until February 2024, and he asked members if there were one or two members interested in meeting with staff to provide direction and clarification if items arise during the process. There were two members who were not in attendance in this meeting, and he would like to query them as well. Member De La Paz and Member Barker both agreed to be a point of contact and provide feedback as needed.

Chairperson Weisz opened the item for discussion.

Member De La Paz inquired about the availability of an option for the website to be multi-lingual. Executive Officer Anne Sodergren explained that the current website has Google translate that will convert the web text but not the attachments. She said Board staff has requested clarification with respect to continuing to have that functionality. Member De La Paz asked if it would be text and potential images, or just text. Ms. Sodergren stated that right now, she believed that it is only the text, but that staff works to have information on our website translated. Ms. Sodergren provided the example of how the Board's notice to consumers is available in other languages.

Members of the public were provided the opportunity to comment at the Sacramento meeting location and teleconference via WebEx.

No comments were made in person in Sacramento or teleconference via WebEx.

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

Chairperson Weisz reminded committee members that the Board initiated a rulemaking to update the text of the notice to consumers poster to reflect the Board's efforts on reducing medication errors, including actions the consumer can take to prevent errors.

As the Board provides a copy of the notice to all pharmacies, while the rulemaking is undergoing post adoption review, updates to the Board's poster are necessary to reflect the new text to ensure the notice is ready for release once the text is approved.

Chairperson Weisz notified the committee that attachment 2 to the meeting materials included a copy of the poster for them to review.

Chairperson Weisz said he reviewed the notice, and he appreciated the new look, including the emphasis on patient consultation using the Board's logo. Mr. Weisz said staff is recommending that it be translated into several languages that will be available for download on the website. He said he agreed with the recommendation that the Board add two additional languages. Mr. Weisz also said he agreed with the development of a consumer education campaign that will coincide with the release of the poster. He said he is hopeful that the Board can work with the department to reach a broader audience on the importance of patient consultation.

Chairperson Weisz welcomed members' thoughts on the poster, as well as staff recommendations related to translation and development of a consumer education campaign.

Member De La Paz said he assumed that the posters will be made available to pharmacists, and they'll be in public for consumers to review besides being on the website.

Ms. Sodergren explained that by law pharmacies must post the poster in a place conspicuous for consumers to see.

Member De La Paz pointed out the QR code on the poster and inquired about where it goes.

Ms. Sodergren explained that the intent is to bring consumers to where the translated notices are on the Board's website.

Currently, the poster says, "Scan QR to view in another language". Member De La Paz inquired if a person who doesn't know English will know to scan the QR code. He asked if the QR code instructions can be posted in other languages like Spanish to lead consumers to know that they can view the poster in different languages.

Ms. Sodergren asked if it was ok to take the poster back and investigate to see if there is a universal symbol that is used to convey that translations are available. Ms. Sodergren said that staff will look into an alternative, and review the regulation text and check with counsel offline to see how to effectuate something like this.

Member Barker commented on the fonts and said there are a lot of different fonts on the poster. She mentioned that the text gets smaller as it goes down the poster and is wondering if there is room to enlarge the text or add in a little bit of space to have the text stand out. Dr. Barker pointed out the line, "You have the right to ask for and receive any pharmacy labels in 12-point font." She is wondering how meaningful that line is for the public. She is asking if there is a way to add more meaningful messaging, so the public understands more about larger print size.

Executive Officer Sodergren explained that the language on the poster is the language that was approved by the Board and if we are going to modify the text, the pending regulation will need to be pulled back. Ms. Sodergren asked if it would be agreeable to the committee if staff explores this topic with regulation counsel. Dr. Barker requested consideration to change it if there are possible future changes made to the poster, but she doesn't see the issue worth delaying the release of the campaign.

Chairperson Weisz said there is a census for staff to proceed as we have it today, and then review on the back end.

No comment in person in Sacramento and teleconference via Webex.

VI. Discussion and Consideration of Committee's Strategic Objectives

Chairperson Weisz noted that in the meeting materials, the Communication and Public Education Committee has eight strategic objectives. The meeting materials include updates on the objectives, highlighting the efforts over the past year.

Chairperson Weisz said he has reviewed the updates for the respective strategic objectives. He noted that some of the activities related to educational material and public education campaigns were mentioned earlier in the meeting, such as the notice to consumer campaign, which is related to objective 4.1.

Chairperson Weisz noted that additional actions related to other strategic objectives will be discussed in the next agenda item; for example, the Board's newsletter, which provides education to licensees to assist in operating in compliance, consistent with strategic objective 4.2. Mr. Weisz stated that generally he believes the objectives remain appropriate. He said he doesn't believe any changes are appropriate.

Chairperson Weisz asked committee members their thoughts on the strategic objectives.

Member De La Paz said he had no new updates, and the objectives still align.

Member Barker agreed with Mr. De La Paz.

No comment in person in Sacramento and teleconference via Webex.

No further comments from Board members.

VII. Update on Communication and Public Education Activities by Staff

a. The Script

Chairperson Weisz noted that the next issue of The Script is targeted for the Fall and will cover a variety of different topics including the most common violations that result in the issuance of a citation and fine, and the top corrections ordered during inspections.

b. Staff Outreach

Chairperson Weisz noted the committee identified three education campaigns.

1. Naloxone Education Materials

Chairperson Weisz noted the first is on Naloxone. The Board is in the process of updating its regulations regarding pharmacist provided Naloxone in response to changes in statute. Board staff recommended that education materials be updated to reflect the changes in the requirements and that a campaign be developed to support the release of the new requirements in educational materials.

2. Public Awareness Campaign on Treating Pharmacy Staff with Courtesy

Staff is recommending that the public awareness campaign related to treating pharmacy staff with courtesy be incorporated with the campaign related to the revised notice to consumer poster. The messaging would focus on the importance of speaking with pharmacist, as well as messaging about pharmacy personnel and the importance of the services they provide.

3. Education Campaign Regarding ISMP

The committee previously requested an educational campaign on the Institute for Safe Medication Practices (ISMP). The Board's website has been updated with a link to the ISMP homepage. As part of the

education campaign, information will be included in the next issue of The Script.

Chairperson Weisz asked committee members if they had any questions or comments.

Member Barker said there is a lot of great work that has gone on.

Chairperson Weisz opened it up for public comments.

No comments were made in person and teleconference via Webex.

Chairperson Weisz requested that staff convey any feedback received from these campaigns. Mr. Weisz said he is specifically curious if pharmacy personnel notice any difference in treatment from the public, or comments from the public at large with treating pharmacy staff with respect.

VIII. Future Meeting Dates

Chairperson Weisz thanked everyone for their time.

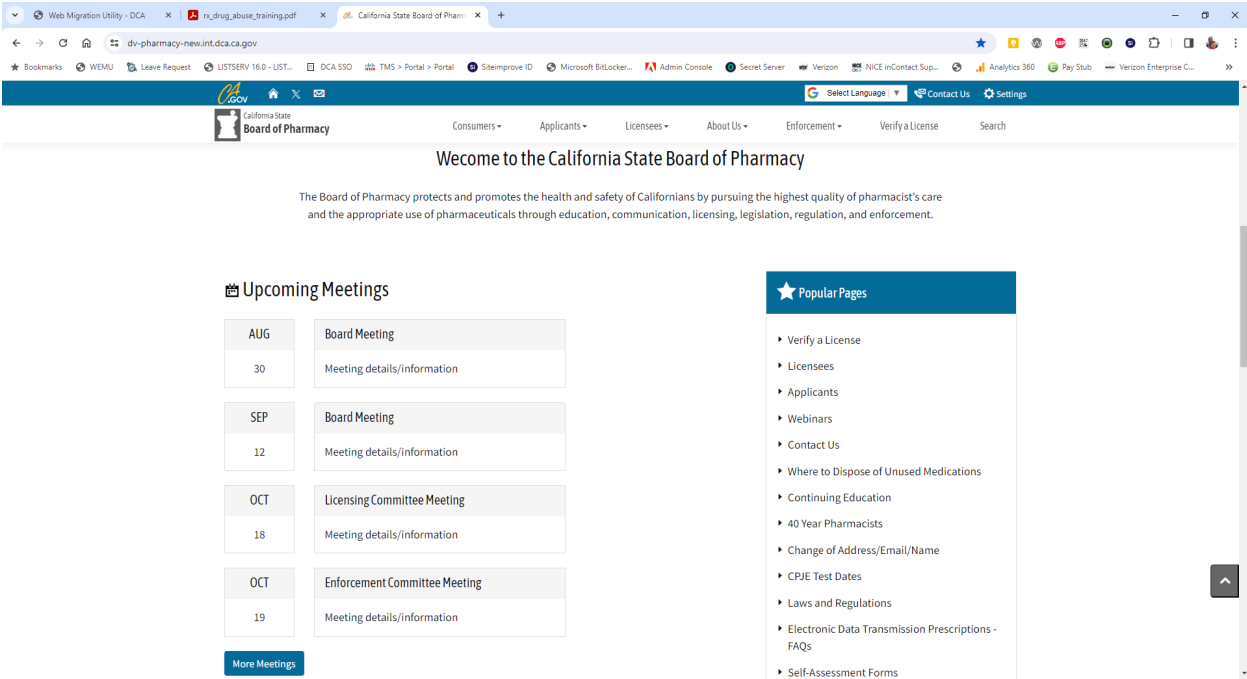
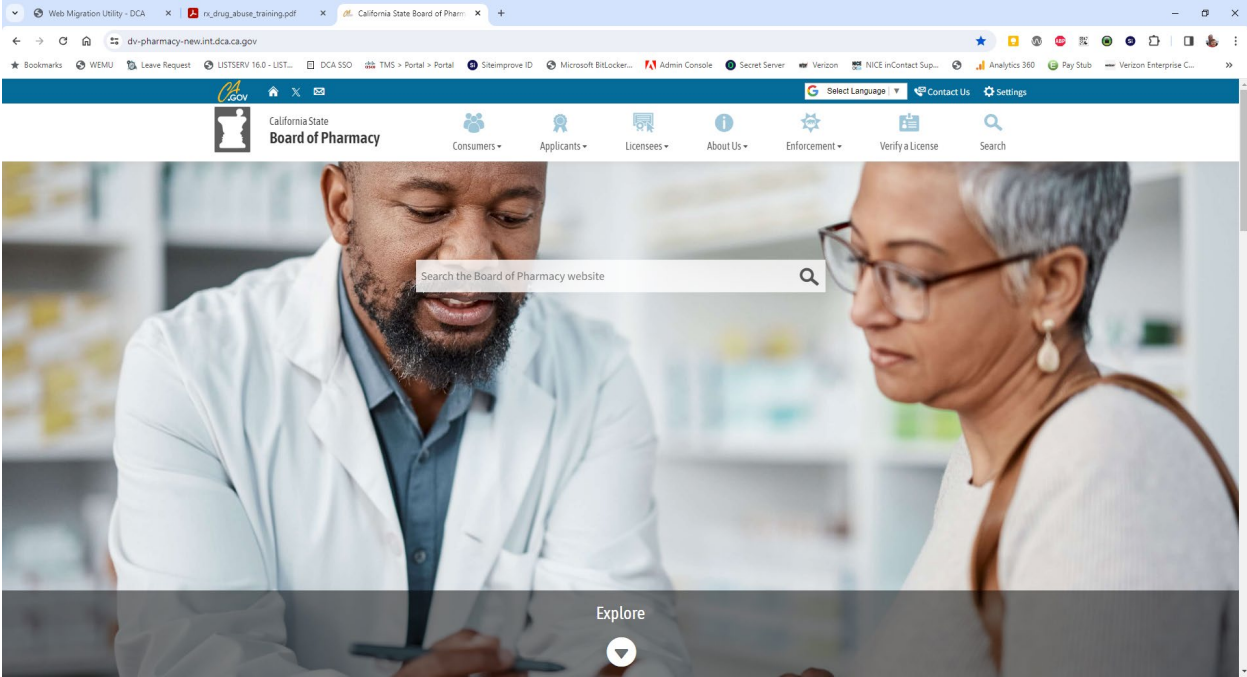
Next meeting will be February 7, 2024. He asked that people monitor the Board's website for any possible updates.

Adjournment

Meeting adjourned at 2:31pm.

Attachment 2

Attachment #2 – Website Update



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What's New

- Standard of Care Report to the Legislature (PDF)
- Policy Statement - Digital Signatures (PDF)
- Pharmacist Remote Processing Waiver on Behalf of a Health Care Facility Licensed Pursuant to Health and Safety Code Section 1250 (PDF)

NEWS ARCHIVE

Information for Consumers

- COVID-19 Vaccine Booster Questions & Answers
- Brochures and Fact Sheets
- Complaints - How to File
- Disaster Planning - Preparing for an Emergency Evacuation
- Drug Takeback Locations
- Obtain Birth Control, HIV PrEP/PEP, Naloxone, and other Health Services Provided by Pharmacists
- Medicare Drug Discount Program
- Prescription Drug Abuse Prevention

MORE INFORMATION

Information for Licensees

- Prescribers with Restricted Authority to Prescribe Controlled Substances
- Change of Pharmacist-in-Charge, Designated Representative-in-Charge, Responsible Manager, or Professional Director
- Complaints about Pharmacy Performance Quotas
- Institute for Safe Medication Practices - ISMP
- Frequently Asked Questions

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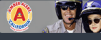
Anne Sodergren
Executive Officer, Board of Pharmacy





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Today | January 2024 | Month | Print

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Dec 31	Jan 1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22 9 AM Communicat 10 AM Licensing C	23 9 AM Enforcement	24	25	26	27
28	29	30	31	Feb 1	2	3

Tue, Jan 16

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California State Board of Pharmacy

Seung Oh, PharmD, President




Seung Oh of San Diego was appointed to the California State Board of Pharmacy by Governor Gavin Newsom in 2020.

Dr. Oh has been a pharmacy supervisor for Sharp Healthcare since 2020. He was a pharmacist-in-charge at Vons Pharmacy in San Diego from 2014-2020, staff pharmacist at Safeway Pharmacy in 2014, and a pharmacist and director of operations at Rainbow Pharmacy from 2013 to 2014.

He earned a master of advanced studies degree in leadership of health care organizations from University of California, San Diego, and a doctor of pharmacy degree from University of Arizona. He is a member of the California Pharmacists Association.

His term will expire 2023.

Jessica "Jessi" Crowley, PharmD, Vice President



Jessica "Jessi" Crowley of Los Angeles was appointed to the California State Board of Pharmacy by Governor Gavin Newsom in 2022.

Crowley has been a staff pharmacist for Pavilions Pharmacy since 2020. She held several positions for CVS Pharmacy from 2010 to 2020, including pharmacist-in-charge, staff pharmacist, and pharmacy intern. Her interests include health equity, racial and social justice, and cultural competence.

Crowley is a member of Lambda Kappa Sigma, United Food and Commercial Workers, the California Pharmacists Association, Los Angeles County

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Mission Statement

Vision Statement
Healthy Californians through quality pharmacist's care.

Mission Statement
The Board of Pharmacy protects and promotes the health and safety of Californians by pursuing the highest quality of pharmacist's care and the appropriate use of pharmaceuticals through education, communication, licensing, legislation, regulation, and enforcement.

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Policy Statements

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January 2022 | February 2022 | March 2022 | April 2022 | May 2022 | June 2022 | July (None) | August 2022 | September 2022 | October 2022 | November 2022 | December 2022

January 2021 | February 2021 | March 2021 | April 2021 | May 2021 | June 2021 | July 2021 | August 2021 | September 2021 | October 2021 | November 2021 | December 2021

January 2020 | February 2020 | March 2020 | April 2020 | May 2020 | June 2020 | July 2020 | August 2020 | September 2020 | October 2020 | November 2020 | December 2020

January 2019 | February 2019 | March 2019 | April 2019 | May 2019 | June 2019 | July 2019 | August 2019 | September 2019 | October 2019 | November 2019 | December 2019

January 2018 | February 2018 | March 2018 | April 2018 | May 2018 | June 2018 | July 2018 | August 2018 | September 2018 | October 2018 | November 2018 | December 2018

January 2017 | February 2017 | March 2017 | April 2017 | May 2017 | June 2017 | July 2017 | August 2017 | September 2017 | October 2017 | November 2017 | December 2017

January 2016 | February 2016 | March 2016 | April 2016 | May 2016 | June 2016 | July 2016 | August 2016 | September 2016 | October 2016 | November 2016 | December 2016

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January 1, 2008 - March 31, 2008 | April 1, 2008 - June 30, 2008 | July 1, 2008 - September 30, 2008 | October 1, 2008 - December 31, 2008

Attachment 3

Attachment # 3 - Notice to Consumer Campaign Materials

The revised Notice to Consumer poster and the public awareness campaign will be launched simultaneously upon approval of the Office of Administrative Law. The public awareness campaign will focus on the importance of patient consultation and actions consumers can take to prevent medication errors. The campaign will highlight how pharmacists are healthcare professionals who are there to support patients with their medications.

This campaign will run for a week.

The campaign will be distributed through the Board's X social media account (formerly Twitter), a social media toolkit will be used for DCA to share on all platforms (information is below, and slides are at the end of this document), the Board website for the public and a listserv will be sent to pharmacist.

DCA Toolkit

X Posts

Monday	Pharmacists Are Healthcare Providers	Slide #1
Tuesday	Does your medication match the description on the label?	Slide #2
Wednesday	Questions you may have	Slide #3
Thursday	Know Your Rights	Slide #4
Friday	It's the Law	Slide #5

Social Media Toolkit

Posts may be used on any social media site with the accompanying images.

SLIDE #1 CAPTION: Protect yourself and learn more about the medication you are taking. Talking to your pharmacists reduces medication errors.

<https://www.pharmacy.ca.gov/> #TalktotheExpertTalk #Preventmedicationerrors

SLIDE #2 CAPTION: Before leaving the pharmacy, stop and check, do you have the correct medication? Taking this one minute to read the label can protect you from a medication error.

<https://www.pharmacy.ca.gov/> #TalktotheExpert #Preventmedicationerrors

SLIDE #3 CAPTION: Don't hesitate to ask. If you have questions regarding your medication, ask a pharmacist. As a licensed healthcare provider, they are available to answer any questions you may have regarding your medication.

<https://www.pharmacy.ca.gov/> #TalktotheExpert #Preventmedicationerrors

SLIDE #4 CAPTION: Pharmacists are there to help you. If you need assistance in a different language, interpreter services are available in California's top 16 languages.

<https://www.pharmacy.ca.gov/> #TalktotheExpert #Preventmedicationerrors

SLIDE #5 CAPTION: California law requires a pharmacist to speak with you when you get a new prescription, new dosage, or new written directions.

<https://www.pharmacy.ca.gov/> #TalktotheExpert #Preventmedicationerrors

Listserv

Revised Notice to Consumer Poster

A revised Notice to Consumer has been released and will replace the previous notices. Please be alert and watch for the delivery of the new posters. They will be mailed out {insert date once known}. If you do not receive the NTC materials by [insert date once known], please contact the [California State Board of Pharmacy](#).

The Board of Pharmacy requires that the revised Notice to Consumer poster be displayed as soon as it is received. This notice must replace the previous one and the previous poster must be removed.

[According to pharmacy law](#), every pharmacy shall post a notice to consumer poster in a conspicuous place and consumers must be able to use the QR code to obtain translation of the notice in the top 16 languages spoken by limited-English-proficient individuals in California.

NEWS RELEASE

Date goes here

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Pharmacists are Licensed Healthcare Providers

Consumers picking up prescriptions at the pharmacy are being encouraged to talk to their pharmacists. The State Board of Pharmacy is reminding Californians that pharmacists are licensed healthcare providers who are there to protect and keep the patient safe. Consumers with questions or concerns regarding their prescription can reduce medication errors by accepting the pharmacy consultation.

By law, a pharmacist is required to talk with the consumer when they pick up a new prescription, a prescription with a new dosage, or medication with new written directions. Pharmacists can educate consumers on possible side effects and what to do if they occur. Also, they can explain to consumers whether the medication will work safely with other medications or supplements and what food, drinks or activities should be avoided while taking the medicine. "Taking that extra minute to understand your prescription can protect you from medication errors, and in some cases, it could mean the difference between life and death," said Jason Weisz, Chairperson for the Board's Communication and Public Education Committee.

In every pharmacy in California, a Notice to Consumer poster is onsite to assist consumers with their rights. The poster includes a QR Code for consumers to scan with their phone if they need the information translated for them, interpreter services are available in the top 16 languages spoken within California.

Every pharmacy in the state must display your rights on the Notice to Consumer poster or display the notice on a video screen accessible to all consumers.

The California State Board of Pharmacy protects and promotes the health and safety of California consumers by pursuing the highest quality of pharmacist care and the appropriate use of pharmaceuticals through education, communication, licensing, legislation, regulation and enforcement.

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Attachment 4

Attachment #4 - Staff Outreach Activities

Board staff reported the following outreach activities:

- August 10, 2023, Board staff gave a presentation to CSU Chico on Pharmacy Law.
- September 30, 2023, Executive Officer Sodergren provided a pharmacy law presentation to the California Pharmacists Association.
- October 7, 2023, Executive Officer, and Board Inspector staffed booth at the Indian Pharmacist Association trade show.
- October 12, 2023, Board staff gave a presentation to UCSD School of Pharmacy about the role of and their experience as a Board Inspector.
- October 12-13, 2023, President Oh and Executive Officer attended the annual meeting of the California Society of Health Systems Pharmacists. As part of the meeting, Executive Officer Sodergren provided a presentation on board activities and participated in a panel discussion on pharmacists' involvement with medication assisted treatment.
- November 8, 2023, President Oh and Executive Officer Sodergren provided a presentation to students at Chapman University's College of Pharmacy. The presentation covered information on the Board, its role, and pharmacy law.
- November 15, 2023, Senior Licensing Manager Debi Mitchell gave a presentation on the clinic application and licensure process to the California Primary Care Association.
- November 16, 2023, Executive Officer Sodergren provided a presentation highlighting the Board's patient safety initiatives as part of the America's Physician Groups, Pharmaceutical Care Committee Conference.

Attachment 5

Attachment #5 - News Media Inquires

- 7/11/2023, Daniel Gilbert with the Washington Post contacted the Board to request information on pharmacies compounding semaglutide. Additional related requests were also made by the reporter.
- 9/12/2023, Emily Le Coz with USA Today asked for the number of investigations with an allegation of prescription error initiated by the Board from 2021 to current date (September). Story ran October 26, 2023
- On 10/2/2023, Marina Kopf with NBC News contacted the Board to request information on medical spas and IV hydration clinics. Additional related requests for information were also made by the reporter.
- 10/23/2023, Daniel Gilbert with the Washington Post contacted the Board to submit a Public Records Act request for all complaints received by BOP regarding ACA Pharmacy in Tennessee since 5/23.
- 11/17/2023, Shreya Agrawal with Cal Matters contacted the Board to request information on adding of a flavoring agent to a prescription and information on the United States Pharmacopeia-National Formulary guidelines on adding flavoring during compounding. Subsequent additional information was also requested. Story ran November 29, 2023.
- 12/15/2023, Catherine Dunn with Barron's contacted the Board to request information on pharmacy working conditions and patient safety.
- 12/15/2023, Jenny Gold with Los Angeles Times spoke with President Oh, Executive Officer Anne Sodergren and DCA Deputy Director of Communications Monica Vargas on adding a flavoring agent to a prescription and requirements. Reporter decided not to run a story.