



**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 March 22, 2005  
400 R Street, Suite 4080  
Sacramento, CA  
2 – 4:30 p.m.

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

### **Call to Order**

Chairperson Zinder called the meeting to order at 2 p.m.

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

At the April 2004 Board Meeting, the board approved a proposal by the committee to integrate pharmacy students into public outreach activities. The project will have students develop one-page fact sheets on diverse health care topics. The board will work with Bill Soller, PhD., to develop these fact sheets, using pharmacy students from UCSF.

Three fact sheets were developed last quarter and approved by the board during the January 2005 Board Meeting. These are:

“Antibiotics – a National Treasure”

“Lower Your Drug Costs – To Help You Keep on Taking your Medicines”

“Is Your Medicine in the News?”

At this meeting the committee reviewed two new fact sheets:

“Did You Know? Good Oral Health Means Good Overall Health”

“Generic Drugs – Real Medicines at High Quality, Low Cost”

The committee made several recommendations to the first fact sheet. These changes will be worked on with Dr. Soller and completed at the next committee meeting. The goal is to focus the fact sheet on information consumers should seek regarding health care topics.

The fact sheets will be distributed by the board and the Center for Consumer Self Care. The goal is to develop three fact sheets per quarter. The committee will explore translating the fact sheets into different languages.

The committee also reviewed materials on generics prepared by the FDA.

### **Update: California Health Communication Partnerships**

The board is a member of the California Health Communication Partnership. The purpose of this group is to improve the health of Californians by developing and promoting consumer health education programs developed by the members in an integrated fashion. Dr. Soller, of the UCSF Center for Consumer Self Care, is the coordinator of this group.

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

The first integrated project was an education campaign for practitioners and patients on antibiotic use, misuse and overuse. Between November 2004 and February 2005, the partnership agencies promoted these materials in their quarterly newsletters to licensees and on their Web sites. Consumer materials were distributed at public education fairs, and could be distributed by practitioners in their offices or pharmacies (via download of material from the Internet). Both the Medical Board and our board published the announcement in our winter newsletters.

The next integrated campaign is planned for May 2005, which is seniors' month. Generic drugs will be the focus of this effort. In this regard, various materials from the FDA and the board's new consumer fact sheet will be among the materials promoted.

In the future (October or November) the partnership is considering continued emphasis on generic drugs or early detection tests for cancer. October is Talk About Prescriptions Month.

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

The January issue of *The Script* was published and mailed to California pharmacies in early February. The CPhA's Pharmacy Foundation of California will be printing and mailing this issue *The Script* to California pharmacists.

### **Status of *Health Notes***

The committee was advised that two issues of *Health Notes* are under development.

#### **1. Pain Management Issue:**

The board's staff still is working to complete this new issue on pain management.

The new issue will contain new pain management therapies and the new prescribing and dispensing requirements for controlled substances. It will be an interdisciplinary issue for pharmacists as well as physicians, dentists and nurse practitioners.

Prominent pain management authors have written the articles, and Board Member Schell has edited the articles. The CSHP is seeking funding for production and mailing costs. Depending on how many grants the CSHP obtains for this issue, the board hopes to spend \$0 on this issue.

Work on the manuscript for this issue will be completed this summer.

## 2. Pharmacy Emergency Response to Patients in a Declared Disaster Area

At the January 2005 Board Meeting, the board approved the development of a pharmacist emergency response *Health Notes* for the board.

RoseAnn Jankowski, former chair of the board's Competency Committee, is coordinating this issue. A list of articles, an outline and educational objectives for this issue were reviewed by the committee. Completion of this manuscript is scheduled for mid summer 2005.

## Redesign of the Board's Web site

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

However, several additional changes will be made to the Web site in the next few weeks as the new configuration is a little more difficult for some staff (who were very familiar with the old Web site) to use.

## Center for Health Improvement: Pending Survey to Study the Impact of the Patient Consultation Requirement on Older Californians

Ms. Herold reminded the committee about a survey being done by the Center for Health Improvement assessing patient consultation requirements and their impact on older Californians aged 65 or older. The CHI describes itself as a nationally known health policy nonprofit based in California. The California Pharmacist Association's Pharmacy Foundation of California and the AARP are also collaborators of this project.

The two-year study's goal is to inform and improve the pharmacist to patients aged 65 and over consultation process:

- To assess the impact of the pharmacist consultation for persons 65+ through quantitative and qualitative methods.
- To educate Californians, especially pharmacists about findings and recommendations through development and distribution of a policy brief.

- To begin discussions with policymakers and stakeholders about options for future action.

The director of CHI will attend the April Board Meeting to discuss the survey with the board.

### **White Paper Report of the Pharmaceutical Printed Literature Association**

The committee reviewed a White Paper receive by the board titled: “The Void in Useful Consumer Rx Information: Past, Present and Future” prepared by the Pharmaceutical Printed Literature Association. This association’s Web site identifies itself as:

...the sole trade association exclusively serving printers of pharmaceutical inserts, labels and cartons. Representing the majority of the North American pharmaceutical printed-insert industry, the not-for-profit trade group was chartered in 2001 to serve as the voice of manufacturers, and to provide a forum for members to advance patient safety and risk communication.

The committee had no specific comments on the report.

### **Initiation of the California Health Policy Forum**

The committee reviewed a press release regarding the establishment of the California Health Policy Forum, which has been modeled after the National Health Policy Forum. The forum will consist of interactive briefings designed to inform legislative and agency staff on topical health issues. The first meeting will be held April 29<sup>th</sup> in the Capitol. A sponsor is the National Academy for State Health Policy in Washington D.C., and featured speakers will include representatives from the Centers for Medicare and Medicaid. The committee will be kept apprised of this group’s activities.

### **Update on the Board’s Public Outreach Activities**

The committee reviewed the board’s outreach program to provide information to licensees and the public. The board has a number of consumer materials to distribute at consumer fairs and strives to attend as many of these events as possible, where attendance will be large and staff is available.

The board’s Power Point presentation on the board (containing key board policies and pharmacy law) is a continuing education course, typically provided by a board member and a supervising inspector. Questions and answers typically result in a presentation of more than two hours, and these presentations usually are well-received by the individuals present.

Since the beginning of 2004, the board has provided presentations on SB 151 and the new requirements for prescribing and dispensing controlled substances in California. This information is also presented via telephone conference call to large numbers of individuals.

Public and licensee outreach activities performed since the last report to the board are (each is listed to demonstrate the significant effort involved in this):

- Supervising Inspector Ratcliff presented information on new pharmacy law to 85 pharmacists and students at Phi Delta Chi at USC on January 20.
- The board staffed a booth at the Consumer Protection Day event in San Diego on January 29, 2005. Department Director Charlene Zettel was the keynote speaker at this event attended by approximately 1,500 individuals.
- The board staffed an information booth for two days at CPhA's 2005 Outlook on February 18-19. Over 500 pharmacists and students visited the booth.
- Board President Goldenberg met with deans from the California schools of pharmacy, CSHP, and CPhA at the CPhA's Outlook 2005 Meeting.
- Board Member Jones presented information on new dispensing requirements for controlled drugs at the CPhA's Outlook 2005 Meeting in San Diego in February 2005 to over 200 pharmacists.
- Supervising Inspector Ratcliff presented information on prescribing and dispensing controlled substances to approximately 90 pharmacists at the San Fernando Pharmacy Association on February 16, 2005.
- Supervising Inspector Ratcliff presented information to 100 1<sup>st</sup> year students at UCSF's School of Pharmacy on February 22.
- Supervising Inspector Ming and staff presented information on prescribing and dispensing controlled substances, and applying for the pharmacist licensure examination to 85 students at Western University on February 25.
- Executive Officer Harris presented information about the board to 1<sup>st</sup> year students at UCSF on March 1.
- The board staffed an information booth on March 12 at UCD's Healthy Aging Conference in Sacramento; over 1,000 people attended.
- Supervising Inspector Ming presented information about new prescribing and dispensing requirements for controlled drugs at the San Mateo County Pharmacists Association Meeting on March 17 to 40 pharmacist and pharmacy technicians.
- Board Member Schell presented information on automated technology in pharmacies to pharmacy students during April 2005's Legislative Day.

### **Miscellaneous Consumer Issues/Articles in the Media**

Staff provided the committee with various consumer issues reported in the news. There were no comments nor discussion on these items.

### **Adjournment**

There being no additional business, Chairperson Zinder adjourned the meeting at 4:30 p.m.