



**COMMUNICATION AND PUBLIC EDUCATION COMMITTEE  
MEETING MINUTES**

**Date:** July 24, 2019

**Location:** Embassy Suites Anaheim North  
3100 E. Frontera St.  
Anaheim, CA 92806

**Committee Members Present:** Ricardo Sanchez, Public Member, Chairperson  
Shirley Kim, Public Member  
Deborah Veale, Licensee Member

**Committee Members Not Present:** Ryan Brooks, Public Member  
Valerie Muñoz, Public Member

**Staff Present:** Anne Sodergren, Interim Executive Officer  
Laura Freedman, DCA Staff Counsel  
Kelsey Pruden, DCA Staff Counsel  
MaryJo Tobola, Senior Enforcement and Administration Manager  
Debbie Damoth, Administrative Manager  
Bob Dávila, Public Information Officer

**a. Call to Order and Establishment of Quorum**

Chairperson Sanchez called the meeting to order at 11:33 a.m. A quorum was established.

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

There were no public comments.

**c. Approval of May 7, 2019, Communication and Public Education Committee Meeting Minutes**

M/S: Veale/Sanchez

- Support: Sanchez, Veale.
- Oppose: None.
- Abstain: Kim.
- Not present: Brooks, Muñoz.

**d. Discussion and Consideration of Policy on Subscriber Alerts**

Following direction given at the May 7 committee meeting, staff proposed creating a new listserv for the general public. This email list would be used to send subscriber alerts about meetings, consumer information, press releases, and other types of general board news. Staff said this would reduce the volume of subscriber alerts sent to licensed facilities and would enable the board to communicate more effectively with the public.

Committee members suggested adding a new email list for the public and another new email list for all types of subscriber alerts. Staff recommended the executive officer have discretion to create additional listservs as needed and to determine which types of subscriber alerts are appropriate for each email list.

There was no public comment.

The committee adopted the following recommendation to the board:

**Recommendation:** Give the interim executive officer/executive officer and staff the ability to expand the board's listservs to provide more flexibility in communicating with various groups and avoid overloading any listserv with subscriber alerts.

M/S: Veale/Kim

- Support: Sanchez, Kim, Veale.
- Oppose: None.
- Abstain: None.
- Not present: Brooks, Muñoz.

**e. Discussion and Consideration of Proposal to Create Online Search Tool for Pharmacies Providing Health Care Services**

Chairperson Sanchez noted the board is committed to informing consumers about new pharmacy services to meet their needs.

Staff proposed creating a registry on the board's website that consumers could search to find pharmacies offering other types of new health care services such as hormonal contraception, naloxone, vaccinations, and travel medications. Staff said the registry would be voluntary; pharmacies that want to be included would provide information about their types of services, location, hours, etc., and also would notify the board of any changes.

Ms. Veale asked if the board would have an obligation to verify the registry information. Ms. Freedman said that because the information about pharmacies would be self-reported, the board would not be at large risk of liability.

Staff suggested providing links to other website listings of pharmacies providing hormonal contraception and naloxone. The committee indicated a preference for a single registry on the board's website without links to a hodge-podge of lists on other websites.

Public comment: Steve Gray expressed support for the registry and said it is important that participation be voluntary because some pharmacies might not want to be available to the public. He said the registry information should be current and comprehensive.

The committee adopted the following recommendation to the board:

**Recommendation:** Direct staff to evaluate the possibility of creating a list of California pharmacies providing health care services for posting on the board's website and the resources that would be necessary to implement the list.

M/S: Veale/Sanchez

- Support: Sanchez, Kim, Veale.
- Oppose: None.
- Abstain: None.
- Not present: Brooks, Muñoz.

**f. Discussion and Consideration of Proposed Brochure about Pharmacy Inspections**

Staff presented a draft informational brochure about board inspections, which was presented in concept and discussed at the May 2019 committee meeting. Chairperson Sanchez said the brochure would be posted online and distributed upon arrival by inspectors so that pharmacies can know in advance what to expect during an inspection.

Chairperson Sanchez noted the draft was approved by legal counsel. Ms. Pruden said that text in the draft brochure had been changed to reflect that letters of admonishment and citations are not disciplinary actions, and that letters of admonishment can be appealed in an informal office conference but not in a formal hearing.

The committee requested adding reasons why pharmacies are inspected – e.g., some are routine inspections, others may be related to a complaint. The committee also requested emphasizing an inspection is an opportunity for licensee education and highlighting the process for filing anonymous complaints about inspections. The committee said other changes could be made over time based on public input.

Public comment: Danny Martinez of CPhA expressed support for the brochure. He requested the brochure provide a time frame for inspectors to notify pharmacies about possible violations. Committee members noted inspectors sometimes need time to do additional research after a site visit to determine whether a violation has occurred.

Steve Gray recommended the brochure include information about what to do when

inspectors want to take document from the pharmacy. Staff said the brochure is intended to provide general information about inspections, not address specific issues during a visit.

**g. Discussion and Consideration of the Committee's Strategic Goals**

The committee received a brief status report on each of the communication and public education goals in the board's 2016 Strategic Plan. Staff asked the committee to review and provide comments, suggestions or direction for additional progress. The committee urged continued progress and made no changes to the strategic plan goals.

Committee members asked what efforts have been made to collect mobile numbers from all licensees for text messaging to improve communications, as specified in goal 4.3. Staff noted that legislation was adopted requiring licensees to register their email addresses with the board but not mobile numbers.

The committee asked staff to recommend changes to refresh the "Notice to Consumers" poster and "Point to your language" notice in accordance with goal 4.7, which relates to revising consumer-facing materials to improve consumer awareness of their rights and how to take their medications.

**h. Update on Communications and Public Education Activities by Board Staff**

**a. The Script**

Staff reported that publication of the next newsletter is expected this summer.

**b. Projects Update**

Staff reported an online tip sheet has been developed to help consumers plan and prepare for possible evacuation from their homes during a declared disaster.

**c. News Media**

Staff provided a list of news media organizations that contacted the board's executive officer and public information officer for interviews or background information.

**d. Public Outreach**

Staff said more than 80 pharmacists attended the CE forum on drug abuse and diversion July 20 in Marin County. The board has hosted 12 CE forums since March 2017.

Staff also reported the total number of pharmacists who have completed the board's CE webinars on pharmacy law, ethics and naloxone training as of June 30, 2019:

- Law – 13,754.
- Ethics – 3,359.
- Naloxone – 2,023.

Staff also provided a list of other recent outreach activities.

i. **Future Meeting Dates**

Chairperson Sanchez said the next committee meeting would be November 5, 2019.

**Adjournment**

The meeting adjourned at 12: 29 p.m.