



Communication and Public Education Committee 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
Kartikeya "KK" Jha, Licensee Member

STAFF PRESENT: Anne Sodergren, Executive Officer
Julia Ansel, Assistant Executive Officer
Sara Jurrens, 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: Kartikeya 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.