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COMMUNICATION AND PUBLIC EDUCATION COMMITTEE

Ricardo Sanchez, Public Member, Chairperson
Jason Weisz, Public Member, Vice Chairperson
Ryan Brooks, Public Member
Shirley Kim, Public Member
Dr. Seung Oh, Licensee Member

a. **Update on Communication Regarding SB 159 Related to Furnishing HIV Preexposure and Postexposure Prophylaxis (HIV PrEP and PEP)**

Background

At the January 2020 committee meeting, members suggested partnering with schools and professional organizations to create informational materials for pharmacists about SB 159. The committee also suggested using the Board's website, subscriber alerts and newsletter to disseminate information about initiating and furnishing PrEP and PEP to pharmacists.

At the July 2020 committee meeting, staff reported meeting with Please PrEP Me, an advocacy group, to discuss collaborating on communications. Please PrEP Me went on hiatus after meeting with staff. However, the committee was advised staff would continue to work with other groups on developing messages about SB 159.

Update

Staff has issued subscriber alerts informing licensees about the approval of CCR section 1747, an emergency regulation establishing training requirements to initiate and furnish HIV PrEP and PEP, as directed by SB 159. The information also is posted on the Board's website.

In addition, an article about the emergency regulation was published in the September 2020 issue of the Script. The article also reports that the Board is developing a training program for pharmacists that meets the requirements of CCR section 1747.

Staff also shared the information about the emergency regulation and the Board's upcoming training program with the California Department of Public Health (CDPH) to disseminate to public health stakeholders.

b. **Update on Notice to Consumers Poster**

Background

At the July 2020 committee meeting, staff reported efforts to survey consumer groups about possible changes to the Notice to Consumers poster were delayed amid the Board's response to the COVID-19 state of emergency.

Update

Staff has reached out to the California Alliance of Retired Americans (CARA) for input on what kind of information would be useful for pharmacy consumers. Jodi Reid, director of CARA, advised staff that CARA was active in advocating for the original poster. She said she would discuss the matter with other CARA leaders and provide some recommendations to the Board.

Staff will also seek out other consumer groups for ideas regarding possible changes to the Notice to Consumers poster.

c. **Update on The Script**

The current issue of the Script was published in September. The next issue is planned for publication in December. The next newsletter will include articles on news laws and regulations and compounding topics. In addition, disciplinary cases summaries will be published in the newsletter.

d. **Quarterly Report on Communications and Training**

Staff has provided a statistical report on Board communication and training activities in the first quarter (July 1 through September 30) of fiscal year 2020/21.

Subscriber alerts – A total of 150 alerts were issued to licensees and news subscribers, including:

- Drug recall notices – 48.
- COVID-19 waivers – 6.
- Regulations – 4.
- Declarations of emergency – 3.
- Board/committee meetings and activities – 13.

Website – Links to the following important information were posted on the homepage:

- Emergency Related to Statewide Fires
 - [Information for Licensees](#)
 - [Disaster Planning – Preparing for Emergency Evacuation](#)
- COVID-19 Information
 - [CDPH Guidance for Pharmacies, Pharmacists, and Pharmacy Technicians Performing Waived, Point-of-Care COVID-19 Tests](#)
 - [Guidance for Pharmacies, Pharmacists and Pharmacy Technicians Ordering, Collecting Specimens for, and Performing COVID-19 Tests](#)
- Important Information for Consumers
 - [Medicare Drug Discount Program](#)

Social media – A total of 96 messages were posted on the Board’s Twitter account. The most viewed messages:

- July: A total of 494 people saw a [message](#) about wearing masks to prevent spread of COVID-19.
- August: A total of 1,053 people saw a [message](#) about reducing energy usage during a heat wave.
- September: A total of 784 people saw a [message](#) about the publication of the Script.

Training – The table below provides the total number of pharmacists who viewed the Board’s training webinars during the first quarter of fiscal year 2020/21 and since inception.

Training webinar	First quarter 20/21	Since inception (date)
Ethics	2,585	19,749 (5/17/2019)
Naloxone	126	3,143 (10/25/2018)
Law	834	31,101 (8/8/2018)

e. News Media Inquiries

Staff provided information to news reporters in response to recent media inquiries listed in **Attachment 1**.

f. Public Outreach

Staff participated in recent outreach activities listed in **Attachment 2**.

Attachment 1

News Media Inquiries

News Media Inquiries

The Board's public information officer responded to the following recent news media inquiries:

- July 20, 2020: David Lazarus, Los Angeles Times, regarding automatic refill programs.
- July 21, 2020: Natalie Voss, Paulick Report, regarding cease and desist order issued to Buy-Rite Drugs of Hartselle, Ala.
- July 29, 2020: Thea Rood, N&R Publications, regarding drug take-back bins.
- August 17, 2020: Debbie Arrington, N&R Publications, regarding drug take-back bins.
- August 20, 2020: Kit Ramgopal, NBC News, regarding adulterated drug products.
- August 26, 2020: Annie Gilbertson, The Markup, regarding online pharmacy sales of unapproved drugs.
- October 6, 2020: Tom Dreisbach, NPR, regarding compounding pharmacies selling an FDA-unapproved drug, thymosin alpha-1, as a COVID-19 treatment.

Attachment 2

Public Outreach

Public Outreach

Staff reported the following activities:

- August 12: Executive Officer Anne Sodergren provided a Pharmacy Law and Board update to members of the California Society of Health-System Pharmacists.
- August 15: Executive Officer Anne Sodergren presented a Pharmacy Law and Board update to members of the California Pharmacists Association.