



Communication and Public Education Committee Meeting Minutes

DATE: Thursday, July 18, 2024

LOCATION: California State Board of Pharmacy
2720 Gateway Oaks Drive, Hearing Room, First Floor
Sacramento, CA 95833
Participation also through teleconference via Webex

COMMITTEE

MEMBERS PRESENT: Jason Weisz, Public Member, Chairperson
Nicole Thibeau, PharmD, Licensee Member, Vice
Chairperson
Renee Barker, PharmD, Licensee Member
J. Newell, Public Member
Kartikeya (K.K) Jha, Licensee Member

STAFF PRESENT: Anne Sodergren, Executive Officer
Debbie Damoth, Executive Specialist Manager
Sara Jurens, Public Information Officer
Shelley Ganaway, Board Counsel

I. Call to Order and Establishment of Quorum

Chairperson Weisz called the Communication and Public Education Committee meeting to order at 2:00pm. Mr. Weisz reminded all present that the Board is a consumer protection agency. Mr. Weisz advised the meeting was being conducted in person and through 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, J. Newell, Nicole Thibeau, Kartikeya (K.K.) Jha and Jason Weisz. 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; however, no comment was provided.

III. Approval of the January 22, 2024, Communication and Public Education Committee Meeting Minutes

Chairperson Weisz referenced the draft minutes from the January 22, 2024, Communication and Public Education Committee meeting.

Members were provided an opportunity to comment.

No comments were made.

Motion: Approve the January 22, 2024, Communication and Public Education Committee meeting minutes as presented in the meeting materials.

M/S: Thibeau /Barker

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

Support: 5 Oppose: 0 Abstain: 0 Not Present: 0

Committee Member	Vote
Barker	Support
Thibeau	Support
Jha	Support
Newell	Support
Weisz	Support

IV. Transition to a New Website Template

Members received an update on the transition to the new website template. Staff has completed the conversion of the website to a newer template. At the time of the committee meeting, the website was under review with DCA's internet team.

Following the meeting, the conversion to the new website was completed. A subscriber alert was released announcing the new website template.

V. Talk to the Expert Consumer Poster and Public Education Campaign

Members received an update on the Talk to the Expert campaign. Members were informed that approximately 6,000 posters have been mailed out to all pharmacies in California. In addition to the Talk to the Expert poster, a Point to Your Language poster was included in the mailing. The Point to Your Language posters include 16 translations and the posters were updated to include four new languages. The four new languages added were Japanese, Hindi, Thai, and Punjabi.

Members were reminded of the public education campaign that was created to bring awareness to the revised NTC poster. The campaign was distributed the week of July 8th to the Department of Consumer Affairs (DCA), the Board's social media account (formally Twitter), on the Board's subscriber alert and on the Board website. The campaign will run again in August as a follow up reminder to licensees. Members requested that staff maintain the education campaign for use in the future as a reminder beyond August as an important resource for patients.

Further, as part of the discussion, members requested that staff evaluate for opportunities to partner with the Enforcement and Compounding Committee on efforts to address barriers to patient consultation.

VI. Committee's Strategic Objectives

The Committee's Strategic Objectives were made available for members to review. Staff listed the objectives in this report and provided comments for each objective for the committee's consideration. After reviewing the objectives, committee members were offered the opportunity to provide comments or direction to staff regarding the strategic goals.

VII. Draft Educational Material Related to IV Hydration Clinics

During the meeting members reviewed draft educational materials intended to be provided to personnel at IV hydration clinics as well as made available on the Board's website. The focus of the education is around legal requirements and patient safety considerations for such clinics.

During the meeting members generally spoke in support of the concept of the education and requested that staff work to refine the materials. Members requested that staff work with Member Barker to incorporate edits requested by the committee and to provide an updated version for the Board's consideration.

Following the meeting staff had an opportunity to work with Member Barker. Some of the significant changes made to the document include:

1. Reorganization of information and simplifying language to more explicitly state the potential harm to patients.
2. More directly referenced the relevant sections of USP 797 – Pharmacy Compounding – Sterile Preparations

Consistent with the request from the committee, staff will also be exploring the ability to create an educational video.

Board staff will continue to engage with other healing arts boards on the materials and will continue to offer co-branding of the document with programs that are interested.

VIII. Communication and Public Education Activities by Staff

The Board's Public Information Officer, Sara Jurrens, gave a report on activities by staff.

The Script

The Board released two newsletters since the previous Committee meeting. In [March 2024](#), a special edition of The Script was released that focused on AB 1286, the patient safety measure. This edition included a summary of changes, the implantation statement, an explanation on how the Board will hire a third party for collecting and reporting medication errors, and frequent asked questions (FAQ's).

In [May 2024](#), an issue of The Script was released, and a few of things that were published included how San Diego is expanding access to care with their pharmacy mobile unit, protected reproductive and gender affirming health care services, a reminder for pharmacist about Medicare prescription costs, the statewide standing order in schools on epinephrine, name and gender request changes, and more.

Staff Outreach

Presentation and Training: A list of activities by individual staff members, from January to June, was made available for Committee members.

Fake Botox

Committee members were informed of the messaging shared on social media from the California Department of Public Health (CDPH) on the serious health risks related to counterfeit versions of Botox. Pictures were included to show what to look for in packaging.

News Media Inquires

Committee members were informed of the news media inquiries, including interest in disciplinary reports for a pharmacy in Texas, interest in GLP-1 medications, a question regarding a CVS closing.

Members of the public were provided with an opportunity to provide public comment. No comments were made in person in Sacramento or via Webex.

IX. Future Meeting Dates

Chairperson Weisz thanked everyone for their time and noted that the proposed date for the next meeting will be January 9, 2025.

X. Adjournment

The meeting was adjourned at 2:38pm.