



**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 June 28, 2006

Department of Consumer Affairs

El Dorado Conference Room

1625 N Market Boulevard

Sacramento, CA 95834

And via teleconference connection to UCSF

10 a.m. – 12 noon

Present: Andrea Zinder, Board Member and Chairperson  
Bill Powers, 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 10:05 a.m.

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

Since July 2004, the board has been working with the Center for Consumer Self Care at the University of California San Francisco to integrate pharmacy students into public outreach activities. The project involves pharmacist interns developing consumer fact sheets.

William Soller, PhD., of the Center for Consumer Self Care attended this committee via teleconference to provide an update about the fact sheet series.

Dr. Soller provided a list of new fact sheets that students have expressed interest in developing:

#### Tips for Parents

- read the label
- teaspoons and tablespoons
- more is not better
- ask your pharmacist

#### Aspirin for Heart Attack and Stroke

- aspirin is not for everyone
- risks associated with aspirin
- what to think about before starting daily aspirin

#### Counterfeit Medicines

- dangers of using counterfeit medicines
- what to look for
- ask your pharmacist

#### Consumer Drug information on the Internet

- how to judge reliable information
- sites to trust
- where to look
- ask your pharmacist

#### Allergies to Medicines

- what to look for
- what to do
- before purchase, read the label – inactive ingredient section
- consumer reports to FDA (MedWatch)
- ask your pharmacist

#### Immunizations

- immunization schedules
- what schools require
- awareness alert that some pharmacies provide immunization services
- ask your pharmacist

- The committee supported the development of these fact sheets and encouraged Dr. Soller to move forward. Drafts of these fact sheets should be available in September.

Meanwhile, the board is having translated the initial nine fact sheets already developed into Spanish, Chinese and Vietnamese. These versions should be available in late fall.

The current fact sheets and other consumer brochures are being highlighted in the next *The Script*, so pharmacies will know this material is available from the board or via downloading from the board's Web site.

#### **Activities of the California Health Communication Partnership**

Dr. Soller also updated the committee on recent activities of the California Health Communication Partnership. This group is spearheaded by the UCSF's Center for

Consumer Self Care to improve the health of Californians by developing and promoting consumer health education programs and activities developed by the members in an integrated fashion. The function of the group is to develop or disseminate integrated public information campaigns on priority health topics identified by the partnership members.

The next major campaign will again be cancer screening awareness, building upon last year's successful "It's Your Life" campaign. The 2006 theme will be "It's Your Life – Do It Today" and will be aimed at men and women aged 50-75 years of age.

This fourth project of the partnership will aim for the fall 2006. UCSF has obtained a grant from a private foundation, which will enable use of a firm (the North American Precis Syndicate) that specializes in dissemination of public service announcements and prewritten articles to a diversity of media outlets nationwide. The partnership successfully used this service last year for the successful initial campaign.

The following are the proposed projects:

- A radio public service announcement on breast cancer awareness
- A radio public service announcement on prostate cancer screening
- Creation of 200 word awareness articles in English and Spanish for print media
- Publication of articles in consumer publications
- Publication to the state's health care practitioners in their respective regulatory newsletter (*The Script* will be one)
- Posting of information messages on Web sites

The committee supported this activity.

The committee discussed other topics, including development of an outreach campaign on Generics, which is another planned project of the partnership.

Written information handed to patients with their prescription medication was discussed. The issue is that only 44 percent of patients surveyed stated that they read the material provided to them with their medications. Dr. Soller believes that this percentage may be higher than actually occurs because patients know they should read this material, and don't want to admit that they are not reading it.

There is need to encourage patients to read the label and especially seek out black box warnings.

### **Update of the Committee's Strategic Plan**

The committee reviewed the board's 12 strategic issues and the committee's objectives. Several changes were recommended that will be presented to the board during the April Board Meeting.

The committee will explore methods for evaluating how effective the board's public and licensee outreach materials are. Is the board developing the right materials? Is the public interested in the published materials? Would other topics be more valuable?

This will be a discussion item for future meetings.

### **Status of The Script**

The committee was advised that the next issue of the newsletter is being developed for publication in late summer.

In response to comments made by the Communication and Public Education Committee and at the February Board Meeting, the board will resume listing disciplinary actions taken. The name of the licensee will be listed along with the disciplinary action.

The board will also publish statistics on the top 10 corrections ordered during inspections and the types of fines the board has issued under the citation and fine program.

There will also be an article on the new CE policy for attending committee meetings.

The Pharmacy Foundation of California has agreed to publish and mail the newsletter to the state's pharmacists.

### **Development of New Consumer Materials**

Ms. Herold announced that with the new state's budget on July 1, the board has received restoration of a half-time position for its public education and licensee education duties. The board will fill this position on a full-time basis because the need is so great. Currently the vast majority of public and licensee information is developed by the assistant executive officer and a retired annuitant.

### **Prescription Drug Discount Program for Medicare Recipients**

Staff has started revision of the "Prescription Drug Discount Program for Medicare Recipients" brochure that was developed in response to SB 393 (Speier, Chapter 946, Statutes of 1999). This state program allows Medicare recipients to obtain medications at the MediCal price if the patients pay out of pocket for the medication. The brochure needs to be meshed with the Medicare Part D Plan benefits available to beneficiaries in 2006.

### **Under development: are:**

- The Beers list of medications that should not be provided to elderly patients
- Update of Facts About Older Adults and Medicines (revision)

Web Site Modification:

The committee reviewed the new Web design for the board's Web site. Several changes were suggested.

The new Web page should be in place by August 1.

AB 2583's Requirements to Add to the "Notice to Consumers"

The committee reviewed proposed language that would be required to be added to the Notice to Consumers poster by the enactment of Assembly Bill 2583 (Nation). This bill would require the board to add a statement that describes a patient's right to obtain medication from a pharmacy:

1. even if a pharmacist has ethical, moral or religious grounds against dispensing a particular drug, in which case protocols for getting the patient the medication is required.
2. unless based upon the pharmacist's professional training and judgment that dispensing a drug is contrary to law or the drug would cause a harmful drug interaction or otherwise adversely affect the patient's medical condition.
3. unless the medication is out of stock or not available from the pharmacy.
4. unless the patient cannot pay for the medication or pay any required copayment.

The committee noted that the addition of this material to the Notice to Consumers will be a challenge because the current poster is very full of text already. The exact text required by AB 2583 will need to eventually be promulgated in a regulation.

The committee considered options for the poster:

1. Eliminating some material currently required on the Notice to Consumers
2. Increasing the size of the poster
3. Graphically redesigning the poster

The committee recommended that the board comply with AB 2583 by developing a new and second poster because the content of the new notice would be so different from the current required language.

The committee reviewed two drafts of language developed by staff to comply with this requirement and selected as a working text, the following:

California law provides that patients have the right to get prescription medicine timely from a pharmacy unless:

1. the pharmacist believes the prescription was not lawfully written
2. the pharmacist believes that the medicine, if provided would harm the patient
3. the patient cannot pay for the medicine or pay the copayment

The pharmacy is required to help you get your medicine timely even if the pharmacy does not stock or is out of the medicine, or if the pharmacist has ethical, moral or religious reasons why he or she will not provide it. In this case, the pharmacy may transfer your prescription to a pharmacy of your choice.

If you have questions, ask the pharmacist or contact the California State Board of Pharmacy.

The committee will work on the development of a new draft notice in future meetings.

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

The committee reviewed various miscellaneous articles published in the media regarding medication issues.

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

The committee reviewed the board's public outreach and licensee education programs. The staff noted that in the spring, the board makes presentations on pharmacy law and on applying for the California pharmacist licensure examination to students in California's pharmacy schools.

In the last quarter, there have been five presentations to students of pharmacy, staffing of four information booths at public health fairs and three presentations to pharmacy associations or other professional groups.

Public and licensee outreach activities performed since the April report to the board include:

- Board Member Ruth Conroy spoke to about 50 Touro University pharmacy students on board legislative issues on March 31, as preparation for their Legislative Day in April.
- Supervising Inspector Ming presented law review information to UCSF's 4<sup>th</sup> year students on April 7.
- Supervising Inspector Ming presented information about pharmacy law to approximately 30 UCSF and UOP students at Anaheim Memorial Hospital on April 28.
- Staff hosted an information booth at the City of Sacramento Wellness Expo 2006 in Sacramento, about 300 individuals attended this event on May 11.
- Executive Officer Harris spoke at the Department of Consumer Affairs Senior Summit on May 12 in Sacramento on "Protecting and Serving California's Aging Population." Staff also provided handout packets containing board-prepared public information brochures.
- Staff hosted an information booth at the Family Safety and Health Expo (Safetyville) in Sacramento on May 13 where over 700 individuals attended.

- Exam Analyst Debbie Anderson presented information about examination application to Loma Linda University's pharmacy students on May 15.
- Staff hosted an information booth at the Senior Fair sponsored by the Area Agency on Aging in Yreka on May 17. There were approximately 200 seniors at this event.
- Board President Goldenberg and Member Conroy provided information about the board to UOP students on May 18.
- Patricia Harris presented information about quality assurance programs to the SCR Prescription Error Study Panel on May 19.
- Patricia Harris presented a PowerPoint presentation on prescription errors and the board's cite and fine program to the SCR 49 Prescription Error Study Panel on June 9. (She later presented this information at the board's Enforcement Meeting on June 20 and some of the presentation will be published in the next *The Script*.)
- Supervising Inspector Ratcliff presented information about pharmacy law to the 80 members of the California Employee Pharmacists Association on June 11.

#### Future Presentations

- Supervising Inspector Ratcliff will present information about the board and pharmacy law to the Sacramento Valley Pharmacist Association on August 13.
- Supervising Inspector Ratcliff will present information about pharmacy law to 80 members of the California Employees Pharmacist Association on September 28.

#### **Adjournment**

There being no additional business, Chairperson Zinder adjourned the meeting at 12:10 p.m.