



**California State Board of Pharmacy**

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STATE AND CONSUMER SERVICES AGENCY

DEPARTMENT OF CONSUMER AFFAIRS

GOVERNOR EDMUND G. BROWN JR.

**STATE BOARD OF PHARMACY  
DEPARTMENT OF CONSUMER AFFAIRS  
COMMUNICATION AND PUBLIC EDUCATION COMMITTEE MEETING  
MINUTES**

**DATE:** July 17, 2012

**LOCATION:** Department of Consumer Affairs  
Headquarters Building II  
1747 N. Market Boulevard, Room 186  
Sacramento, CA 95834

**COMMITTEE MEMBERS**

**PRESENT:** Ryan Brooks, Public Member, Chair  
Ramón Castellblanch, Public Member  
Rosalyn Hackworth, Public Member  
Deborah Veale, RPh  
Shirley Wheat, Public Member

**STAFF**

**PRESENT:** Virginia Herold, Executive Officer  
Anne Sodergren, Assistant Executive Officer  
Carolyn Klein, Legislation and Regulation Manager  
Jan Jamison, Public Information Officer

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**Call to Order**

Committee member Deborah Veale called the meeting to order at 9:48 a.m.

Ms. Veale conducted a roll call. Board Members Ramon Castellblanch, Rosalyn Hackworth, Shirley Wheat and Deborah Veale were present. Board President Stan Weisser was in attendance in the audience.

1. **Discussion and Possible Action to Finalize the Design of New Notice to Consumers Posters (as Required by 16 California Code of Regulations Section 1707.6)**

Discussion

Ms. Veale provided an overview of the new poster designs.

The committee members spoke in support of the poster with the yellow background and the red medicine capsule.

Public Comment

Steve Gray, representing Kaiser Permanente, inquired about the final poster size. Staff clarified that it would be standard poster size of 18" x 24".

Mr. Gray spoke in support of the yellow background and suggested that the board logo and state seal be enlarged.

Cary Sanders, representing the California Pan-Ethnic Health Network, also spoke in support of the yellow poster design. She suggested that numbers be added to the five questions on the poster as a way to draw the reader's attention.

In response to questions, Executive Officer Giny Herold clarified that the posters would be required to be posted at any pharmacy that has a community pharmacy license; that the poster would be translated into the top five languages; and that she anticipates they will be available for distribution in September or October.

**Motion:** Adopt the poster with the yellow background and the red medicine capsule.

M/S: Castellblanch / Hackworth

Adopt: 4                      Oppose: 0                      Abstain: 0

Mr. Brooks was not in attendance.

2. **Discussion and Possible Action to Finalize the Video Display Format Option for Notice to Consumers (as Required by 16 California Code of Regulations Section 1707.6)**

Discussion

Ms. Veale explained that the video version of the Notice to Consumers poster was edited to allow each slide to remain on the screen for 60 seconds, as required by 16 California Code of Regulations Section 1707.6.

Ms. Wheat suggested that the video be designed to incorporate design elements from the Notice to Consumers poster.

The committee also suggested the video be edited to include a more diverse representation of ethnicity, gender and age.

Ms. Herold provided that she would work with the Office of Publications, Design and Editing to incorporate the suggestions for branding and diversity in the video.

Board member Gregg Lippe arrived to the meeting at 10:13 a.m.

#### Public Comment

Cary Sanders, representing CPHEN, asked about increasing the point size on the text. She also asked about the availability of the video in foreign languages. Ms. Herold provided that the video would be translated into the top five languages, and possibly more based on need and demand.

Steve Gray, representing Kaiser Permanente, asked if the board would require that both an English and a foreign language version of the video be on display for enforcement purposes.

The committee deferred action on this item to the August meeting.

### **3. Discussion and Possible Action to Finalize the Format for Notice of Interpreter Availability (as Required by 16 California Code of Regulations Section 1707.6)**

#### Discussion

Ms. Veale presented the final version of the Notice of Interpreter Availability poster.

Mr. Castellblanch suggested enlarging the state seal in the bottom right corner as much as possible.

**Motion:** Enlarge the state seal and adopt the Notice of Interpreter Availability poster.

M/S: Castellblanch / Hackworth

Support: 4      Oppose: 0      Abstain: 0

Mr. Brooks was not in attendance.

4. **Discussion and possible action to Secure Consumer Comments on the Board's Regulation Requirements for Patient-Centered Labels and Translations for Limited English Speaking Individuals in Preparation for the January 2013 Report to the Legislature.**

Discussion

Ms. Veale explained that the board has been collecting consumer surveys that ask if it would be helpful to include the purpose for taking a medication on the prescription container label.

Discussion followed regarding whether the prescriber would be required to include this in the prescription or if it would be provided only at the consumer's request.

Mr. Room provided that the report to the legislature should just address the fact that there is a desire from the public to include the purpose on the label, with no additional details about how this would be accomplished.

Public Comment

Holly Strom, past president of the board, provided that the goal should be to provide as much information to the consumer as possible.

Cary Sanders, representing California Pan-Ethnic Health Network, suggested providing examples of how consumers may respond to questions on the survey and asked if the survey would be translated into foreign languages.

Ms. Herold suggested that Ms. Sanders contact her if there is a particular community event where a foreign language survey is required.

Committee Chair Ryan Brooks arrived at the meeting at 10:44 a.m.

**Motion:** If consumers respond with a "no" to question four on the survey, which reads: "Are the directions for taking the medicine clear and easy to understand?" add an additional question which asks how the information could be improved.

Support: 4      Oppose: 0      Abstain: 1 (Brooks)

5. **Update on the Board's Public Education Materials**

Summary

Board staff has begun an assessment of the Board's current public education materials, which will include updating all existing consumer education materials and identifying new materials needed to address current and relevant public pharmaceutical issues.

Board staff has also been working with the Department of Consumer Affairs Office of Publications, Design and Editing to develop a brand identity for the Board of Pharmacy.

Two national events are planned in coming months that will provide an opportunity for public relations and consumer outreach activities. Wake up to Medicine Abuse Week is a week-long collaboration sponsored by the Partnership at Drugfree.org and Cardinal Health, scheduled for September 23-29. American Pharmacists Month is scheduled for the month of October, where in prior years the focus of the campaigns has been on “talk to a pharmacist.”

A new Board website design is currently in the planning stages that will be consistent with the new design selected by the Governor. The color palette has been selected from a menu of approved state templates and new site architecture is being developed. The new architecture will be simplified and designed to be intuitive and easy to navigate. All content will be updated and refreshed as necessary.

## **6. Update on The Script**

### Summary

The August 2012 issue of *The Script* is currently undergoing legal review. The issue will focus on application of laws and the forthcoming e-pedigree requirements. It also lists the multiple disciplinary decisions taken by the Board since the beginning of 2012.

The issue will focus on items related to the patient-centered labeling project; specifically:

- the new notice to consumers poster that should be released and mailed to pharmacies later this summer,
- the option to use the video format of the notice to consumers (and how to obtain the video),
- the mini-poster notice of the availability of interpreters, and
- how to request an exemption to display a pharmacy’s own video or interpreter availability mini-poster.

## **7. Public Outreach Activities Conducted by the Board**

### Summary

State government continues to be subject to a travel freeze that restricts all but the most essential travel. Moreover, the Department of Consumer Affairs must still preapprove all travel where a travel claim will be submitted. This has restricted Board operations in all areas, including public and licensee outreach.

Public and licensee outreach activities performed during the fourth quarter of fiscal year 2011/12 include:

- April 13 – Executive Officer Herold provides a presentation on the Board’s enforcement program and consumer protection initiatives to UCSF students
- May 9 – Executive Officer Herold provides a presentation on the Board’s enforcement program to Ralphs’ pharmacy managers
- May 17 – Executive Officer Herold provides a webinar training on California’s e-pedigree laws for RfXcel
- June 13 – Supervising Inspector Hunt, Association Analyst Sue Durst and Public Information Officer Jan Jamison attend a Senior Scam Stopper Seminar in Stockton. Dr. Hunt provided a presentation on consumer awareness involving pharmacy services, and Ms. Durst and Jamison staffed an information booth.
- June 19 --- Executive Officer Herold provides a webinar training on California’s e-pedigree laws for Axway
- June 20 – Inspector De’Bora White presents information about the Board’s enforcement program to pharmacists attending at CE program in Pasadena.

**8. Public Comment for Items Not on the Agenda**

There we no public comments for items not on the agenda.

**Adjournment of Meeting**

The meeting was adjourned at 10:52 a.m.