



Communication and Public Education Committee Meeting Minutes

Date: Tuesday, July 19, 2022

Location: Teleconference

Members Present: Ricardo Sanchez, Public Member, Chairperson
Jason Weisz, Public Member, Vice Chairperson
Jose De La Paz, Public Member
Kula Koenig, Public Member
Nicole Thibeau, Licensee Member

Staff Present: Anne Sodergren, Executive Officer
Eileen Smiley, DCA Counsel
Debbie Damoth, Administration Manager
Bob Dávila, Public Information Officer

a. Call to Order and Establishment of Quorum

Chairperson Sanchez called the meeting to order at 1:02 p.m. and took roll. Present: De La Paz, Thibeau, Weisz, and Sanchez. Quorum established.

b. Public Comment for Items Not on the Agenda; Matters for Future Meetings

No public comments. No member comments. No matters set for future meetings.

c. Approval of the April 26, 2022, Communication and Public Education Committee Meeting Minutes

No committee member comments. No public comments.

M/S: De La Paz, Weisz

Yes: De La Paz, Thibeau, Weisz, Sanchez.

No: None.

Abstain: None

d. Discussion and Consideration of Providing Education to Licensees about the Institute for Safe Medication Practices

Chairperson Sanchez reported the Medication Error Reduction and Workforce Committee received a presentation in January 2022 about the Institute for Safe Medication Practices (ISMP). The Medication Error Reduction committee suggested the Communication and Public Education Committee consider opportunities to educate licensees about ISMP and its resources for preventing medication errors.

Staff recommended posting a link to ISMP on the Board’s website and publishing an article in The Script about ISMP and its resources for preventing medication errors. Members De La Paz and Thibeau spoke in support of the recommendation. No public comment.

Kula Koenig joined the meeting at 1:11 p.m.

e. Discussion and Consideration of Providing Naloxone Educational Materials for Pharmacists

Chairperson Sanchez said at the July 2021 meeting of the Enforcement Committee, members and speakers discussed challenges in getting pharmacists to furnish naloxone. The Enforcement Committee recommended the Communication and Public Education Committee develop educational materials to assist pharmacists in understanding the value of naloxone and how to operationalize naloxone distribution.

Staff noted the Board’s website provides many resources for pharmacists furnishing naloxone, including a training webinar, FAQs, sample naloxone labels, fact sheets and screening questions in multiple languages. Staff recommended publishing an article in The Script about the Board’s online resources to assist pharmacists in furnishing naloxone.

Committee members supported the recommendation. Member Thibeau said the article should include examples of how to operationalize furnishing naloxone in an outpatient retail pharmacy. Member Weisz expressed support for pharmacists and pharmacies furnishing naloxone. Chairperson Sanchez expressed support for the recommendation. No public comment.

f. Discussion and Consideration of Committee’s Strategic Plan Objectives

Chairperson Sanchez invited committee members to review and offer comments on the plan’s Public Education goals.

Member De La Paz said the objectives at this time are in line with the strategic plan and no changes need to be made. In addition, the committee could revisit the goals if needed.

Member Thibeau requested adding language to goal 4.7 (“Improve communication to licensees by personalizing it and decreasing verbiage to encourage licensee engagement”) directing that the Board send out recall notices as a single daily summary rather than sending an alert for each notice, as a way to avoid overwhelming licensees with too many emails, especially at 5 p.m. on Fridays.

Public comment: Maria Serpa, speaking as a member of the public, agreed with comments about the timeliness and quantity of alerts and expressed concern about delaying recall notices until late in the day. She requested that staff not delay recall notices because timely information about recall is important.

Staff agreed to review how recall notices are issued and possibly set the matter for discussion at a future committee meeting.

g. Discussion and Consideration of Public Awareness Campaign “Treating Your Pharmacy Staff with Courtesy”

Chairperson Sanchez said the Medication Error Reduction and Workforce Committee received a presentation in June 2022 from the American Pharmacist Association about the Well-Being Index for Pharmacy Personnel. The index is an online tool that tracks levels of well-being and distress on the job among pharmacists, student pharmacists, and pharmacy technicians nationally and by state. Medication error committee members expressed concern that a general lack of respect for pharmacists among the public compared to other professionals may contribute to distress on the job.

Member Koenig relayed some of the medication error committee’s discussion and comments to the Communication and Public Education Committee. She suggested the Board create a campaign to improve public awareness of the importance of pharmacy workers and the demands they face on the job that would be similar to public awareness campaigns regarding highway worker safety. She also said consumers should be encouraged to be patient with pharmacy staff.

Member Thibeau supported the idea and suggested explaining what pharmacists do and noting they are highly trained professionals. She said a campaign would also demonstrate the Board’s support for pharmacy professionals. She said the campaign should be an ongoing effort and the Board should reach out and partner with community groups to spread the message.

Member De La Paz suggested partnering with other organizations in developing the campaign. Member Weisz suggested checking with DCA regarding a larger platform and to learn what other professional boards are doing.

The Communication and Public Education Committee expressed support for developing a campaign to increase public awareness and appreciation for the role of pharmacy professionals in providing and protecting patient health. Members also directed staff to seek out partnerships with other agencies in developing the campaign and to educate the public about what pharmacists do to ensure consumer safety.

Staff agreed to develop and report back with ideas and to reach out to possible partners for a public campaign

No public comment.

h. Discussion and Consideration of Senate Resolution Designating September 2022 as Opioid, Heroin, Fentanyl, and Prescription Drug Abuse Awareness Month

Chairperson Sanchez reported State Senator Patricia Bates introduced Senate Concurrent Resolution 115 to designate September 2022 as Opioid, Heroin, Fentanyl, and Prescription Drug Abuse Awareness Month. The measure is intended to increase public awareness of the dangers of abuse of opioids, heroin, fentanyl, and prescription drugs. The measure also includes legislative findings regarding the prevalence and harm caused by abuse of opioids, heroin, fentanyl, and prescription drugs.

Staff recommended posting the resolution on the Board's website under Prescription Drug Abuse Prevention and developing a social media campaign highlighting consumer information on the website.

Committee members discussed the problem of opioid abuse and strongly supported the recommendation. Member De La Paz urged staff to get the message out on social media and said getting the message out to as many people as possible is more important than just the resolution about a single month. Staff noted the campaign also would be an opportunity to increase public awareness of the Board's efforts to prevent prescription drug abuse and resources on the Board's website.

No public comment.

i. Update on Communication and Public Education Activities by Staff

1. The Script

Staff reported the next issue of the newsletter is set for publication this summer. Article topics include new regulations, the new Strategic Plan, information about COVID-19 waivers, and notification requirements for PICs and pharmacies when a PIC stops acting as the PIC.

2. Staff Outreach

Staff reported presentations on the pharmacist exam application have been provided at Loma Linda University, UCSF, USC, Northstate University, and American University of Health Sciences. Staff has also provided presentations on the intern pharmacist application at USC and UCSF.

The Board also hosted a dozen listening sessions in March and April 2022 for pharmacy technicians and pharmacists in preparation for the Pharmacy Technician Summit. Staff also noted additional outreach activities listed in Attachment 1 of the meeting materials.

3. News Media

Staff reported news media inquiries received during the second quarter of 2022 listed in Attachment 2 of the meeting materials.

4. Educational Resources

Staff reported information for licensees who want to file a complaint alleging pharmacy quotas in violation of SB 362 was disseminated via subscriber alerts and would be published in The Script and a brochure.

Staff also reported the Board's pharmacy inspections brochure is being updated with additional items inspectors will review during an inspection. The revisions were undergoing legal review.

Committee members thanked staff members for their work on these items. No public comment.

j. **Future Meeting Dates**

Chairperson Sanchez said meeting dates in 2023 would be posted online when they become available.

The meeting was adjourned at 1:50 p.m.