



**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 7, 2004  
Board of Pharmacy  
400 R Street, Suite 4080  
Sacramento, CA  
9:30 – 12 noon

Present: Bill Powers, Board Member and Chairperson  
Richard Benson, Board Member  
Ken Schell, Board Member  
Patricia Harris, Executive Officer  
Virginia Herold, Assistant Executive Officer

Absent: James Acevedo, Board Member

### Call to Order

Chairperson Powers called the meeting to order at 9:35 a.m.

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

At the April 2004 Board Meeting, the board approved a proposal by the committee to integrate pharmacy students into public outreach activities.

At this meeting, R. William Soller, Ph.D., of the UCSF Center for Consumer Self Care participated in a discussion with the committee on implementing this proposal.

The project will have students develop one-page fact sheets on diverse health care topics. The board will work with Dr. Soller to develop these fact sheets, using pharmacy students from UCSF and UCSD. A prototype format for a series of fact sheets will be developed. Each interested student will be acknowledged with a credit at the bottom of the fact sheet he or she develops. Review by professional staff at UCSF for content accuracy will occur as part of the process.

The goal is to develop three fact sheets per quarter. After one year and 12 fact sheets, the Communication and Public Education Committee and the Center for Consumer Self Care will reevaluate the project.

The committee will explore translating the fact sheets into different languages.

### Request from UCSF Center for Self Care to Join California Health Communication Partnerships

Dr. Soller, of the Center for Self Care, invited the board to join as a sponsor and participant in the California Health Partnerships. The purpose of this group is to improve the health of Californians by developing and promoting consumer health education programs and activities developed by the members in an integrated fashion. Dr. Soller distributed a concept paper to the committee, that will be shared with the board.

The partnership will meet periodically to share information about consumer education and outreach materials and to each year develop several shared health communication programs.

As a founding member, the board would be one 12 agencies, including the Department of Consumer Affairs, the CA Medical Association, the FDA, the CPhA and CSHP. The agencies have interest and or public programs in health communications.

The partnership will have a steering committee of founding members, who will select general topics. But each participating agency will be free to develop materials of its own choosing. The partnering organizations agree to common themes, but how the messages are tailored by each organization will be left to the participating organizations.

The first meeting is planned for July or August.

The committee was interested in the suggestion organization, and asked Dr. Soller to come to the board meeting to present the proposal there. Dr. Soller agreed.

Motion: Joint the California Health Communication Partnerships as a founding member

### Request from the California Tobacco Control Alliance to Endorse their Smoking Cessation Campaign

At the last Communication and Public Education Meeting, the California Tobacco Control Alliance attended and provided its "Health Care Provider's Tool Kit for Delivering Smoking Cessation Services." The committee reviewed this kit, and thought that it would be beneficial for physicians or nurse practitioners who provide primary care services to patients. However, the kit would not be so useful for most pharmacists. Following the committee's recommendation, at the

April Board Meeting, the board voted to work with UCSF to develop a *Health Notes* for pharmacists.

The California Tobacco Control Alliance recently invited the board to endorse a campaign to encourage managed care providers to cover uniform smoking cessation benefits in standard health care packages. This is part of the alliance's mission to reduce the number of smokers.

The committee discussed this concept and agreed it would be beneficial to aid in the dissemination of smoking cessation materials.

Motion: Become an endorser of the California Tobacco Control Alliance's "Smoking Cessation Benefits Everyone Campaign"

#### Public Education for Patients Who Need to Request Prescription Labeling in a Language Other than English

The board produces consumer education materials to aid the public in learning how to take their medications optimally, to gain the maximum benefit from their prescription drug regimens, and to enhance their quality of life.

At the committee's January 2004 meeting, the committee discussed how certain patients could benefit by requesting specialized prescription labels on their medication containers so that those who cannot read English or those who are visually impaired can receive their medications in containers they can read. Whereas this was not a suggestion for a mandate for labeling in a patient's native language or to accommodate a patient's visual needs, in those cases where the pharmacy can readily provide such a label, the proposal is to educate patients that they should ask for such labels on their prescription medications.

The committee discussed this subject at length, and suggested that the California Health Communication Partnerships may be interested in this topic. There are a number of issues related to this topic including patient literacy, its impact on patient medication compliance, and packaging of pharmaceuticals to aid in patient medication compliance.

The committee suggested that a new consumer fact sheet could be developed in this area, urging patients to ask for specialized labels when they need them

The committee reviewed recently published information on patient literacy from the federal Agency for Healthcare Research and Quality (part of the US Department of Health and Human Services), which exists to "reduce medical errors and improve the quality of healthcare in America."

### Development of Internet Subscriber Lists

Since the January committee meeting, staff has been researching a way to set up a subscriber list on the board's Web site. This feature would send e-mails to interested parties announcing that the board's Web site has been updated, and the nature of the update. The interested parties would subscribe themselves to the board's Web site, and be responsible for keeping their e-mail addresses current.

If implemented, this service has the potential to substantially reduce the board's mailing expenses as well as printing costs. Materials that we currently publish and mail could be sent without cost via e-mail. It also would allow the board to update licensees far more quickly about new information and laws.

The department's Office of Information Services is interested in implementing this program at the board at the board's urging, as well as offer it to other agencies in the department. The board will be the first agency to use the software, and this should be implemented in the end of July.

### Status of *The Script*

The last issue of *The Script* was printed and mailed on March 29<sup>th</sup> to California pharmacies. The CPhA's Pharmacy Foundation of California mailed the issue to California pharmacists in early June. The board's publication and development costs for this issue are about \$17,500.

The board has initiated a contract to develop two issues a year for the next two years. The contract was awarded to Hope Tamraz.

The next issue is planned for late summer.

### Status of *Health Notes*

*Health Notes* is a monograph, produced by the board, that contains up-to-date drug therapy guidelines for a specific subject area. Because *Health Notes* is produced by the board, it conveys what the board believes is current drug treatment in a particular area. Pharmacists can earn continuing education credit by completing a test published at the back of the monograph. Thus the board provides education and actually is sponsoring CE in an area of importance to the board.

#### 1. Pain Management

Staff is now working to publish a wholly new Pain Management issue in mid-2004. This new issue will contain new pain management therapies and the new prescribing and dispensing requirements for controlled drugs

enacted by SB 151 (Burton, Chapter 406), which will take effect in 2004 through 2005 in sequential stages.

Staff is coordinating the development of this issue. Authors have written articles which are undergoing review and edits. Dr. Schell is editing the articles. The same graphic designer who has designed all other *Health Notes* is available to lay out the issue.

The board is seeking outside funding sources for producing this issue. Because of the interest in pain management and in the new changes to prescribing of controlled substances, there is much interest and support for this issue.

## 2. Smoking Cessation

At the April 2004 Board Meeting, the board agreed to cosponsor a *Health Notes* on smoking cessation with the UCSF School of Pharmacy. The UCSF will explore outside funding for development of this issue.

No work on this issue has been initiated on the board's part; the UCSF is searching for funding.

### UCSF Proposal to Develop Materials on Atrial Fibrillation

At the April 2004 Board Meeting, the board voted to become a cosponsor with the UCSF School of Pharmacy to produce a monograph on Atrial Fibrillation. The audience would be pharmacists and physicians. Funding for this issue would come from a drug manufacturer. Continuing education credit for those who complete the reading would be one outcome of this project.

The UCSF intends that in place of publishing this issue as a printed monograph (such as *Health Notes*), to instead place the issue on the Web site for downloading, possibly as a CE program. There would be no direct costs to the board.

### Emergency Contraception Fact Sheet

The committee agreed to send a recommendation to the Pharmacy Access Partnership that it consider adding information about the mechanism of action of emergency contraception to the fact sheet.

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

The committee reviewed the board's public outreach and licensee education programs. This is a dynamic area of board activities and relies heavily on the involvement of board members and senior board staff.

The board attended two public education fairs since the April Board Meeting.

The board continued to present its revised Powerpoint presentation on the board that highlights key board policies and pharmacy law. This is a continuing education course, provided by a board member and a supervising inspector. Questions and answers typically result in a presentation of more than two hours; these presentations are well-received by those in attendance.

Additionally the board has had increasing interest in its Powerpoint presentations on SB 151 and the new requirements for prescribing and dispensing controlled substances in California.

Public outreach activities performed since the April 21, 2004 Board Meeting:

- The board staffed a booth at Healthy Aging 2004 in Sacramento on May 22, 300 people attended.
- The board staffed a booth at the Senior Health Fair in Yreka on May 12. Over 150 consumers were in attendance.

Outreach activities to licensees and other professional groups:

- Board staff presented information on prescribing and dispensing controlled substances under the new California requirements on April 13 to a teleconference of pain management specialists, on April 20 to the Academy of Long Term Care, and on April 22 to 25 attendees at a DHS Public health Grand Rounds.
- Board Members and staff presented the board's CE program at a May 13 meeting of the San Diego Pharmacists Association Meeting.
- Board President Jones and staff presented information on the new examination process for pharmacists and the board's Power Point presentation to 200 UOP students on May 13.
- Board President Jones and staff presented information on the new examination process for pharmacists and the board's Power Point presentation to 50 Loma Linda students on May 11
- Board Members Jones and Goldenberg and staff presented information on the new examination process for pharmacists and the board's Power Point presentation May 20<sup>th</sup> at USC's School of Pharmacy to 100 people.
- Board staff presented information on the new examination process for pharmacists and the board's Power Point presentation April 29 to Western School of Pharmacy and 115 students.
- Board Staff presented information about prescribing and dispensing controlled substances under the new California requirements to 25 pharmacists in Sacramento on April 28.
- Board staff presented information about prescribing and dispensing controlled substances under the new California requirements in a telephone conference to 1,296 individuals on May 19.

- Board staff presented information on prescribing and dispensing controlled substances under the new California requirements via a telephone conference announced on the board's Web site on May 21.
- Board staff presented information on prescribing and dispensing controlled substances under the new California requirements to the San Luis Obispo County Narcotic Task Force on May 28.
- Board member Tilley presented information about prescribing and dispensing controlled substances under the new California requirements to HMO pharmacy managers and physicians in Los Angeles on May 28.
- Board staff will present a segment on pharmacy issues to staff of the Department of Health Services on June 1.

Future presentations:

- Board staff will present information on prescribing and dispensing controlled substances under the new California requirements to 150 physicians and others at Memorial Care Hospital in Anaheim on June 8.
- Board staff will host a board-sponsored booth at a Los Angeles senior fair June 11 and 12.
- Board President Jones will do a presentation to the Korean Pharmacists' Association on June 19
- Board Member Fong will present the board's Power Point presentation to 50 pharmacists at a UST Pharmacy Alumni Association meeting June 24 or 25.
- Board Member Goldenberg will present information about the board at the California Chapter meeting of the American Society of Consultant Pharmacists in San Diego, September 13.
- Supervising Inspector Robert Ratcliff has been asked to give the keynote address at CSHP's 2004 Seminar in Long Beach, November 2004
- Board staff will present an "Update and What's New in Pharmacy Compounding" at the CSHP's 2004 Seminar in Long Beach in November 2004.
- Board Member Jones will present a section at the CPHA's Outlook 2005 Meeting in San Diego in February.

New Consumer Information

The committee reviewed information aimed at health care providers and the public as much as the public. This information included a consumer survey regarding the FDA's role in ensuring the safety of medications, ways to prevent medical errors for adults and for children, general patient information about medications, and the formation of SOS Rx, an national medication safety group formed under the auspices of the National Consumers League.

Adjournment

There being no additional business, Chairperson Powers adjourned the meeting at 11:45 a.m.