



**California State Board of Pharmacy**

400 R Street, Suite 4070, Sacramento, CA 95814  
Phone (916) 445-5014  
Fax (916) 327-6308  
www.pharmacy.ca.gov

STATE AND CONSUMERS AFFAIRS AGENCY  
DEPARTMENT OF CONSUMER AFFAIRS  
ARNOLD SCHWARZENEGGER, GOVERNOR

## **Communication and Public Education Committee**

Minutes of the Public Meeting of March 26, 2004  
Board of Pharmacy  
400 R Street, Suite 4080  
Sacramento, CA  
10 – 11:50 a.m.

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

### Call to Order

Chairperson Powers called the meeting to order at 10 a.m.

### Update and Discussion: Future Public Education and Communication Plans

1. Concept: Develop Fact Sheet Series for Consumers using Schools of Pharmacy and Pharmacist Interns

Ms. Herold stated that the committee has expressed an interest in developing a project using pharmacist interns to become involved in board activities and public education activities. One proposed project would use pharmacist interns to prepare consumer fact sheets on a diversity of topics that the students study during their internships or on topics that are emerging public health concerns. The board would establish a template for the fact sheets, and an intern would be acknowledged directly on each fact sheet that he or she develops. At the last board meeting, the board was interested in having the committee explore this issue more fully.

Associate Dean of External Affairs Lorie Rice of the UCSF School of Pharmacy stated that UCSF is very interested in working with the board on this project. She indicated that this would fit in with the Center for Consumer Self Care's focus, and faculty of the school of pharmacy could review the fact sheets for accuracy.

The committee discussed whether the board should start with a limited program at UCSF or offer it to all California pharmacy schools. The committee concluded that the program could be initiated as a project with UCSF and UCSD, which are public schools. Once up and running and if successful, the opportunity can be offered to other schools. It would also allow staff to learn what resources are needed before full roll-out to all California schools.

In addition to medication therapy topics, Dr. Schell suggested that a fact sheet or series of fact sheets could be developed dealing with emergency preparedness in the event of a national or local emergency.

RECOMMENDATION: Initiate a pilot program with the schools of pharmacy at UCSF and UCSD for their pharmacist interns to develop consumer fact sheets on various health care topics.

## 2. Development of Public Information on the New Federal Medicare Drug Discount Program

Ms. Herold stated that Board President John Jones has asked the committee to develop consumer information about the new federal Medicare Prescription Drug Improvement and Modernization Act of 2003. This act will provide Medicare beneficiaries with discounts on prescription drugs as well as provide comprehensive prescription drug coverage effective January 1, 2006. Starting June 1, 2004, Medicare beneficiaries will be able to purchase a Medicare-approved discount card program that will offer discounts on prescription drugs. Low income beneficiaries will receive a purchasing credit of \$600 for prescription drug expenses.

The focus of the fact sheet would be on prevention of fraud or scams aimed at seniors in the sales and distribution of the prescription discount cards.

Ms. Herold distributed a fact sheet she developed that could be placed on the board's Web site advising the public about how they can avoid becoming a victim of a consumer scam involving the drug discount card. She added that the federal government's Medicare Web site has a wealth of information to assist the public. She stated that the fact sheet refers the public to this Web site and to an 800 number for more information about the cards.

The committee asked that the new fact sheet be added to the board's Web site.

## 3. UCSF Proposal for Development of Pharmacists Information on Atrial Fibrillation

Associate Dean Lorie Rice of the UCSF School of Pharmacy advised the committee that the UCSF School of Pharmacy wishes to work with the board to produce educational materials on Atrial Fibrillation (Afib). The audience would be pharmacists and physicians. Funding for this issue would come from a drug

manufacturer, which has already committed to this project. The manufacturer will have no editorial control. The components would include:

1. A description of Afib
2. A description of risk factors
3. A description of signs and symptoms
4. Diagnosis tools
5. Potential consequences of Afib
6. Treatment (medications and other treatments), side effects duration of treatment, influence on other diseases
7. Future for "cure"

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

RECOMMENDATION: Support the joint project to develop materials on Afib in conjunction with and as proposed by the UCSF School of Pharmacy.

#### Development of Internet Subscriber Lists for Board Materials

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. 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 the board currently publishes and mails could be sent without cost via e-mail. Such a notification system would allow the board to update licensees far more quickly about new information and laws.

The department's Office of Information Services has identified two software programs that could permit the board to establish such a subscriber list.

The committee discussed whether there would be an opportunity to sell this e-mail list to others, perhaps if a warning about the sale of the e-mail address was included. However, the committee decided against moving in this direction at this time.

Ms. Herold stated that the board will purchase and install a software program and start a trial for this before the end of fiscal year. The Department of Consumer Affairs is interested in pursuing this type of system as well.

#### Status of *The Script*

Ms. Herold distributed the recently printed March 2004 issue of *The Script*, which will be mailed on March 29<sup>th</sup> to California pharmacies. The CPhA's Pharmacy Foundation of California will be again mailing the issue to California pharmacists.

This issue focuses on the many substantial changes to pharmacy law that took effect in 2004 (e.g., changes in the prescribing and dispensing of controlled substances, new pharmacy technician requirements, new pharmacist licensure examinations).

The board's publication and development costs for this issue are about \$17,500.

### Health Notes Publication Plans

#### 1. Pain Management

Ms. Herold stated that staff is now working to publish a wholly new Pain Management issue in mid-2004, probably June. 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). Staff is coordinating the development of this issue. Authors have written the articles, which are undergoing review and edits by the board.

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. The plan is to develop an issue that will be of interest also to physicians, nurse practitioners, dentists and other prescribers. Patients who suffer from pain will also be able to use information provided in the issue to obtain improved treatment.

#### 2. Smoking Cessation

Ms. Herold stated that representatives from the UCSF School of Pharmacy, Center for Consumer Self Care were present to present a proposal about working with the board to develop smoking cessation materials.

Chairperson Powers asked Associate Dean Lorie Rice if she wished to speak. Ms. Rice introduced Lisa Kroon, PharmD, also of UCSF's faculty, who is a specialist in this area. Dr. Kroon and Ms. Rice indicated that the UCSF would be able to provide the expertise to develop a *Health Notes* on smoking cessation. The UCSF seeks the board's financial support to develop these materials and once they are printed or placed online, to collaborate on distributing them. A project proposal prepared by the UCSF was distributed. The UCSF states that it could develop the manuscript for \$40,000.

The committee also reviewed tobacco cessation materials recently published by the California Tobacco Control Alliance. Kirsten Hansen, associate director, was present to provide information and copies of the "Tool Kit" prepared by the association for primary care practitioners. The tool kit provides practitioners with advice on integrating smoking cessation materials into their practices. Whereas these materials are not aimed at pharmacists, it might be possible to develop information pieces for pharmacists or the public. The committee was impressed with this material, and asked for copies to share with the board at its next meeting.

Concern was expressed that the board may have trouble funding the development of a new *Health Notes* during these times of budget constraints. Each issue costs the board approximately \$100,000. A proposal to seek funding from manufacturers of smoking cessation products was selected as the preferred option if the board is going to proceed with this project.

### 3. Additional Issues

The committee discussed that development and distribution of *Health Notes* is expensive, and the board's budget may not be able to withstand continued development of this monograph until economic conditions improve. Typically one issue per year has been developed.

In prior years, the Communication and Public Education Committee had plans to develop future issues on additional topics if funding and staffing were available. These topics are:

- "Pediatrics"
- "The 10 Most Frequent Drug Therapies in Community Pharmacy Settings"
- "Pharmacists' Care Protocols"
- A revised "Women's Health" to reflect changes in hormone replacement therapy

The committee suggested that perhaps some of these topics could become fact sheets under the proposal approved earlier during this meeting. The high cost of publishing and mailing the issues is a concern.

#### Emergency Contraception Fact Sheet

Since the last board meeting, fact sheet translations of the emergency contraception fact sheet into nine additional languages have been added to the board's Web site.

In February, the Kaiser Family Foundation released a study that identified that 91 percent of women aged 15 to 44 do not know that emergency contraception is available in California without a prescription. The committee discussed other findings of the survey that underlie the need for additional public information in this area.

#### Review and Comment on New Federal Food and Drug Administration Brochure on OTC Pain Medications

The committee reviewed a new brochure produced as part of a larger public information campaign by the federal Food and Drug Administration on taking OTC pain medications. This brochure is titled "The best way to take your over-the-counter pain reliever? Seriously."

The board will provide a link from the board's Web site to this brochure on the FDA's Web site.

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

The committee reviewed the board's public outreach and licensee education programs.

Whereas the board did not attend any consumer outreach events in this quarter, the board provided a number of consumer materials to the department for handouts during outreach events for seniors and young people during National Consumers Week in February.

Since the last board meeting, staff has revised its 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.

Since the beginning of the year, the board has begun providing presentations on SB 151 and the new requirements for prescribing and dispensing controlled substances in California. The committee reviewed the slides of this Powerpoint presentation.

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

- Board inspectors staffed a booth at Outlook 2004, the annual meeting of the California Pharmacists Association. Additionally, Board members and staff provided information on the new examination structure, new pharmacy law and board operations as part of the published program events.
- Board staff presented information on SB 151 to 15 investigators at a FBI Drug Diversion Meeting in Northern California on January 26, 2004.
- Board President Jones and staff presented "Law Update 2004" (the board's CE program) to 125 students and pharmacists at USC School of Pharmacy, February 5, 2004.
- Board Member Ruth Conroy presented information on SB 151 at a session held by the San Francisco Health Plan P & T Committee in February.
- Board staff presented information to 125 UCSF students on legislative changes to Pharmacy Law on February 24.
- Board Member Ruth Conroy provided information about board activities at a February 27th Circle of Advisors Meeting of the Pharmacy Access Partnership
- Board staff presented information to 125 UCSF students on the Board of Pharmacy on March 2, 2004.
- Board staff presented information on SB 151 to 60 people at the California Coalition for Compassionate Care Train the Trainers meeting in Sacramento on March.
- Staff presented information on SB 151 to 60 members at the Northern California Pain Coalition meeting on March 8 to 60, a "train the trainer" event.
- Board staff provided a training session to complaint staff of the Medical Board of California on March 17.

Scheduled presentations in the future

- Board Member Ken Schell will present information to the San Diego Association for Healthcare Risk Management on March 23.
- Board Staff will present information on SB 151 to physicians and pharmacists as part of a noon CE program offered by teleconference on March 23.
- Board staff will present information on SB 151 to the California Coalition for Compassionate Care on March 29.
- Board staff will present information on SB 151 to physicians at Sharps in San Diego on March 28.
- Board Members and staff will present the board's CE program at a May 13 meeting of the San Diego Pharmacists Association Meeting.
- Board staff will present information on the new examination process for pharmacists to 200 UOP students on May 11.
- Board presentation scheduled on May 19<sup>th</sup> at USC's School of Pharmacy.
- The board's CE presentation will be provided at a July 22 meeting of the Santa Barbara Pharmacists Association.
- The board's CE program will be presented at a future Catholic Healthcare West meeting.

- 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.

Proposed Modifications to the Committee's Strategic Plan

The committee reviewed its strategic goals for 2004/05. At the April board meeting, the board will review and revise its strategic plan for the next year. Each committee has been directed to review its strategic goals and identify any necessary changes.

The committee identified three tasks to add into its strategic plan to reflect several activities initiated in the last year.

1. At the last committee meeting, a discussion took place regarding the need for patients to understand that they can ask to have their prescription containers labeled in a language other than English, if this will aid them. A discussion was planned for the January board meeting, but the individuals who brought the matter before the board could not attend the meeting. The committee determined it wished to follow up on this matter in the future.

RECOMMENDATION: For Objective 4.1

Add as new task 5: Evaluate the need for public education for patients who need to request prescription labeling in a language other than English.

2. Reflecting on committee actions during this meeting, the committee recommended the addition of two additional tasks:

RECOMMENDATION: For Objective 4.2

Add as new task 5: Create consumer fact sheet series in conjunction with California schools of pharmacy on topics of interest

RECOMMENDATION: For Objective 4.2

Add as new task 6: Create public education activities to educate prescribers, dispensers, patients and law enforcement about changes in law regarding dispensing of controlled substances.

Adjournment

There being no additional business, Chairperson Powers adjourned the meeting at 11:50 a.m.