



**California State Board of Pharmacy**  
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STATE AND CONSUMER SERVICES AGENCY  
DEPARTMENT OF CONSUMER AFFAIRS  
ARNOLD SCHWARZENEGGER, GOVERNOR

## NOTICE OF MEETING and AGENDA Communication and Public Education Committee

**Date: January 10, 2011**  
**Time: 10:30 a.m.**

Contact: Virginia Herold  
(916) 574-7911

**Place: Department of Consumer Affairs Building**  
**First Floor Hearing Room**  
**1625 N. Market Boulevard**  
**Sacramento, CA 95834**

This committee meeting is open to the public and is accessible to the physically disabled. A person who needs a disability-related accommodation or modification in order to participate in the meeting may make a request by contacting Carolyn Klein at (916) 574-7913, by emailing carolyn.klein@dca.ca.gov, or sending a written request to Ms. Klein. Providing your request at least five business days before the meeting will help to ensure availability of the requested accommodation.

Opportunities are provided for public comment on each agenda item. Board members who are not on the committee may also attend but may not vote. Action may be taken on any item on the agenda.

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### Call to Order

**10:30 a.m.**

1. Discussion of the 39th Annual Report of the Research Advisory Panel of California
2. Public Education Campaign for Patient-Centered Prescription Drug Container Labels
3. Development of Consumer Education Videos for the Board's Web Site
4. Update and Discussion on the Consumer Fact Sheet Series with California Schools of Pharmacy Interns
5. Discussion: Balancing Providing Important Consumer Information Versus Consumer Indifference to Reading Extensive Important Warnings in Public Education Materials
6. Suggestions from Pharmacists Planning Service on a Redesigned Notice to Consumers
7. Assessment of the Board's Public Education Materials
8. Public Education Materials Under Development and Proposed for the Future
9. Update on *The Script*
10. Update of the Emergency Contraception Protocol Regulation (16 California Code of Regulations Section 1746) and Consumer Fact Sheets
11. Public Outreach Activities Conducted by the Board
12. Public Comment for Items Not on the Agenda\*

*\*(Note: the committee may not discuss or take action on any matter raised during the public comment section that is not included on this agenda, except to decide to place the matter on the agenda of a future meeting. Government Code Sections 11125 and 11125.7(a))*

### Adjournment

**1:30 p.m.**

Meeting materials will be available from the board's Web site by January 6, 2010