



California State Board of Pharmacy
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Business, Consumer Services and Housing Agency
Department of Consumer Affairs
Gavin Newsom, Governor



COMMUNICATION AND PUBLIC EDUCATION COMMITTEE

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Nicole Thibeau, Licensee Member, Vice Chairperson
Renee Barker, Licensee Member
Jose De La Paz, Public Member
Kartikya Jha, Licensee Member

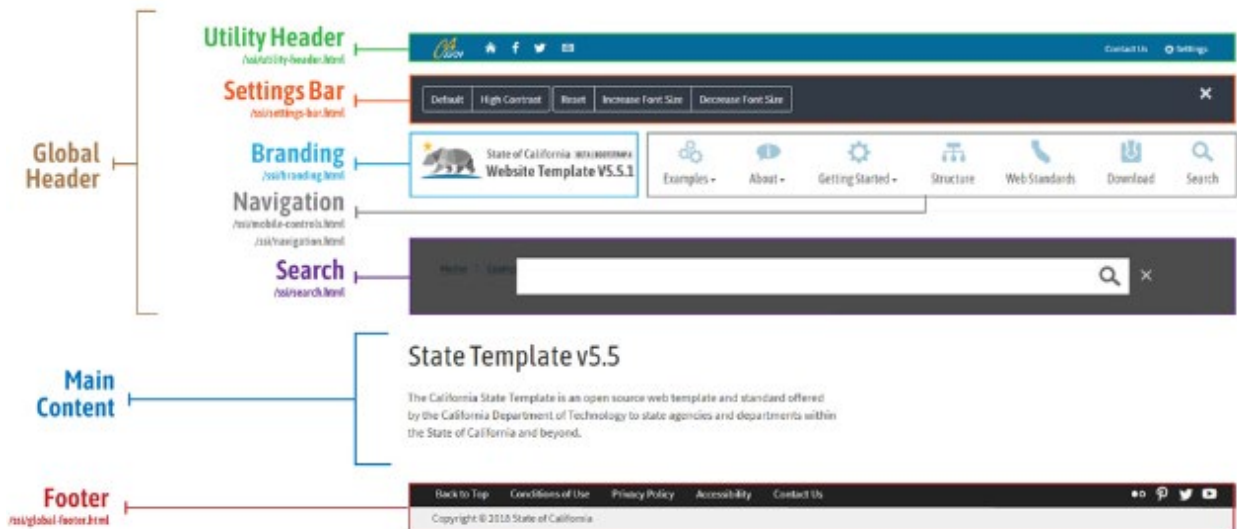
During the meeting members will receive a summary of the Committee's work at its July 19, 2023, Committee Meeting.

a. Discussion and Consideration of Update to Website

Background

The State is in the process of finalizing a new website template for state agencies. The vision for this new model is to create a seamless digital experience for Californians accessing the services they need. The CA Web Standards provides an online resource for state agencies to help support implementation of the standards, functionality and look and feel into websites. The state provides best practices, tools, resources, and implementation guidelines for the website and digital service community to implement state standards for usability, accessibility, and security.

The standards establish requirements for design, content area and footer information. The template structure with the various elements will appear similar to the below.



Summary of Committee Discussion and Action

During the meeting members reviewed the draft template and were advised that the anticipated completion for the transition will be the end of the year. Members offered to serve as a resource to staff during the development process as questions arise.

The Committee did not receive public comment on this item.

b. Discussion and Consideration of Proposed Notice to Consumers Poster, Consistent with the Proposed Changes to California Code of Regulations Section 1707.6

Relevant Law

[Business and Professions Code Section 4122](#) requires every pharmacy to prominently post, in a conspicuous place and readable by prescription drug consumers, a notice that is produced by the Board.

[Business and Professions Code Section 733](#) generally provides that a licensee cannot obstruct a patient from obtaining a prescription drug. Further, this section provides that a notice to consumers shall include a statement that describes the rights established.

California Code of Regulations (CCR) Section 1707.6 establishes further the requirements for the Notice to Consumers poster, include the required text of the notice.

Background

During the October 27-28, 2021, Board Meeting, the Board voted to amend [CCR Section 1707.6](#) to update the requirements and text of the Notice to Consumers posters. The formal rulemaking process began February 24, 2023, with the 45-day comment period which concluded April 10, 2023. Following consideration of the comments received, the Board adopted the regulation text. The rulemaking is now undergoing post adoption review.

As required by the regulation, the Board must update the Notice to Consumer poster to reflect the changes in the regulation text.

Summary of Committee Discussion and Action

During the meeting members reviewed and provided comments on draft revisions to the poster that incorporates the new text of the regulation and places emphasis on the messaging reinforcing the importance of speaking with a pharmacist. Members offered changes to the draft including formatting changes to aid readers as well as requested that staff explore alternative means to convey that the QR code is used to access the notice in other languages. Members also spoke in support of expanding languages for translation of the poster. Translated posters will be available for download on the Board's website in Chinese, Korean, Russian, Spanish, Tagalog, and Vietnamese, Armenian and Persian.

Members also spoke in support of a consumer education campaign to coincide with the release of the new poster. The campaign could focus on the importance of patient consultation and actions consumers can take to prevent medication errors.

Members also discussed opportunities to streamline the text of the regulation in the future.

No public comment was received regarding the draft notice.

After the meeting, staff made some minor changes to the poster to incorporate feedback from members.

Attachment 2 includes a draft of the revised poster.

c. Update on Communication and Public Education Activities by Staff

1. The Script

The next issue of The Script will be released in the Fall 2023 and will cover a variety of topics including changes to the Board, activities of the Board, case studies from investigations, common violations that result in the issuance of a citation and disciplinary action summaries.

2. Staff Outreach

i. Naloxone Education Materials

With the Board's pending regulation changes to naloxone requirements, Board staff recommend that upon approval of the revised requirements, updates be made to training materials and fact sheets. An educational campaign highlighting the changes that also underscores the important of naloxone access will be developed with both consumer facing and licensee facing messaging.

ii. Public Awareness Campaign on Treating Pharmacy Staff with Courtesy

With the anticipated release of the new Notice to Consumer poster, it is staff's recommendation that a public campaign coincide with the release. The messaging will emphasize the importance of speaking with pharmacists. Messaging around pharmacy personnel and the importance of the services they provide would be appropriate to include as part of the campaign.

Members requested that any feedback received following release of the campaign be provided during a future meeting of the Committee.

iii. Education Campaign Regarding ISMP

The Board's website has been updated to include a link to the homepage for the Institute of Safe Medication Practices. Further, in the Fall 2023 issue of The Script, an article will be dedicated to the resources available to facilitate medication safety.

iv. Presentations and Training

- February 17, 2023, Senior Licensing Manager provided a virtual presentation to graduates at California Northstate University College of Pharmacy.
- March 2, 2023, Executive Officer provides presentation at the Pacific Coast Patient Safety Conference.
- March 8, 2023, Executive Officer provides presentation on the Board's policy making activities and patient-safety measure.
- March 8, 2023, Senior Licensing Manager provided a virtual presentation to graduates at Western University of Health Sciences College of Pharmacy.
- March 13, 2023, Senior Licensing Manager provided a virtual presentation to graduates at University of California, San Diego.
- March 29, 2023, Senior Licensing Manager provided a virtual presentation to graduates at University of California, San Francisco.
- April 5, 2023, Senior Licensing Manager provided a virtual presentation to graduates at University of Southern California.
- April 18, 2023, Senior Licensing Manager provided a virtual presentation to graduates at Touro University.
- April 29, 2023, Executive Officer provides presentation at the Western Pharmacy Exchange.
- June 2, 2023, Board hosts day-long training covering a range of topics include diversion trends, loss prevention, corresponding responsibility, inspection expectations and changes in pharmacy law.
- June 6, 2023, Senior Licensing Manager provided a virtual presentation to graduates at American University of Health Sciences.
- June 29, 2023, Executive Officer participates in panel discussion on Opioids and Medication Assisted Treatment.

No public comment was received this agenda item.

Attachment 1

Talk to the Expert

Speak with Your Pharmacist

Before you leave the pharmacy CHECK:

- The patient name on the label is correct;
- The medication matches the description on the label;
- The name of the medicine and what it does;
- How and when to take the medication, for how long, and what to do if you miss a dose;
- Possible side effects and what you should do if they occur;
- Whether the medication will work safely with other medicines or supplements; and
- What foods, drinks, or activities should be avoided while taking the medicine.

Know Your Rights

California law requires a pharmacist to speak with you upon your request, every time you get a **new** prescription, and every time you get a new prescription dosage form, strength, or written directions.

You have the right to ask for and receive from any pharmacy prescription drug labels in 12-point font.

Interpreter services are available to you upon request at no cost.

The address and contact information for consumers to send any complaints about the pharmacy:

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2720 Gateway Oaks Drive, Suite 100
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BE AWARE AND TAKE CARE:
Talk to your pharmacist!
CALIFORNIA STATE BOARD OF PHARMACY



Translation
Traducción

