



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

## Communication and Public Education Committee

### **Minutes of the Public Meeting of January 8, 2004**

Board of Pharmacy  
400 R Street, Suite 4080  
Sacramento, CA

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

1:30 – 2:25 p.m.

Committee Members Absent: James Acevedo, Board Member  
Richard Benson, Board Member

Public Present: Three individuals

#### Call to Order

Chairperson Powers called the meeting to order at 1:30 p.m.

#### Update and Discussion: Public Education and Communication Plans Approved at Last Board Meeting

Ms. Herold updated the committee on staff activities to implement items approved by the board at the October 2003 Board Meeting.

She stated the new Emergency Contraception Fact Sheet has been placed on the board's Web site, and will be published in the next *The Script* board newsletter. The Pharmacy Access Partnership is currently working to develop translations of this fact sheet into nine languages – Cambodian, Chinese, Farsi, Hmong, Korean, Russian Spanish, Tagalog and Vietnamese. These versions will be added to the board's Web site once they are available.

Ms. Herold reported that at the last board meeting, the board adopted the committee's recommendation to sponsor a contest for pharmacy students to redesign the board's Web site. This was in recognition that the Web site needs to be updated and pharmacy students would greatly benefit by working so closely with the information the board

places on the Web site. As a result, the board would benefit by having an attractive and redesigned Web site.

Following the board meeting Ms. Herold contacted the department's Information Services Division to learn what requirements exist for state Web sites. She learned that there are more than 80 pages of requirements, and the goal is to assure all state Web pages look similarly and are basic in design so they can provide access to individuals with computers that may have smaller memories or slower connections.

The committee discussed the 25 pages of requirements that had been included in the committee's packet as a sample of these state's Web site requirements. The committee concluded that there is little room for creativity, which was a principal reason for looking to the students to work on the Web site in the first place.

Ms. Herold suggested that one alternative way to involve pharmacy students in the public outreach activities of the board and to share their knowledge and enthusiasm would be to develop a series of fact sheets on diverse medication-related topics. The board could create the template, then students could complete the information they have learned in their studies and from research. Each fact sheet would be reviewed by the board for accuracy, and then released in a standardized format. The student's name could be added to the bottom of the fact sheet as an acknowledgement, which would benefit the student's curriculum vitae. The board would thus obtain a number of up-to-date public information materials that could be shared with the public (on the Web page, at public information events, and perhaps via release to health care reporters) in an inexpensive format. The public would benefit by having such material available. Ms. Herold provided a sample of what such a fact sheet template could look like.

The committee and the public discussed the concept.

Motion: By Dr. Schell, seconded by Chairperson Powers: Recommend that the board discontinue its plans to sponsor a web design contest among pharmacy students, and instead identify another public outreach activity that would involve pharmacy students in the board's public education program. 2-0

The committee expressed its interest in integrating comments from students into the new Web page once it is redesigned.

### Update on *The Script*

The board's next newsletter to licensees, *The Script* (January 2004 issue), is currently undergoing review by the department's Legal Office, a required step before publication. This issue will focus on the many substantial changes to pharmacy law that will take effect in 2004 (e.g., changes in the prescribing and dispensing of controlled substances, new pharmacy technician requirements, new pharmacist licensure examinations).

The board should mail this issue by the end of January to all pharmacies.

The CPhA's Education Foundation will again fund the much larger printing and mailing of the newsletter to all California pharmacists. Each of the last three issues of *The Script* have been published and mailed under such a collaborative arrangement with the CPhA. In November, the CPhA mailed the October 2003 issue to all pharmacists. The committee expressed its gratitude to the CPhA for this.

This January issue has been written under contract with the former newsletter editor (who retired in 2002). The board's expected costs for the January issue will be similar to those for the October issue, approximately \$15,000.

An attendee at the meeting encouraged the board to consider finding alternative ways to get the newsletter's information to pharmacists without relying on a mailed newsletter format that requires outside funding, funding which may not always be available. For example, instead of mailing, the newsletter could be placed on the board's Web site in a pdf file, and interested parties could download it. (This is already done following the mailing to pharmacies.) There is also a message system that could be e-mailed to pharmacists advising them that new information is available on the Web site.

Staff will research whether this is feasible for the board due to the work load that would be involved in keeping Web site addresses current.

#### Future Issues of *Health Notes*

Ms. Herold stated that staff is now working to publish a wholly new Pain Management issue early in 2004, probably April. 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 been selected and have agreed to write specific articles, which are due at the end of January. After this, each article will be reviewed and edited by an appropriate expert, and then the edits reviewed by the authors. The board will also review the articles (Dr. Schell has agreed to do this), as will our Legal Office. The same graphic designer who has designed all other *Health Notes* is available to layout the issue.

The board is seeking outside funding sources for 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 intent is to develop an issue that will be of interest to physicians, nurse practitioners, dentists and other prescribers, and that offers continuing education credit for completion of an exam. In response to a comment from the public, staff will evaluate use of services such as cecity.com for conveying CE credit.

Issues pending development: UCSF may submit a proposal to develop with the board a *Heath Notes* on smoking cessation. If this project will be pursued, the board will be provided with a proposal at a future meeting in 2004.

### Recommendations from the Public for New Public Education Materials

Upon the referral of Board President John Jones, Pharmacist Robert Siedman, who deals with patient issues for a large health maintenance organization, appeared before the committee. Dr. Seidman suggested an idea for a new consumer fact sheet. With Dr. Seidman was Daniel Temianka, M.D., of HealthCare Partners Ltd.

Dr. Temianka and Dr. Seidman stated that 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 is 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. There are also concerns that endanger patient health that arise from a patient's low literacy, complicated or unclear language on prescription labels in general, and the legibility of the font size used on labels.

Chairperson Powers stated that he strongly supports the introduction of legislation to require labels be printed in a patient's predominate language and in readable fonts.

Discussion also included whether there could be better containers to provide medication to patients in rather than the prescription containers used so predominately today. Different types of containers or packages for prescription drugs could facilitate improved or more helpful labeling for patients.

Chairperson Powers invited Drs. Temianka and Seidman to the board's January meeting so that they could participate in a discussion with the board on ideas for improved patient compliance by improved prescription labels and more meaningful, useful labels for patient reference and use.

### Public Outreach Activities

Ms. Herold stated that there has been one public outreach event since the October meeting. Board participation in public and licensee outreach activities since July 1 includes:

- July 2003 – Board President Jones and staff present continuing education program for 60 pharmacists at the Santa Barbara Pharmacists Association about the Board of Pharmacy
- August 2003—Board staffs booth at Sacramento's Consumer Health Fair, sponsored by Kaiser, AARP, Area 4 Agency on Aging and Congressman Matsui

- September 2003 -- Board President Jones attends the Districts 7 & 8 Meeting of the National Association of Board of Pharmacy  
Staff presents information to 40 pharmacists at the Long-Term Care Academy meeting
- October 2003 -- Board staffs an information booth at CSHP's Seminar 2003 in Sacramento
- Board staffs an information booth at Los Angeles County Health Fair and Senior Festival (3,000 people attended)
- Board staffs an information booth at Sacramento's Healthy Aging Summit
- December 2003 – Board provides information to 80 pharmacists at the Coachella Valley Chapter of the CPhA  
Staff meets with delegation from China Zhejiang Provincial Drug Administration
- January 2004 – Board staff provides information on sterile compounding requirements to 25 directors of a large national hospital chain.

### Adjournment

Chairperson Powers asked if there were additional comments from the public. There were none.

There being no additional business, the meeting was adjourned at 2:25 p.m.