



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 July 7, 2005
400 R Street, Suite 4080
Sacramento, CA
9:30 – 11:15 a.m.

Present: Bill Powers, Board Member
Richard Benson, Board Member
Ken Schell, Board Member
Patricia Harris, Executive Officer
Virginia Herold, Assistant Executive Officer
In Audience: Stanley Goldenberg, Board President
John Jones, Board Member (arrived about 10:45)

Absent: Andrea Zinder, Chairperson and Board Member

Call to Order

President Goldenberg asked Dr. Schell to conduct the meeting in the absence of Chairperson Zinder. Dr. Schell called the meeting to order at 9 a.m.

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

Over one year ago, the board approved a proposal by the committee to integrate pharmacy students into public outreach activities. The project chosen was the development of a consumer fact sheet series by student interns. This project is being coordinated by the UCSF Center for Consumer Self Care under the direction of R. William Soller, Ph.D.

So far, four fact sheets have been developed, and a fifth is undergoing work by the board. The first fact sheets prepared are "Lower Your Drug Costs to Help you Keep on Taking your Medicines," "Generics," "Antibiotics – A National Treasure," and "Is Your Medicine in the News?" The fact sheets contain general information on the topic, but then contain questions consumers can discuss with their pharmacists on making wise decisions in the subject area.

During this meeting, Dr. Soller stated that he had no additional fact sheets to share. However, he now has 11 students who have recently agreed to develop at least three fact sheets each during the next six months.

Dr. Soller discussed with the committee the need to develop a classification system so that these fact sheets can be located and readily selected by consumers.

The committee also reviewed an organizational framework for the new fact sheets:

1. Taking your Medicines Right (four fact sheets)
 - How to Use an Rx Label
 - How to Use an OTC Label
 - How to Use a Dietary Supplement Label
 - How to Use a Food Label
2. Take Only as Directed (three fact sheets)
 - Dangers of Double Dosing
 - Disposal of Out of Date Medicines
 - Tips on How to Take your Medicine Safely
3. Ask your Pharmacist or Doctor
 - Have a question?
 - Ask your Pharmacist for Native Language Materials/Labeling
4. Questions to Ask About your Condition or Medicine:
 - Diabetes: Questions to Ask
 - Cardiovascular Disease: Questions to Ask
 - Asthma: Questions to Ask
 - Depression: Questions to Ask
 - Arthritis and Pain: Questions to Ask
5. What Can I do to Prevent Disease?
 - Regular Check Ups
 - Screening
 - What Medicare Offers
6. Childhood Illnesses and Conditions
 - Head Lice
 - Fever Reducers: Questions to Ask
 - Immunizations: Questions to Ask & Schedules
7. Questions to Ask About Your Medicines
 - What Are Drug Interactions?
 - Ask Your Pharmacist: Medicare Part D Prescription Drug Benefit
 - Medication Therapy Management – What Is It?
 - Drinking and Taking Medicines
8. Learn More about your Medicine
 - Credible Sources on the Internet

Dr. Soller also suggested the development of a Web site jointly hosted by the Center for Consumer Self Care and Board of Pharmacy to serve as the platform for this fact sheet series. UCSF would develop and maintain the Web site. The board would be a cohost.

The committee discussed the proposed new fact sheets and possibility of establishing this joint Web site. The committee recognized that once the additional fact sheets are developed, it will be important to have a solid distribution method and online library so consumers can obtain materials they are interested in.

Motion: Bill Powers, seconded by Ken Schell: recommend that the board establish a joint web site with the Center for Consumer Self Care to house the consumer fact sheet series

Vote: 3-0

The committee asked that the board's newsletter also promote the new fact sheets so that pharmacists can download the fact sheets for distribution to patients.

The committee plans to evaluate the project after one year. As such, this review will take place at the December meeting.

Update: California Health Communication Partnerships

The board is a member of the California Health Communication Partnership. The purpose of this group is to improve the health of Californians by developing and promoting consumer health education programs developed by the members in an integrated fashion.

Since the first meeting in September, there have been monthly meetings of the partnership, until April of this year. Members include representatives from the Board of Pharmacy, Medical Board of California, CPhA, CSHP, Board of Registered Nursing, California Medical Association, UCSF, Department of Consumer Affairs, and FDA and National Consumers League.

The first integrated project was an education campaign for practitioners and patients on antibiotic use, misuse and overuse. Between November 2004 and February 2005, the partnership agencies promoted these materials in their quarterly newsletters to licensees and on their Web sites. Consumer materials were distributed at public education fairs, and could be distributed by practitioners in their offices or pharmacies (via download of material from the Internet). Both the Medical Board and our board published the announcement in our winter newsletters. The Board of Registered Nursing placed a link to the FDA materials on their Web site.

Dr. Soller and Ms. Herold provided information about the partnership's recent activities.

May 2005 was seniors' month. Generic drugs materials were promoted by the partnership, and in this case, principally the board. Various materials from the FDA and the board's new consumer fact sheet on generic medications were distributed at consumer fairs attended by the board. Also, at the National Association of Boards of Pharmacy Meeting, Executive Officer Harris hosted a poster session on the Partnership, which was well-received.

Dr. Soller provided information about the next campaign which is targeted for Fall 2005. This campaign will focus on cancer screening. The Center for Consumer Self Care has obtained funding for a consumer column to be distributed nationwide through the NAPS

distribution system. Public service announcements encouraging mammograms and prostate cancer screening have been developed.

Meanwhile, since October is Talk About Prescriptions Month, the board will continue to highlight the value of generics. Work is also aimed at a higher visibility program for generics in May 2006. The Center for Consumer Self Care is seeking outside funding for this effort.

Status of *The Script*

The next issue of the board's newsletter, *The Script*, is undergoing review, and should be printed and distributed by the end of the summer.

Articles will promote the new award for pharmacists who have been licensed for 50 years, as well as the Subcommittee on Medicare Drug Benefit Plans formed by the board. The bulk of the newsletter's articles will provide amplifications of Pharmacy Law.

Status of *Health Notes*

The committee was advised that two issues of *Health Notes* are under development.

1. Pain Management Issue

The board's staff still is working to complete this new issue on pain management. The new issue will contain new pain management therapies and the new prescribing and dispensing requirements for controlled substances. It will be an interdisciplinary issue for pharmacists as well as physicians, dentists and nurse practitioners.

Prominent pain management authors have written the articles, and Board Member Schell has edited the articles.

Work on the manuscript for this issue will be completed this summer.

2. Pharmacy Emergency Response to Patients in a Declared Disaster Area

At the January 2005 Board Meeting, the board approved the development of a pharmacist emergency response *Health Notes* for the board.

RoseAnn Jankowski, former chair of the board's Competency Committee, is coordinating this issue. A list of articles, an outline and educational objectives for this issue were reviewed by the committee. Completion of this manuscript is scheduled for later this summer.

Redesign of the Board's Web site

On December 22, the board's redesigned Web site was activated. The new format fits the mandated style of design of the Governor's Office. The goal is to have all state Web sites look similar.

However, Ms. Herold explained that board's staff is unable to locate materials readily that they know are on the Web site. Since board staff (who are familiar with the Web site) cannot locate materials, the concern is that others accessing the Web site must be having an even more difficult time.

Staff hope to complete these modifications in the early fall. The principal change is to consolidate topics on the Web page into more general topics. The goal is to replace much of the text on the Web Page with broader categories so that individuals will not have so much text to read and wade through to find something.

Update on the Board's Public Outreach Activities

The committee reviewed the board's outreach program that has been established to provide information to licensees and the public. The board has a number of consumer materials to distribute at consumer fairs and strives to attend as many of these events as possible, where attendance will be large and staff is available.

The board's Power Point presentation on the board (containing key board policies and pharmacy law) is a continuing education course, typically provided by a board member and a supervising inspector. Questions and answers typically result in a presentation of more than two hours, and these presentations usually are well-received by the individuals present.

Since the beginning of 2004, the board has provided presentations on SB 151 and the new requirements for prescribing and dispensing controlled substances in California. This information is also presented via telephone conference call to large numbers of individuals. However in recent months, the board has received substantially fewer requests for this information, which staff believe may be due to increased understanding by prescribers and pharmacists about these new requirements.

The specific outreach activities are:

- Supervising Inspector Nurse provided information about controlled substances dispensing requires in California to DEA agents from Oakland and San Jose on April 20.
- The board staffed a consumer information booth on April 30 in San Diego at the Better Business Bureau's 2005 Smart Consumer Expo, more than 300 people attended. DCA Director Zettel was one of the speakers

- Board Members Goldenberg and Conroy presented information about becoming involved and new pharmacy law to well over 100 UOP students on May 11.
- The board staffed a consumer information booth on May 7th in Sacramento at the 7th Annual Family Safety and Health Expo. ("Safetyville").
- Board President Goldenberg provided information about the challenges caused by the rising cost of prescription drugs at a Seniors Convention and Health Fair at the LA City Convention Center on May 7, where approximately 4,000 individuals attended.
- Supervising Inspector Nurse provided information about controlled substances dispensing requires in California to DEA agents from Sacramento and Fresno on May 16.
- The board staffed an information booth on May 19 at the City of Sacramento's employee health fair.
- The board staffed an information booth on May 21 at the Elk Grove community health fair, where approximately 200 people attended.
- Supervising Inspector Ratcliff provided information about new prescribing and dispensing requirements for controlled substances to pharmacist members of the California Employee Pharmacist Association on May 25.
- Supervising Inspector Ming provided information about new prescribing and dispensing requirements for controlled substances to 20 Tenent Hospital staff directors on May 25.
- Executive Officer Harris provided information about California's security prescription forms for controlled drugs at the National Association of Boards of Pharmacy annual meeting. She also presented information about the California Health Communication Partnership's activities during this meeting.
- Supervising Inspector Ratcliff provided information about new prescribing and dispensing requirements for controlled substances on June 8 to the Hollywood-Wiltshire Pharmacists Association.
- President Goldenberg will represent the board at the founding meeting of the California Pharmacy Leadership Council on June 29.

The committee also reviewed a detailed list of the more than 70 public outreach events undertaken during 2004-05. This list will be provided to the board as part of the committee's report.

Miscellaneous Consumer Issues/Articles in the Media

Staff provided the committee with copies of recent consumer issues reported in the newspapers

Dr. Schell encouraged the board to educate patients about the dangers of sharing medication to reduce drug expenses. This topic was the subject of one recent news article.

Ms. Herold stated that many of these articles would become the basis for good consumer brochures or fact sheets, which is why they are included in the committee's materials.

The committee asked that these news clippings be made available on the board's Web site.

Consumer Brochures Translated

Ms. Herold showed copies of two consumer brochures developed by the board last year on Lowering your Drug Costs and Buying Drugs from the Internet that have now been translated into Vietnamese, Mandarin and Spanish. After the translations have been verified, these translated brochures will be added to the board's Web site.

Adjournment

There being no additional business, Acting Chairperson Schell adjourned the meeting at 11:15 a.m.