



**California State Board of Pharmacy**  
1625 N Market Street, Suite N-219, Sacramento, CA 95834  
Phone (916) 574-7900  
Fax (916) 574-8618  
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 January 17, 2006

Holiday Inn Capitol Plaza  
300 J Street  
Sacramento, CA 95814  
10 a.m. – 12 noon

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

### **Call to Order**

Chairperson Zinder called the meeting to order at 10:05 a.m.

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

Since July 2004, the board has been working with the Center for Consumer Self Care at the University of California San Francisco to integrate pharmacy students into public outreach activities. The project involves pharmacist interns developing consumer fact sheets.

By January 2005, the program had been initiated. By July 2005, four fact sheets were developed and a fifth was undergoing work by the board. The first fact sheets prepared are:

- Generic Drugs – High Quality, Low Cost
- Lower Your Drug Costs
- Antibiotics – A National Treasure
- Is Your Medicine in the News?
- Did You Know? Good Oral Health Means Good Overall Health

In mid-20-05, the Center for Consumer Self-Care had 11 students who agreed to develop at least three fact sheets each over the coming year. At the July 2005

Board Meeting, the board agreed to cosponsor a joint web site with the Center for Consumer Self Care to house the approximately 35 fact sheets that would be developed over the year.

In October, the Communication and Public Education Committee received three fact sheets:

- Lower Your Drug Costs (revision to an earlier fact sheet)
- Have You Ever Missed a Dose of Medication?
- Don't Flush Your Medication Down the Toilet!

At the January 2006 meeting, the committee received:

- Thinking of Herbals?
- Diabetes – Engage Your Health Care Team

The committee encouraged continued involvement with this project, and hoped that Dr. Soller of the Center for Consumer Self Care could attend the next committee meeting. Several questions were asked about the "Thinking of Herbals" fact sheet – whether the print could be made larger and clarification if Echinacea should not be used with any chemotherapy or just some medications.

The committee encouraged the board's staff to obtain legal review of these fact sheets and then share them publicly at public education events. Mr. Powers expressed an interest in providing certain of the fact sheets to senior organizations for greater public distribution.

The committee discussed the need for future materials on flu shots in light of recent articles questioning the value of flu shots. The committee suggested that encouraging pneumonia shots might be a worthwhile fact sheet for specific patients. This material will be referred to Dr. Soller.

Ms. Herold added that board staff will do a fact sheet on the Beers list of drugs that should generally not be prescribed for those over 75 years of age.

### **Activities of the California Health Communication Partnership**

The third project of this group has been an education campaign about early detection tests for cancer (breast cancer and prostate cancer). This project aired in September through November 2005. This project was funded by a grant from a private foundation, which enabled use of a firm (the North American Precis Syndicate) that specializes in dissemination of public service announcements and prewritten articles to a diversity of media outlets nationwide. The board used the same firm for similar dissemination services in the late 1990s.

This cancer screening campaign was among the most successful campaigns ever released by this distribution firm in terms of the number of messages published and

aired. The North American Precis Syndicate will provide the partnership a certificate and award for achieving record outreach.

The next campaign of the partnership is on generics, and the California Retailers Association and board staff will be working with Dr. Soller on behalf of the partnership to promote the use of generics. The current plan is to follow a program along the lines of “Generics Makes Sense [Cents,\$],” a campaign to raise awareness among consumers about cost-savings of generic medicines.

Other items proposed for future campaigns:

- Talk to Your Pharmacist Campaign “Say Yes” [to Consultation]” Dr. Soller will seek input on ideas, materials and other information that might help define a campaign strategy.
- It’s Your Life II – Fall 2007 Breast and Prostate Cancer Awareness Campaign
- Antibiotic Resistance – Poster/brochure outreach to hospital waiting rooms
- New Prescribing Information – related to new initiative by FDA to provide easier to read/use format for Rx labeling. Dr. Soller is gathering information from the FDA on this.

The committee discussed the importance of continuing public education campaigns about pharmacist-to-patient consultation, since many consumers are not aware of this requirement and the importance of seeking and following a pharmacist’s knowledge of drug therapy and how it will benefit their health. The consensus was that additionally, some form of outreach to educate other health care providers about a pharmacist’s requirement to consult would benefit providers and public health generally.

### **Joint Public Outreach with the Department of Health Services Office of AIDS to Increase Awareness of Access of Syringes in Pharmacies without a Prescription**

At the October 2005 Board Meeting, the board agreed to collaborate in an informational campaign with the DHS Office of AIDS, aimed at educating others about the provisions of a new law that allows local health jurisdictions to authorize nonprescription syringe sales by pharmacies to prevent HIV and Hepatitis (Senate Bill 1159, Vasconcellos, Chapter 608, Statutes of 2004).

Tom Stopka and Alessandra Ross of the Office of AIDS attended this committee meeting to provide an overview of the project and outreach effort. They indicated that needle purchase programs have been implemented in 15 counties. Their office is interested in working with the profession, professional associations, schools of pharmacy, the board’s inspectors and other entities as part of their educational outreach program, and they are particularly interested in reaching pharmacists and pharmacies. One component will be a CE course on this subject that the board may wish to put on its Web site.

The committee agreed to place future articles in *the Script* to continue the educational process of pharmacists. Since the board will staff a booth at CPhA's annual meeting in February, staff requested written information about the program that they could share and distribute.

The committee invited Mr. Stopka and Ms. Ross to the February Board Meeting to present their PowerPoint presentation about public and pharmacist education. However, they both are unable to attend and have agreed to provide the presentation at the April Board Meeting.

### **Status of *The Script***

The committee was advised that the next issue of the board's newsletter, *The Script*, has been written and reviewed, and being printed. This issue will focus on new pharmacy laws enacted in 2005. President Goldenberg's column is directed to pharmacist interns, encouraging them to become involved in board activities. Copies will be mailed to pharmacies, pharmacist interns and wholesalers.

The next issue of the newsletter will be developed for publication in July 2006.

The California Pharmacy Foundation mailed the October 2005 issue of *The Script* to all California pharmacists in December.

The board is initiating work on the next issue, likely a July 2006 issue.

The committee discussed the need to reincorporate the disciplinary actions section back into the newsletter. Several members strongly felt that this was an important educational element for pharmacists.

Ms. Harris noted that this feature was temporarily stopped several years ago due to staffing issues required to perform the specialized research needed to write the column, coupled with a lack of space in the newsletter due to erratic publishing schedules. At one point the staff planned on adding this information to the Web site.

This matter will be discussed at a future meeting.

### **Health Notes Publication Plans**

There has been no work on the two pending issues of *Health Notes* since the October committee meeting.

Under development are two issues:

1. Pain Management Issue
2. Pharmacy Emergency Response to Patients in a Declared Disaster Area

While neither publication is yet ready for publication, but articles for both have been written.

The articles for pain management have been written and edited; however, referral back to the authors for confirmation remains to be completed. Likely publication date may be summer 2006.

Most of the articles for emergency response have been written. These articles will still need to be edited by technical experts and by the board. Again, the likely publication date may be summer 2006.

### **Need for New Consumer Brochures**

The committee reviewed and discussed several items to address consumer education.

#### 1. Consumer Materials

Under development by board staff are new consumer brochures and fact sheets.

- Consumer information about the importance of Black Box warnings on medication and what this means (this may change due to the new FDA patient package insert requirements)
- The Beers list of medications that should not be provided to elderly patients
- Update of Facts About Older Adults and Medicines (revision)

#### 2. Information about the Bird Flu

The board has expressed an interest in developing information for patients and pharmacists on the bird flu. There is now a government Web site for information about the bird flu: [www.pandemicflu.gov](http://www.pandemicflu.gov). As this area is still an emerging area of public health, the board will add a link from the board's Web site.

#### 3. *Improving Use of Prescription Medications: A National Action Plan*

The committee reviewed an executive summary of a report funded by The California Endowment, which consisted in part of a literature review of studies showing the importance of medication compliance and the impact on patient health when patients are noncompliant.

Specifically, "Patient non-adherence in prescription medication use is a major barrier to fully realizing the benefits of medical and pharmaceutical advancements, and non-adherence is attributed to 22% of hospitalizations each year. A wide range of factors has been attributed to non-adherence, some of which present critical opportunities for healthcare providers to intervene, such as through better communication and follow-up for patients with limited health literacy and language barriers."

The study concludes: “Patients will not be able to benefit fully from medical research and pharmaceutical developments until their use of prescription medications is greatly improved.” There are elements they identify for (1) data and measurement, (2) practices for healthcare providers, and (3) stakeholder engagement.

A copy of the executive summary will be provided in the board packet. The committee is interested in learning what interest the board has in pursuing this issue.

The committee generally believes that people are not taking their medication properly, and this is a serious health issue. Patient medication compliance is a big health problem, and part of it may be addressed through better patient counseling.

4. Center for Health Improvement Report: *Opportunities for Improving the California Pharmacist-Patient Consultation Process*

The board was a sponsor of a recent survey on the mandated pharmacist to patient consultation process and its effects on Californians aged 65 and over.

The study has been completed and the findings were released in November to a group of stakeholders involved in health policy. Board President Goldenberg, Vice President Powers, Patricia Harris and Virginia Herold attended this meeting.

The report also was recently published and will be shared with the board in February.

President Goldenberg, who attended this committee meeting, stated that he was concerned with comments from patients in the focus groups who stated that they did not want consultation because they did not want to interrupt the pharmacist or have the pharmacist come out from the dispensing area to provide information and “walk all that way.” President Goldenberg is interested in having the board explore how to create an environment that will encourage full consultation. He added that the future of biotechnology medications will require very specific consultation to patients, and the board may need to consider this as part of this evaluation.

President Goldenberg concluded that in light of the information provided and discussed at this committee meeting (notably items 3 and 4), the board may want to consider addressing patient consultation in the future.

### **Miscellaneous Consumer Articles in the Media**

The committee reviewed various miscellaneous articles published in the media regarding medication issues.

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

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

Public and licensee outreach activities performed since the last report to the board in October are:

- Board President Goldenberg participated on an NABP Task Force on Telepharmacy and the Implementation of the Medicare Drug Benefit Medication Therapy Management Provisions conference call on October 27.
- Board President Goldenberg was keynote speaker at a conference of long-term care executives on Medicare Part D in Los Angeles on November 4.
- Supervising Inspector Ming presented information about pharmacy law and board pharmacy inspections to a group of UCSD pharmacy students on November 14.
- Assistant Executive Officer Herold presented information about the board to a group of UCSD pharmacy students on November 28.
- Supervising Inspector Ming presented information about sterile compounding to a group of pharmacy technician students at Santa Ana College on November 30.
- Board Member Jones presented information about pharmacy technology at the NABP Fall Conference in Florida on December 4.
- Board Member Fong presented information about new pharmacy laws to pharmacists at the Diablo Valley Pharmacists Association Meeting on December 28.
- Supervising Inspector Nurse participated as the board's representative to the Northern California Pain Initiative on January 9.
- Supervising Inspector Ratcliff presented information to the California State University Pharmacists on current law topics on January 12.
- Board President Goldenberg and Supervising Inspector Ratcliff presented information about the board and new pharmacy law on January 19 to USC students.

I will be presenting at the Federation of Associations of Regulatory Boards (FARB) annual meeting. I will be on the panel discussing "Board Governance: A Panel Discussion on the Pros and Cons of Different Board Structures" and Sanctions: Available to Boards.

- I will participating as an "instructor" at teh California Department of Consumer Affairs' Senior Summit: Proteting and Serving California's Agin Population, sponsored by Consumer Actrion, a non-profit orgn. The Summit will take place on Friday, May 12, at the Sacramento Convention Center from 8-4:30.

## **Adjournment**

There being no additional business, Chairperson Zinder adjourned the meeting at 12:05 p.m.