



California State Board of Pharmacy

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STATE AND CONSUMER SERVICES AGENCY

DEPARTMENT OF CONSUMER AFFAIRS

GOVERNOR EDMUND G. BROWN JR.

**STATE BOARD OF PHARMACY
DEPARTMENT OF CONSUMER AFFAIRS
COMMUNICATION AND PUBLIC EDUCATION COMMITTEE MEETING
MINUTES**

DATE: August 29, 2012

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

COMMITTEE MEMBERS

PRESENT: Ryan Brooks, Public Member, Chair
Deborah Veale, RPh
Albert Wong, RPh
Stan Weisser, RPh, Board President

STAFF

PRESENT: Virginia Herold, Executive Officer
Anne Sodergren, Assistant Executive Officer
Carolyn Klein, Legislation and Regulation Manager
Jan Jamison, Public Information Officer

Call to Order

Committee chair Ryan Brooks called the meeting to order at 9:49 a.m.

Mr. Brooks conducted a roll call. Board Member Deborah Veale was present. Board President Stan Weisser was in attendance in the audience and appointed himself to serve on the committee for purposes of establishing a quorum.

1. Discussion and Possible Action to Finalize the Design of the New Notice to Consumers Posters (as Required by 16 California Code of Regulations Section 1707.6)

Discussion

After brief discussion, the committee reviewed the final poster design. The poster incorporates suggestions to add numbering to the questions to attract the reader's attention, as well as a new and larger logo block and state seal.

The posters will be a standard poster size of 18" x 24." We will print 15,000 posters in the first batch, which will be mailed to all California pharmacies. The cost for printing and mailing the posters is currently being estimated.

Public Comment

Cary Sanders, representing the California Pan Ethnic Health Network (CPEHN), asked if the English-language poster would be translated into other languages and what the procedure would be for ordering the foreign-language posters.

Executive Officer Virginia Herold explained that the foreign-language posters will be available in the following languages: Vietnamese, Chinese, Tagalog, Spanish, Russian and Korean. The Board will supply a full-color, full-sized poster in English to all California pharmacies. The foreign-language posters will be made available for download in a legal-sized format from the Board of Pharmacy website.

Motion: Accept the new poster design and instruct staff to take the necessary steps to get the poster printed and distributed to pharmacies.

M / S: Veale / Brooks

Support: 3 Oppose: 0 Abstain: 0

(Mr. Wong was not in attendance.)

2. Discussion and Possible Action to Finalize the Video Display Format Option for Notice to Consumers (as Required by 16 California Code of Regulations Section 1707.6)

Board staff presented the redesigned *Notice to Consumers* video display format. The new format now incorporates design elements from the *Notice to Consumers* poster and reflects a greater diversity in the actors, as recommended at the July Board meeting.

Public Comment

Steve Gray, representing Kaiser Permanente, asked about the timing of each slide on the video display.

The video is timed as required by 16 California Code of Regulations Section 1707.6:

- The text of the notice remains on the screen for a minimum of 60 seconds; and
- No more than five minutes elapses between displays of any notice on the screen, as measured between the time that a one-screen notice or the final screen of a multi-screen notice ceases to display and the time that the first or only page of that notice re-displays.

Ms. Sanders asked about foreign language translations of the video and the cost involved. Ms. Herold provided that the cost is relatively inexpensive and that the Board would translate the video to a foreign language when one is requested.

There was also discussion about the way the individual slides were ordered in the video. Mr. Brooks explained that the slides would be presented on a loop, so the ordering of the slides wouldn't make a difference.

Committee Member Albert Wong arrived at the meeting at 10:05 a.m.

Motion: Adopt the video display format of the Notice to Consumers poster.

M / S: Veale / Weisser

Support: 4 Oppose: 0 Abstain: 0

3. Discussion and Possible Action to Finalize the Format for Notice of Interpreter Availability (as Required by 16 California Code of Regulations Section 1707.6)

Discussion

Discussion took place regarding the languages highlighted on the Notice of Interpreter Availability poster. Ms. Veale provided that the poster reflects the languages specified in the regulations.

Motion: Adopt the Notice of Interpreter Availability poster as reviewed

M / S Weisser / Veale

Support: 4 Oppose: 0 Abstain: 0

4. Discussion and Possible Action to Secure Consumer Comments on the Board's Regulation Requirements for Patient-Centered Labels and Translations for Limited English Speaking Individuals in Preparation for the January 2013 Report to the Legislature.

Ms. Herold presented the consumer survey currently being used by the Board to solicit feedback regarding the new patient-centered labels.

She explained that she worked with Michael Negrete of the California Pharmacists Association to refine the questions for the survey. The survey will be sent to several different audiences, distributed by willing pharmacies and distributed at consumer outreach events. Efforts will be made to work with CPEHN to gain the comments of non-English speaking individuals.

The results of the survey will be compiled and presented in the Board's Report to the Legislature due by January 2013.

5. Update on the Board's Public Education Materials

Summary

Mr. Brooks summarized the efforts of Board staff as reflected in the meeting materials. An update of existing public education materials is in the works, as well as identifying new materials needed to address current and relevant pharmaceutical issues. A new branding campaign is also in the works for the Board's public education materials and website.

Two national events are planned in coming months that will provide an opportunity for public relations and consumer outreach activities. Wake up to Medicine Abuse Week is a week-long collaboration sponsored by the Partnership at Drugfree.org and Cardinal Health, scheduled for September 23-29. American Pharmacists Month is scheduled for the month of October.

6. Update on *The Script*

Summary

The September/September 2012 issue of *The Script* is currently undergoing legal review. The issue will focus on application of laws and the forthcoming e-Pedigree requirements. The newsletter also lists the multiple disciplinary decisions made by the Board since the beginning of 2012. The newsletter should be available for release in September.

Ms. Herold recognized the efforts of Hope Tamraz, who has been *The Script* newsletter editor for the past ten years. Ms. Tamraz will be retiring at the end of August and Jan Jamison, the Board's Public Information Officer, will be assuming the editor role.

Mr. Brooks suggested that Ms. Tamraz be invited to the next Board meeting so she could be recognized for her efforts.

The next issue of *The Script* is scheduled to be published in January 2013 and will emphasize California's new pharmacy laws.

7. Public Outreach Activities Conducted by the Board

Chair Brooks directed committee members to review the meeting materials pertaining to recent public outreach activities. He noted that the Board has been very selective in their choices because the current travel freeze restricts all but the most essential travel. This has restricted board operations in all areas, including public and licensee outreach.

8. Public Comment for Items Not on the Agenda

Ms. Herold introduced June Vargas, manager for the Department of Consumer Affairs Office of Publications, Design and Editing. Ms. Vargas is leading the creative team that is working on the Board's new branding campaign.

Ms. Vargas presented examples of how the Board's public outreach materials and website will be unified with a consistent design look and feel.

Adjournment of Meeting

The meeting was adjourned at 10:34 a.m.