



COMMUNICATION AND PUBLIC EDUCATION COMMITTEE MEETING MINUTES

Date: October 11, 2018

Location: Department of Consumer Affairs
DCA Headquarters Building
1625 N. Market Blvd., 1st Floor Hearing Room
Sacramento, CA 95834

Committee Members Present: Ricardo Sanchez, Public Member, Chairperson
Valerie Muñoz, Public Member, Vice Chairperson
Deborah Veale, Licensee Member

Committee Members Not Present: Ryan Brooks, Public Member
Shirley Kim, Public Member

Staff Present: Virginia Herold, Executive Officer
Anne Sodergren, Assistant Executive Officer
Kelsey Pruden, DCA Staff Counsel
Debbie Damoth, Administrative Manager
Bob Dávila, Public Information Officer

1. Call to Order and Establishment of Quorum

Chairperson Sanchez called the meeting to order at 9:03 a.m. Roll call established a quorum.

2. Public Comment for Items Not on the Agenda, Matters for Future Meetings

There was no public comment.

3. Approval of the January 31, 2018, Committee Meeting Minutes

Motion: Approve the minutes for the January 31, 2018, Communication and Public Education Committee meeting.

M/S: Muñoz/Veale

Name	Support	Oppose	Abstain	Not Present
Brooks				X
Kim				X
Muñoz	X			
Sanchez	X			
Veale	X			

4. Discussion and Consideration of a Presentation and Proposal by the Chapman University School of Pharmacy Group Regarding a Warning Label on Prescription Containers for Chemotherapy Medications

Chairperson Sanchez reminded the committee that Chapman University pharmacy students and faculty presented research about proper handling and disposal of oral chemotherapy medications at the March 2017 committee meeting. The group proposed requiring a standardized hazard symbol on prescription labels for NIOSH-designated hazardous drugs.

Chairperson Sanchez noted the group returned at the September 2017 committee meeting with early findings from a survey of health care professionals on use and handling of oral chemotherapy drugs. The group also said it was preparing a similar survey for patients.

Using a PowerPoint presentation, the Chapman group informed the committee that it had surveyed 24 pharmacists and 12 patients about their knowledge, awareness and practices in handling and disposing of oral chemotherapy drugs. In summary, the findings indicated an important need for more education in these areas for pharmacists and patients.

The committee expressed concern about the lack of public awareness and education revealed by the surveys. Members suggested larger surveys with more respondents are needed to better understand the scope of the problem and possible solutions.

The committee urged the students to focus on increasing awareness and education about safe handling and drug disposal rather than seeking a mandated requirement for adding a hazard symbol to prescription labels. The committee also suggested advocates work with pharmacies that are willing voluntarily to add the hazard symbol to labels.

In addition, the committee directed staff to develop and return to the committee with a policy statement for the board to consider regarding proper handling and disposal of oral chemotherapy drugs.

Public comment: Danny Martinez of CPhA said his group was willing to work with the Chapman students on licensee awareness and education. He also urged the board to work with CPhA on a unified message to pharmacists before considering a possible regulation.

5. Update on the Proposal for a Public Service Billboard Message and Related Communications Materials on Prescription Drug Abuse

Chairperson Sanchez reminded the committee that Outfront Media is donating five bulletin boards to the Board of Pharmacy for a public service message about prescription drug abuse. The committee approved a design and chose “Use, Don’t Abuse” as the theme. The board reviewed the design and message in February 2018.

Staff reported a no-cost contract for five billboards has been sent to Outfront Media for approval and signature. As of Oct. 11, staff was waiting for Outfront to respond. Ms. Herold said delays on both sides resulted in the contract process taking longer than expected.

The committee directed staff to ask Outfront how long it would take to get the billboards printed and where they will be erected. Committee members said staff should use data on drug abuse to identify locations where the signs would be most effective.

6. Discussion and Consideration of Educational Materials Regarding Drug Take-Back Collection Receptacles and Providing Public Access to Such Information

Chairperson Sanchez reminded the committee that the board directed staff in July 2017 to develop consumer information on accessing drug take-back programs. At the February 2018 board meeting, staff demonstrated an online search tool being developed to help consumers find locations for drug take-back collection receptacles.

Staff gave a brief demonstration of a new search tool for drug take-back services on the board’s website. The online tool enables consumers to find pharmacies and clinics that have registered with the board to provide drug take-back services. Staff reported a total of 233 receptacle locations were registered with the board as of Sept. 25, 2018.

Staff noted the online search tool includes only take-back locations that are registered with the board and is not a comprehensive list of all collection sites in California. Staff added that the board’s website includes links to search tools for other take-back locations operated by DEA, Don’t Rush to Flush, and the California Department of Public Health.

Staff also reported the Department of Public Health has received \$3 million to fund grants to pharmacies for drug take-back services. In addition, staff said the Governor recently had signed SB 212, which will require manufacturers and distributors of drugs or sharps to form stewardship programs to operate and pay for take-back programs for drugs and sharps. The law requires CalRecycle to promulgate regulations to implement the law by Jan. 1, 2021.

Staff said the board will be involved with CalRecycle in developing the regulations for SB 212. Staff said the new law will not change the board’s current take-back regulations.

Public comment: Danny Martinez of CPhA asked why sharps are treated separately from

needles and if pharmacies are liable in case someone is accidentally pricked by a needle. Ms. Herold explained that sharps are separated from pills as a safety measure and because they are incinerated while pills are destroyed by a different means. She also said provisions in the Civil Code protect pharmacies from needle accidents.

7. Update on the Development of a Webinar Course to Satisfy the Education Requirement for Pharmacists to Furnish Naloxone

Chairperson Sanchez noted that a protocol adopted by the board in [California Code of Regulations, title 16, section 1746.3](#) requires pharmacists to complete one hour of training in an approved CE course before they can begin furnishing naloxone. He reminded the committee that the board in February 2018 approved the committee's recommendation to create a webinar course that would satisfy the naloxone training requirement.

Staff reported DCA's SOLID unit was finalizing the voice-over and closed-captioning for the webinar. In addition, staff said SOLID was asked to set up the webinar to prevent users from fast-forwarding through the video to the quiz at the end. Staff said the webinar was expected to be available on the website in October.

Staff noted the webinar quiz does not require a passing score. Instead, if a user chooses the wrong answer, the quiz indicates the answer is incorrect and shows the correct answer. It was noted that the Licensing Committee is looking into a possible requirement for users to earn a passing score on webinars. In addition, staff said technology could be used to prevent fast forwarding and to improve future versions of board webinars.

Public comment: Danny Martinez of CPhA said the Department of Health Care Services is expected to begin reimbursing Medi-Cal pharmacists for services performed under SB 493 as well as furnishing naloxone on April 1, 2019.

8. Discussion and Consideration of Proposal to Establish a Twitter Account for the Board of Pharmacy

Chairperson Sanchez noted that the board's 2017-2021 Strategic Plan calls for the board to "identify and use additional resources for public and licensee outreach services."

Staff proposed using Twitter as a communication tool for outreach to the public. It was noted that the board currently has several channels for communicating directly with licensees – including subscriber alerts, the newsletter, site inspections, etc. – but none that is widely accessible to the public.

Staff gave a PowerPoint presentation about how Twitter could help the board:

- Reach and engage consumers directly.
- Reach news media.
- Deliver timely information immediately.

- Create links with other organizations.
- Promote public awareness of the board’s activities and brand.
- Increase public awareness and support for the board’s mission and activities.

Staff also discussed types of information the board could communicate to the public via Twitter – including upcoming board meetings and events, recalls, regulations, news releases, and links to consumer resources.

The committee expressed support for using Twitter as a public communication channel. Vice Chairperson Muñoz noted that millions of Americans rely on Twitter to receive news and information, mostly on their cell phones, rather than traditional news media.

The committee asked about using other social media in addition to Twitter, such as Facebook and Instagram. Staff recommended starting with Twitter because it is easiest to use. In addition, staff could collect and present data on its effectiveness to help the board determine whether to add other social media accounts.

Public comment: Speakers said they supported the board using Twitter but expressed concern about how the board would handle hostile messages that target licensees or other individuals. Speakers also asked if private messages sent on Twitter would be subject to Public Records Act requests. Counsel said these issues would require legal research.

Committee recommendation: Recommend that the board approve the establishment and use of a Twitter account to communicate with the public and direct staff to report on its usage in the committee’s quarterly report to the board. In addition, direct staff to research other social media for possible use.

M/S: Veale/Muñoz

Name	Support	Oppose	Abstain	Not Present
Brooks				X
Kim				X
Muñoz	X			
Sanchez	X			
Veale	X			

9. Discussion and Consideration of Frequently Asked Questions Relating to Inventory Reconciliation Reports of Controlled Substances (California Code of Regulations, title 16, section 1715.65)

Chairperson Sanchez noted that [California Code of Regulations, title 16, section 1715.65](#) took effect April 1, 2018. He said many licensees have expressed questions about how to comply with the regulation.

Staff reported on several steps being taken to help licensees understand and comply with the new regulation. Staff said a list of [frequently asked questions \(FAQs\)](#) and answers about the regulation has been posted on the board's website. In addition, the FAQs were updated and published in the [July 2018 issue](#) of The Script.

Staff said a follow-up FAQ article was planned for the next Script. In addition, training on the new regulation was provided at a board-sponsored CE forum on Sept. 22 in Buena Park. Ms. Veale complimented the FAQs and said they were comprehensive. Ms. Herold said the regulation enabled one pharmacy to uncover a major loss of controlled substance pills early.

10. Discussion and Consideration of Granting CE Credit for Reading The Script

Chairperson Sanchez noted the board in November 2017 directed the committee to consider awarding CE credit for reading The Script. The committee suggested pharmacists could earn one CE credit for reading each newsletter, up to a maximum of two credits per renewal cycle (every two years).

Chairperson Sanchez said the board directed the committee to pursue options for awarding CE for The Script that would apply to the required two hours of board-provided CE in law and ethics every renewal cycle. The board also asked staff to research ways to keep costs and required staff time for the CE to a minimum.

Staff presented the following possible options for awarding CE for The Script:

1. **Require pharmacists to self-certify reading The Script.** Users could click on a link in the newsletter that would take them to a site to certify they have read the newsletter. Estimated staff time to process each CE unit: one minute.
2. **Require pharmacists to pass a quiz to be included with The Script.** Users would answer multiple-choice or true-false questions prepared by staff. Estimated staff time to process each CE unit: one minute.
3. **Require pharmacists to complete learning objectives after reading The Script.** Users would write a brief description of what they learned from reading articles. Estimated staff time to process each CE unit: five to 15 minutes.

The committee supported requiring pharmacists to pass a quiz to earn CE. Members said it is important to provide CE that genuinely improves pharmacists' professional competence.

Public comment: Speakers supported the quiz option and stressed the importance of having CE requirements that improve professional competence. It also was suggested that staff invite pharmacy school faculty to write articles and quizzes for the newsletter.

Committee recommendation: Recommend that the board allow pharmacists who pass a quiz based on Script articles to earn one hour of CE credit per newsletter, up to a maximum of two credits per renewal period, as fulfillment of the two units of CE required to be earned from completion of board-provided CE to renew a pharmacist license.

M/S: Veale/Sanchez

Name	Support	Oppose	Abstain	Not Present
Brooks				X
Kim				X
Muñoz	X			
Sanchez	X			
Veale	X			

11. Discussion and Consideration of FDA Draft Guidance “Indications and Usage Section of Labeling for Human Prescription and Biological Products – Content and Format”

Chairperson Sanchez informed the committee that FDA regulations require a manufacturer’s drug labels to include an “Indications and Usage” section. This section must state the drug is indicated for the treatment, prevention, mitigation, cure or diagnosis of a disease or condition; or for the relief of the disease’s or condition’s symptoms.

Chairperson Sanchez said the FDA issued a draft guidance for industry, “[Indications and Usage Section of Labeling for Human Prescription and Biological Products – Content and Format](#).” He said the guidance describes the FDA’s recommendations for how to clearly convey such information.

Staff presented the guidance document for the committee’s information. There was no action or public comment.

12. Discussion and Consideration of Strategic Goals for the Communication and Public Education Committee

The committee reviewed and discussed strategic goals for communication and public education as identified in the board’s [Strategic Plan 2017-2021](#). Members recommended keeping the current goals, noting that activities and programs intended to carry out the goals are still in progress. Members also directed staff to provide updates on efforts to achieve the strategic goals at future committee meetings.

Regarding goal 4.2 (Identify and use additional resources for public and licensee outreach services to implement the communication plan), the committee directed staff to report back annually on the “Ask an Inspector” program – including number of calls, the nature of calls, the top 10 types of calls – starting in January 2019.

Regarding goal 4.3, committee members suggested that the board may not need to collect mobile numbers for texting licensees because the board can use other communication tools, including email, address of record and social media.

Regarding goal 4.5 (Inspect pharmacies at least once every four years to provide a forum for licensee-inspector communication and education in practice settings), the committee also directed staff to report back annually on the follow-up surveys that supervisors do with pharmacies after inspections – starting in January 2019.

Regarding goal 4.7, the committee directed staff to review consumer education materials and revise or refresh them as needed.

13. Update and Discussion of Communication and Public Education Activities by Board Staff

a. The Script

Staff reported the next newsletter is expected to be published in October. Staff said it would include articles about the inventory reconciliation regulation, applying to be an inspector, counseling patients over 50 about opioids, the executive officer's retirement and new board members.

b. News Media

The committee received a list of recent media interviews and information requests handled by Ms. Herold and Mr. Dávila.

c. Public Outreach

The committee received a list of recent public outreach activities by staff.

14. Review and Discussion of News or Journal Articles

The committee received summaries of several recent news articles about pharmacy issues.

15. Future Meeting Dates

Chairperson Sanchez announced the committee's meeting schedule for 2019:

- Tuesday, Jan. 8, 2019
- Wednesday, April 10, 2019
- Tuesday, June 25, 2019
- Wednesday, Oct. 9, 2019

The meeting adjourned at 11:24 am.