



California State Board of Pharmacy
1625 N. Market Blvd, N219
Sacramento, CA 95834
Phone: (916) 574-7900 Fax: (916) 574-8618
www.pharmacy.ca.gov

Business, Consumer Services and Housing Agency
Department of Consumer Affairs
Gavin Newsom, Governor



**COMMUNICATION AND PUBLIC EDUCATION COMMITTEE
MEETING MINUTES**

Date: May 7, 2019

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

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

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

Staff Present: Anne Sodergren, Interim Executive Officer
Laura Freedman, DCA Staff Counsel
Kelsey Pruden, DCA Staff Counsel
Debbie Damoth, Administrative Manager
Laura Hendricks, Staff Analyst
Bob Dávila, Public Information Officer

a. Call to Order and Establishment of Quorum

Chairperson Sanchez called the meeting to order at 10:41 a.m. A quorum was established.

b. Public Comment for Items Not on the Agenda; Matters for Future Meetings

Steve Gray asked the committee to consider public education regarding a patient's right to request prescribers put the purpose of a medication on the prescription. He said the public is unaware current law allows patients to request this information. Ms. Sodergren noted the Legislation and Regulation Committee is recommending the board support legislation to require prescribers to include the purpose of a drug on the prescription.

c. Approval of January 8, 2019, Communication and Public Education Committee Meeting Minutes

M/S: Muñoz/Veale

- Support: Sanchez, Muñoz, Veale.

- Oppose: None.
- Abstain: None.
- Not present: Brooks, Kim.

d. Discussion and Consideration of Policy on Subscriber Alerts

Chairperson Sanchez noted the board uses listservs to send information for facilities, pharmacists, intern pharmacists, pharmacy technicians and designated representatives via subscriber alerts. The facilities listserv is also used for alerts about general topics.

Chairperson Sanchez said some facilities feel they receive too many subscriber alerts. Meanwhile, individual licensees do not receive alerts sent to facilities. Also, the board does not have listservs to send alerts to non-licensee audiences. He noted that other DCA boards and bureaus use a variety of listservs to target alerts to the public as well as licensees.

Staff suggested creating new listservs to reach non-licensee groups. Staff also suggested creating listservs for specific types of messages such board announcements, new laws, etc. Staff said these options could help efforts to reach and communicate with non-licensees, including consumers and stakeholders.

The committee directed staff to report back with a plan including possible new listservs. The committee also directed staff to consider whether the board should set policy on how subscriber alerts are targeted or give staff discretion to make those decisions.

Public comment: Steve Gray urged the board to make clear which alerts are mandatory for licensees to receive and which are optional. He also suggested the board develop a system that would enable users to receive selective alerts about preferred topics, such as updates on specific regulations or committee activities.

Danny Martinez of CPhA expressed support for new listservs to reach consumers. He also urged that alerts to consumers be written in a less technical style and provide more explanatory detail than alerts sent to licensees.

e. Staff Report on the “Ask and Inspector” Program

Chairperson Sanchez said committee member directed staff at the January 8 committee meeting to report back on the possibly expanding the “Ask an Inspector” program hours. The committee also discussed publishing FAQs based on common “Ask and Inspector” questions. Chairperson Sanchez added that at the January board meeting, the board directed the Enforcement Committee to review the FAQs before publication.

Staff reported inspectors are now assigned to “Ask an Inspector” duty Monday through Thursday from 9 a.m. to 1 p.m. This change took effect April 1. In addition, staff has drafted

FAQs about controlled substances, the most common type of “Ask an Inspector” question. The FAQs are undergoing legal review and expected to be presented at the Enforcement Committee meeting in July.

The committee asked staff to report back on whether the number of “Ask an Inspector” calls has changed since the expanded hours began.

f. Discussion and Consideration of Educational Materials for Consumers and Licensees during Declared Disasters

Chairperson Sanchez said at the January 8 committee meeting, members discussed ways to provide better information to pharmacy patients before and during declared disasters. The committee directed staff to report back with recommendations to improve communications with licensees and the public during disasters. Chairperson Sanchez added that at the January board meeting, the board asked staff to explore awarding CE credit to pharmacists who volunteer services during disasters.

Staff reported the board has established a social media account on Twitter, which is widely used to provide information to the public during disasters. Staff also is drafting a consumer tip sheet on how to prepare for a disaster.

Staff reported finding no other states that offer CE to pharmacists who volunteer during disasters. However, Florida, Virginia, Michigan, and West Virginia do offer CE credit or other incentives for pharmacists who volunteer in indigent or medically underserved communities.

The committee recommended advising consumers to review their disaster preparation kits once a year to ensure supplies are up to date. The committee also suggested creating information sheets for licensees on what to do during a disaster and directed staff to report back on the possibility of providing disaster CE training for pharmacists.

g. Update on Communication and Public Education Activities by Board Staff

a. The Script

Staff reported the current issue of the newsletter was published in March. Work is underway on the next issue, which is expected to be published in the summer.

b. Projects Update

• Pharmacy inspections

Staff reported plans to create a brochure about pharmacy inspections for licensees. The brochure will provide information about the inspection process – including what licensees can expect to happen during the inspection, what inspectors expect from licensees, and how licensees can contact the board with feedback or complaints after the inspection. Inspectors will hand out brochures to licensees during

inspections. The brochures also would be posted on the board's website and published in The Script.

Ms. Veale recommended that additional brochures be created targeting specific issues related to inspections of compounding pharmacies and other specialized types of pharmacies.

In addition, staff reported plans to create an educational video by Inspector Steven Kyle on "How to Prepare for Pharmacy Inspections by the Board of Pharmacy." The video will be posted on the board's website.

Danny Martinez of CPhA expressed support for the informational brochure and said CPhA would be willing to help disseminate the information to members.

- **Billboards**

Staff reported waiting for information from Outfront Media regarding the creation of five billboards being donated to the board to promote awareness of prescription drug abuse.

- **CE webinars**

Staff reported completion of a free CE webinar on ethics that has been posted on the board's website. In addition, staff said the board's current CE webinar on law also was being updated

c. News Media

Staff provided a list of news media organizations that contacted the board's executive officer and public information officer for interviews or background information.

d. Public Outreach

Inspectors and staff provided training at CE events hosted by the board on February 23 at California Health Sciences University in Clovis and April 6 at UC San Diego in La Jolla. A total of 298 pharmacists attended and received up to seven hours of CE at the events. The next board CE training event is planned for July in Marin County.

Staff also reported the board has hosted a total of 11 CE training events throughout the state on prescription drug abuse and drug diversion since March 2017. A total of 1,531 pharmacists have received CE credit at these events, including 1,237 who also received specific training to furnish naloxone.

h. Review and Discussion of News or Journal Articles

Staff provided a list of news articles on pharmacy issues of possible interest to the board.

i. Future Meeting Dates

The committee agreed to reschedule its June 25, 2019, meeting to July 24, 2019; the committee will meet in advance of the board meeting also scheduled that day. The final committee meeting of 2019 will be Oct. 9.

The meeting adjourned at 12:21 p.m.