



Communication and Public Education Committee Meeting Minutes

- DATE:** Monday, January 22, 2024
- LOCATION:** California State Board of Pharmacy
2720 Gateway Oaks Drive, Hearing Room, First Floor
Sacramento, CA 95833
Participation also through teleconference via Webex
- COMMITTEE MEMBERS PRESENT:** Jason Weisz, Public Member, Chairperson
Nicole Thibeau, PharmD, Licensee Member, Vice Chairperson
Jose De La Paz, Public Member
Renee Barker, PharmD, Licensee Member
- COMMITTEE MEMBERS NOT PRESENT:** Kartikeya “KK” Jha, Licensee Member
- STAFF PRESENT:** Anne Sodergren, Executive Officer
Julia Ansel, Assistant Executive Officer
Debbie Damoth, Executive Specialist Manager
Sara Jurens, Public Information Officer
Corinne Gartner, Board Counsel

I. Call to Order and Establishment of Quorum

Chairperson Weisz called the Communication and Public Education Committee meeting to order at 2:00pm. Mr. Weisz reminded all present that the Board is a consumer protection agency. Mr. Weisz advised the meeting was being conducted in person and through teleconference via Webex. Mr. Weisz asked the moderator to provide general instructions on providing public comment via Webex. The meeting moderator provided updated WebEx instructions for members of the public participating in the meeting. Mr. Weisz took roll call: Present: Renee Barker, Jose De La Paz, Nicole Thibeau, Jason Weisz. Absent: Kartikeya Jha. Quorum established.

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

Members of the public were provided the opportunity to provide comments for items not on the agenda; however, no comment was provided.

III. Approval of the July 19, 2023 Communication and Public Education Committee Meeting Minutes

Chairperson Weisz referenced the draft minutes from the July 19, 2023 Communication and Public Education Committee meeting.

Members were provided an opportunity to comment.

No comments were made.

Motion: Approve the July 19, 2023, Communication and Public Education Committee meeting minutes as presented in the meeting materials.

M/S: De La Paz/Barker

Members of the public were provided with an opportunity to provide public comment; however, no comment was provided.

Support: 4 Oppose: 0 Abstain: 0 Not Present: 1

Committee Member	Vote
Barker	Support
De La Paz	Support
Jha	Not Present
Thibeau	Support
Weisz	Support

IV. Presentation on Transition of Board’s Website to a New Template

Members received a presentation on the website’s progression from the Board’s website designer, Victor Perez. Victor showed the Committee updates made on the homepage and several back pages. Members were advised that staff anticipate the transition to be ready by the end of April.

Members noted that the new template appears straightforward and looks cleaner. Members commented that the calendar of meeting dates will be useful and improve ease of use.

Members of the public were provided with an opportunity to provide public comment. No comments were made in person in Sacramento or via WebEx.

V. Public Education Campaign Related to Revised Notice to Consumer Poster

Members received a presentation on the proposed campaign from the Board's public information officer, Sara Jurens.

Members spoke in support of the campaign and provided feedback on the proposed campaign including providing guidance to staff on their preference for images to support the messaging. Members preferred the black background version and encouraged staff to incorporate additional images highlighting diversity.

Members of the public were provided with an opportunity to provide public comment. No comments were made in person in Sacramento or via WebEx.

VI. Communication and Public Education Activities by Staff

a. *The Script*

Chairperson Weisz noted that the next issue of *The Script* is targeted for the early spring and will cover a variety of different topics including the most common violations that result in the issuance of a citation and fine, and the top corrections ordered during inspections.

b. *Staff Outreach*

1. Chairperson Weisz noted the education campaign for ISMP was included in the October 2023 issue of *The Script* and the Board's website home page, under Important Information for Licensees.
2. Chairperson Weisz noted that the meeting materials included a list of presentations and trainings recently offered by staff.

Members of the public were provided with an opportunity to provide public comment. No comments were made in person in Sacramento or via WebEx.

VII. News Media Inquiries

During the meeting members reviewed the list of recent media inquiries covering topics such as semiglutide, flavoring, medication errors, and working conditions.

Members of the public were provided with an opportunity to provide public comment. No comments were made in person in Sacramento or via WebEx.

VIII. Future Meeting Dates

Chairperson Weisz thanked everyone for their time and noted that the next meeting will be July 18, 2024.

IX. Adjournment

The meeting was adjourned at 2:35pm.