



Communication and Public Education Committee Meeting Minutes

DATE: Thursday, June 12, 2025

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: Nicole Thibeau, PharmD, Licensee Member,
Chairperson
J. Newell, Public Member, Vice Chairperson
Renee Barker, PharmD, Licensee Member
Claudia Mercado, Public Member

STAFF PRESENT: Anne Sodergren, Executive Officer
Julie Ansel, Deputy Executive Officer
Debbie Damoth, Senior Administration Manager
Sara Jurens, Public Information Officer
Shelley Ganaway, Board Counsel

I. Call to Order and Establishment of Quorum

Dr. Thibeau called the Communication and Public Education Committee meeting to order at 2:00pm. Dr. Thibeau reminded all present that the Board is a consumer protection agency. Dr. Thibeau advised the meeting was being conducted in person and through teleconference via Webex and 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. Dr. Thibeau took roll call: Present: Renee Barker, J. Newell, Claudia Mercado and Nicole Thibeau. 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; no comment was provided by the public, however, member Claudia Mercado asked if the Department of Consumer Affairs (DCA) could provide the Board with a presentation on how they can help the Board with marketing to have a bigger impact and to be transparent with constituencies.

III. Approval of the July 18, 2024, Communication and Public Education Committee Meeting Minutes

Dr. Thibeau referenced the draft minutes from the July 18, 2024, Communication and Public Education Committee meeting. Members were provided an opportunity to comment. No comments were made.

Motion: Approve the July 18, 2024, Communication and Public Education Committee meeting minutes as presented in the meeting materials.

M/S: Barker/Newell

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: 0

Committee Member	Vote
Newell	Support
Barker	Support
Mercado	Support
Thibeau	Support

IV. Education Materials on Buprenorphine

Members received education materials on Buprenorphine which included the challenges patients face when trying to receive this prescription and other addiction medication. As part of the discussion, members suggested removing the term “four corners,” including direct information from the relevant guidelines, clarifying the content to convey information more

directly, and to include a link to the relevant guidelines. Members also suggested developing a Continuing Education (CE) course focused on dispensing buprenorphine. The educational material is intended to be provided through the subscriber alert, included in the next newsletter and be posted on the Board's website.

V. Discussion and Consideration of Committee's Strategic Objectives

The Committee's Strategic Objectives were made available for members to review. Staff listed the objectives in this report and provided comments for each objective for the committee's consideration. After reviewing the objectives, committee members were offered the opportunity to provide comments or direction to staff regarding the strategic goals.

Strategic Objective 4.1

Member Mercado inquired about what the Board's visibility level is online as the Board develops educational campaigns. Dr. Thibeau inquired about obtaining engagement information for the Board's social media posts. Member Mercado expressed support for social media beyond the Board's X account as she believes the public is interested in engaging with state agencies. Member Newell expressed reservations with LinkedIn and other social media due to the political climate and the risk to the Board being put in a vulnerable position.

Strategic Objective 4.3

Dr. Thibeau inquired on the status of transitioning the self-assessment process online to make it more interactive. Deputy Executive Officer Julie Ansel explained that the self-assessment is transitioning to a new process, which is under development and Board staff are evaluating different options. Ms. Ansel noted that once self-assessment requirements are established in statute, the Board will have more flexibility. Additional updates will be available at future meetings.

Strategic Objective 4.7

Dr. Thibeau inquired by the frequency of recall subscriber alerts and perhaps they can be sent out at the same time every day or once a week. Dr. Barker indicated that getting the recalls in real time is important and that she

believes getting them once a week would defeat the purpose. Dr. Thibeau indicated that an end of week roundup would be helpful.

Strategic Objective 4.8

Dr. Thibeau expressed support for recognizing pharmacists that are performing the work that the Board is promoting and sought feedback from members on this objective. Member Mercado expressed support recognizing new pharmacists to uplift the profession. Member Newell expressed concern with the Board nominating a pharmacist as that Board could be left in an unfavorable position should that licensee do something negative in the future and the Board publicly supported them. Member Newell inquired if the Board has done commercial advertising and what, if any, were the engagement results from that endeavor. Ms. Ansel explained to the members that the Board has previously displayed a billboard along freeways and that research would need to be completed by Board staff to determine if engagement results are available.

VI. Update on Communication and Public Education Activities by Staff

The Board's Public Information Officer, Sara Jurrens, gave a report on activities by staff.

The Script

The Board released a newsletter in [May 2025](#).

Staff Outreach

Presentation and Training: A list of activities by individual staff members, from January to June, was made available for Committee members.

News Media Inquires

Committee members were provided information of the news media inquiries.

VII. Future Meeting Dates

Dr. Thibeau thanked everyone for their time and suggested consulting the website for future meeting dates.

VIII. Adjournment

The meeting was adjourned at 3:03pm.