



COMMUNICATION AND PUBLIC EDUCATION COMMITTEE

Deborah Veale, Chair
Ramon Castellblanch, Vice Chair
Ryan Brooks, Public Member
Lavanza Butler, Professional Member
Rosalyn Hackworth, Public Member
Ricardo Sanchez, Public Member

Note: There has been no meeting of the Communication and Public Education Committee since the April 21-22, 2015 Board Meeting.

a. Update on the Redesign of the Board's Website in 2015

Board staff will provide a report on the progress of the redesign of the board website and present a snapshot of the new look.

b. Update on the Script

The Summer 2015 *Script* newsletter is in the final phase of production and is expected to be completed soon. The current issue contains articles on the national track and trace program, medication errors, pharmacy owner estate planning, counterfeit security prescriptions and disciplinary actions.

c. Board Prescription Drug Abuse Video Receives Excellence in State Government Award

The Board of Pharmacy received a silver award for excellence in state government communications from the State Information Officers Council for the prescription drug abuse prevention public service announcement video produced in 2014. A link to the public service announcement is below.

<https://www.youtube.com/watch?v=Lw95thBpA5E>

d. Report of Public Outreach Activities Conducted by the Board

The board has participated in a number of outreach activities, including education programs for pharmacists. The following is a list of public outreach activities and key meeting attendance by the board.

- April 1: Public information officer addressed California State University, Sacramento public health class on opioid abuse, the Board of Pharmacy and pharmacy issues

- April 9-12: Ms. Herold provided to C.E. presentations on pharmacy law at CPhA's annual meeting.
- April 9-12: Ms. Sodergren and Victor Law provided a presentation on applying for a pharmacy license.
- April 15-16: Ms. Herold participated in the .Pharmacy Executive Board Meeting at NABP.
- April 17: Ms. Herold presented at a DEA community program on prescription drug abuse, held at California State University, Sacramento.
- April 28: Ms. Herold provided a presentation on SB 493 implementation and other board sponsored legislation at CSHP and CPhA's legislation day.
- April 30: Supervising Inspector Tony Ngondara addressed Downtown Los Angeles pharmacists on corresponding responsibility at a joint program with the L.A. City Attorney's Office, L.A. Police Department and DEA.
- April 30: Ms. Herold provided three hours of information about the Board of Pharmacy's implementation of SB 493 at Touro's legislation banquet.
- May 13: Ms. Herold attended an advisory committee meeting to discuss the Universal Medication Schedule for prescription container labels for a study funded by the California Healthcare Foundation.
- May 16-20: Ms. Herold attended the NABP Annual Meeting and provided a presentation on regulation of wholesalers and 3PLs under the DQSA with the FDA.
- May 20: Ms. Herold provided a presentation to University of the Pacific students on the implementation of SB 493.
- May 27: Ms. Herold provided an update on board activities and the implementation of SB 493 at the annual meeting of Ralph's managers.
- June 17: Ms. Herold provided a presentation on the implementation of SB 493 at the CRA Annual Meeting.
- July 9: Ms. Herold provided an update on board activities at the CSHP Board of Trustees Meeting.
- July 14-16: Ms. Herold participated in a discussion on telemedicine with the DEA and several representatives from boards of pharmacy and medicine.
- July 18: Ms. Herold participated in a joint pharmacist training with the Los Angeles Field Division of the US Drug Enforcement Administration, in Van Nuys, on What a Pharmacist Needs to Know about CURES, Prescription Drug Abuse and Overdose Prevention
- July 24: Ms. Herold participated in state Opioid Overdose and Prevention Workgroup Meeting in Sacramento.

e. Update on Media Activity

Board staff has participated in numerous media interviews on topics that have included SB 493, hormonal contraception, naloxone, medication errors and disciplinary actions. The board's executive officer and public information officer participated in the following media interviews and requests for information.

- March 6: *The East County Californian*, Albert Fucher, Pharmacies on Probation

- March 17: KTVU TV Oakland, Sharon Navratil, Naloxone
- April 1: *L.A. Downtown News*, Donna Evans, Downtown L.A. Rite Aid Pharmacy Enforcement Action
- April 6: KPIX TV San Francisco, Julie Watts, Medication Errors
- April 10: *Roseville Press Tribune*, Scott Anderson, Naloxone
- April 17: Capitol Morning Report, Upcoming Board and Committee Meetings
- April 17: *Bend Bulletin*, Taylor Anderson, Hormonal Contraception
- April 23: Capitol Television News Service, Naloxone
- April 23: NBC Universal, Sossy Dombourian, Medication Returns
- April 29: *Los Angeles Times*, Chad Terhune, IV Solutions Enforcement Action
- May 20: CBS News New York, Emily Rand, California Pharmacy Providing Compounded Products
- June 3: KQED, April Dembosky, Hormonal Contraception
- June 8, *Kaiser Health News*, Barbara Ostrov, SB 493
- June 10: *Pharmacy Today*, Loren Bonner, SB 493
- June 11: *Orange County Register*, Jenna Chandler, SB 493 and Hormonal Contraception
- June 14: *Sacramento Bee*, Marjie Lundstrom, Enforcement Actions
- June 23, *Sacramento Bee*, Jeanne Kuang, SB 493 Implementation
- June 24: *Bend Bulletin*, Taylor Anderson, Hormonal Contraception
- July 1: *Managed Healthcare Executive*, Mari Edlin, Advanced Practice Pharmacist
- July 9: Telemundo, Stefany Garces, Medication Errors
- July 10: *Sacramento Bee*, Margie Lunsford, Enforcement Action
- July 13 *Sacramento Bee*, Jeanne Kuang, SB 493 and Hormonal Contraception