



California State Board of Pharmacy
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Business, Consumer Services and Housing Agency
Department of Consumer Affairs
Gavin Newsom, Governor



COMMUNICATION AND PUBLIC EDUCATION COMMITTEE

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Nicole Thibeau, Licensee Member, Vice Chairperson
Renee Barker, Licensee Member
Jose De La Paz, Public Member
Kartikya Jha, Licensee Member

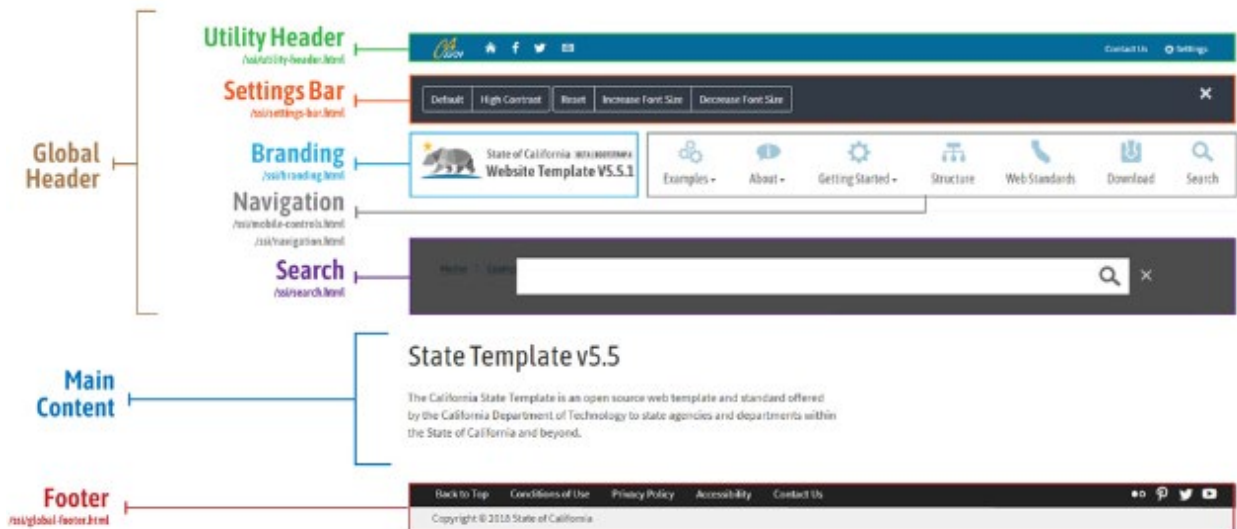
During the meeting members will receive a summary of the Committee's work at its July 19, 2023, Committee Meeting.

a. Discussion and Consideration of Update to Website

Background

The State is in the process of finalizing a new website template for state agencies. The vision for this new model is to create a seamless digital experience for Californians accessing the services they need. The CA Web Standards provides an online resource for state agencies to help support implementation of the standards, functionality and look and feel into websites. The state provides best practices, tools, resources, and implementation guidelines for the website and digital service community to implement state standards for usability, accessibility, and security.

The standards establish requirements for design, content area and footer information. The template structure with the various elements will appear similar to the below.



Summary of Committee Discussion and Action

During the meeting members reviewed the draft template and were advised that the anticipated completion for the transition will be the end of the year. Members offered to serve as a resource to staff during the development process as questions arise.

The Committee did not receive public comment on this item.

b. Update on Communication and Public Education Activities by Staff

1. The Script

The next issue of The Script will be released in the Fall 2023 and will cover a variety of topics including changes to the Board, activities of the Board, case studies from investigations, common violations that result in the issuance of a citation and disciplinary action summaries.

2. Staff Outreach

i. Naloxone Education Materials

With the Board's pending regulation changes to naloxone requirements, Board staff recommend that upon approval of the revised requirements, updates be made to training materials and fact sheets. An educational campaign highlighting the changes that also underscores the important of naloxone access will be developed with both consumer facing and licensee facing messaging.

- ii. Public Awareness Campaign on Treating Pharmacy Staff with Courtesy
With the anticipated release of the new Notice to Consumer poster, it is staff's recommendation that a public campaign coincide with the release. The messaging will emphasize the importance of speaking with pharmacists. Messaging around pharmacy personnel and the importance of the services they provide would be appropriate to include as part of the campaign.

Members requested that any feedback received following release of the campaign be provided during a future meeting of the Committee.

iii. Education Campaign Regarding ISMP

The Board's website has been updated to include a link to the homepage for the Institute of Safe Medication Practices. Further, in the Fall 2023 issue of The Script, an article will be dedicated to the resources available to facilitate medication safety.

iv. Presentations and Training

- February 17, 2023, Senior Licensing Manager provided a virtual presentation to graduates at California Northstate University College of Pharmacy.
- March 2, 2023, Executive Officer provides presentation at the Pacific Coast Patient Safety Conference.
- March 8, 2023, Executive Officer provides presentation on the Board's policy making activities and patient-safety measure.
- March 8, 2023, Senior Licensing Manager provided a virtual presentation to graduates at Western University of Health Sciences College of Pharmacy.
- March 13, 2023, Senior Licensing Manager provided a virtual presentation to graduates at University of California, San Diego.
- March 29, 2023, Senior Licensing Manager provided a virtual presentation to graduates at University of California, San Francisco.
- April 5, 2023, Senior Licensing Manager provided a virtual presentation to graduates at University of Southern California.
- April 18, 2023, Senior Licensing Manager provided a virtual presentation to graduates at Touro University.
- April 29, 2023, Executive Officer provides presentation at the Western Pharmacy Exchange.
- June 2, 2023, Board hosts day-long training covering a range of topics include diversion trends, loss prevention, corresponding Communication and Public Education Committee Meeting
November 1-2, 2023, Board Meeting

responsibility, inspection expectations and changes in pharmacy law.

- June 6, 2023, Senior Licensing Manager provided a virtual presentation to graduates at American University of Health Sciences.
- June 29, 2023, Executive Officer participates in panel discussion on Opioids and Medication Assisted Treatment.

No public comment was received this agenda item.

Recent Update

Below are additional presentations provided.

- September 30, 2023, Executive Officer provides presentation on changes in pharmacy law for members of CPhA.
- October 13, 2023, Executive Officer provided a presentation on activities of the Board and participate in a panel discussion on Opioid Use Disorder.