



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



To: Board Members

Subject: Agenda Item IV. Discussion and Consideration of Draft Notice to Consumers Poster, Consistent with the Proposed changes to Title 16, California Code of Regulations section 1707.6

Relevant Law

[Business and Professions Code Section 4122](#) requires every pharmacy to prominently post, in a conspicuous place and readable by prescription drug consumers, a notice that is produced by the Board.

[Business and Professions Code Section 733](#) generally provides that a licentiate cannot obstruct a patient from obtaining a prescription drug. Further, this section provides that a notice to consumers shall include a statement that describes the rights established.

[California Code of Regulations \(CCR\) Section 1707.6](#) establishes further the requirements for the Notice to Consumers poster, include the required text of the notice.

Background

During the October 27-28, 2021, Board Meeting, the Board voted to amend [CCR Section 1707.6](#) to update the requirements and text of the Notice to Consumers posters. The formal rulemaking process began February 24, 2023, with the 45-day comment period which concluded April 10, 2023. Following consideration of the comments received, the Board adopted the regulation text. The rulemaking is now undergoing post adoption review.

As required by the regulation, the Board must update the Notice to Consumer poster to reflect the changes in the regulation text.

Summary of Communication and Public Education Committee Discussion and Action

During the meeting, members reviewed and provided comments on draft revisions to the poster that incorporated the new text of the regulation and places emphasis on the messaging reinforcing the importance of speaking with a pharmacist. Members offered changes to the draft including formatting changes to aid readers as well as requested that staff explore alternative means to convey that the QR code is used to access the notice in other languages. Members also spoke in support of expanding languages for translation of the poster. Translated posters will be available for download on the Board's

website in Chinese, Korean, Russian, Spanish, Tagalog, and Vietnamese, Armenian and Persian.

Members also spoke in support of a consumer education campaign to coincide with the release of the new poster. The campaign could focus on the importance of patient consultation and actions consumers can take to prevent medication errors.

Members also discussed opportunities to streamline the text of the regulation in the future.

After the meeting, staff made some minor changes to the poster to incorporate feedback from members.

For Member Consideration and Discussion

Given the timing of the regulation change, Board staff is seeking feedback from members on the draft poster to ensure sufficient time to finalize the poster and arrange for printing to coincide with approval of the next regulation text.

Following this memo is a copy of the updated poster.

Talk to the Expert

Speak with Your Pharmacist

Before you leave the pharmacy CHECK:

- The patient name on the label is correct;
- The medication matches the description on the label;
- The name of the medicine and what it does;
- How and when to take the medication, for how long, and what to do if you miss a dose;
- Possible side effects and what you should do if they occur;
- Whether the medication will work safely with other medicines or supplements; and
- What foods, drinks, or activities should be avoided while taking the medicine.

Know Your Rights

California law requires a pharmacist to speak with you upon your request, every time you get a **new** prescription, and every time you get a new prescription dosage form, strength, or written directions.

You have the right to ask for and receive from any pharmacy prescription drug labels in 12-point font.

Interpreter services are available to you upon request at no cost.

The address and contact information for consumers to send any complaints about the pharmacy:

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Talk to your pharmacist!
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Translation
Traducción

