



**CONSUMER RELATIONS COMMITTEE
AGENDA
APRIL 18, 2006**

Clarion Hotel
5303 West Kennedy Blvd.
Tampa, FL 33609
(813) 289-1950

Committee Members:

Bob Parrado, R.Ph., Chair
Jennifer Lalani, R. Ph., Windermere
Brigitte Goersch, Consumer Member, Orlando
Gail Merrell, Pharm., D., Terre Verde

Board Staff Present:

Reginald Dixon, Assistant Attorney General
Rebecca Poston, R.Ph., Executive Director
Garnet Keller, Program Administrator

The meeting was called to Order at 4:00 p.m. by Mr. Parrado, Chair.

**Tab 1 Possible campaign educating the consumer on the role of a pharmacist. –
Discussion (no material on agenda)**

Mr. Parrado discussed with the Committee the public's perception of a pharmacist. The Committee heard from members of the audience regarding past "outreach programs" conducted by FPA.

They discussed the possibility of a public service announcement or a campaign to explain the role of the pharmacist to the consumer.

Meeting adjourned: 4:40