

### CAP Center Core Principle 3: Coaching and Support

#### CAP Center Core Principles

The CAP Center is built on four core principles necessary for the design, implementation, monitoring, and evaluation of pharmacy interventions that have optimal impact and are sustainable.



- *Coaching & Support* – The CAP Center encourages that each program includes expert coaching and support to assist participants with program implementation and sustainability. This is especially critical during the initiation phase of the program, which can make the difference between success and failure.
- Coaching and support of project participants can be done through:
  1. On-location detailing
  2. Coaching calls
  3. Webinars
  4. Newsletters
  5. Social media posts
- Often what participants need is the accountability and encouragement to persevere.
- Participants enjoy learning best practices from their peers
- An approach that is commonly used in project implementation is the Plan-Do-Study-Act (PDSA) Cycle. This is an effective approach to coach and support participants through.
  1. Plan – the implementing team has a plan for implementation
  2. Do – those implementing the intervention in their individual sites do so in their normal work routine, striving for high fidelity to the expectations
  3. Study – those implementing the intervention pull back to discuss how things are going, including identifying challenges and barriers to implementation. This could be through a formal or informal focus group with you and the participants.
  4. Act – After any modifications, participants continue implementing the intervention according to changes made in the Study phase

#### FAQ

How can I find more individuals to help me support/coach my participants?

*The CAP Center suggests identifying participants who have set and exemplary example of implementing your intervention. Turning your participants into experts is the greatest compliment to both you and your participant. Other participants also highly value the sharing of best practices from their peers.*

What if I don't have experience with writing newsletters, conducting coaching calls, or doing on-location detailing?

*Here are some examples of each of these types of coaching support. The CAP Center can help you with these skills. It might also be necessary to include CAP Center members on your grant so that they can provide this support internal to the grant.*

What if my team is small and I can't devote enough time to coaching/support?

*Consider hiring a pharmacy student to do this work – Pharmacy students can serve a very unique role in coaching and support for your participants.*

**Resources:**

- Plan-Do-Study-Act (PDSA) Cycle  
<http://www.ihl.org/resources/Pages/Tools/PlanDoStudyActWorksheet.aspx>
- ONE Rx Twitter page [https://twitter.com/ONERx\\_ND](https://twitter.com/ONERx_ND)
- ONE Rx Facebook page <https://www.facebook.com/ONERxND>
- Sample ONE Rx newsletter [https://us19.campaign-archive.com/?e=test\\_email\\_&u=4aa3d49440906552c3ad95d4e&id=fbfdb53a58](https://us19.campaign-archive.com/?e=test_email_&u=4aa3d49440906552c3ad95d4e&id=fbfdb53a58)