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Happy American Pharmacists Month!!

October is American Pharmacists Month and there are many ways that preceptors can contribute to increasing the public's awareness of the profession of pharmacy. "Know your medicine, know your PHARMACIST" is the theme and core message during this exciting month.

The first celebration of American Pharmacists occurred on October 11-17, 1925. Radio stations across the country broadcast special programs which highlighted the professional side of pharmacy. After celebrating National Pharmacy Week for nearly 80 years, the celebration was extended to an entire month in 2004.

The goal of the month long celebration is to highlight the importance of the pharmacists' value to healthcare. A great way to do this is to get your student pharmacists involved in the celebration. Some ideas for student projects could include:

- Write an article on the role and value of the pharmacist for distribution to your patients
- Create a lobby display or table display highlighting pharmacists' contributions to patient care
- Schedule special health events that encourage patients to "talk to their pharmacist"
- Conduct special tours for your patients at your site such as OTC, nutrition, or clinical services or schedule an "open house" for your pharmacy and invite other health care professionals
- Educate elementary students on the role of the pharmacist and medication safety tips
- Educate local officials on the role of the contemporary pharmacist and how your practice site impacts their community

You can find more information about American Pharmacists Month by going to:

http://www.pharmacist.com/Content/Naviga tionMenu3/Newsroom/AmericanPharmacists Month/American_Pharmacists.htm



American Pharmacists Month

Precepting Tools: Handling Difficult Learning Situations

Precepting students is a rewarding experience that usually goes off without a hitch. However, difficult situations can arise and knowing how to handle these situations can make the difference between a bad situation and a teachable moment. It is essential to think about difficult learning situations before they occur so that you will have a strategy for handling such situations.

Prevent. Stop the problem before it occurs through clear expectations at the beginning of the experience. Ask student what their expectations for your experience are in order to identify any “mismatches”. Reiterate expectations at the midpoint evaluation.

Detect. Don’t ignore the warning signs. Pay attention to your gut feelings. Avoid the wait-and-see approach. The problem may get bigger if you wait to address it.

Manage. Seek help early from the college of pharmacy. Develop a systematic approach to manage the problem.

One way to handle difficult learning situations was described by Langlois and Thach in 2000. Their approach used a subjective-objective-assessment-plan (SOAP) format to organize and address difficult learning situations.¹

- **Subjective:** Summarize your initial impressions. Get feedback from other preceptors or staff that may have insight into the particular situation.
- **Objective:** Document specific instances of a particular behavior (e.g. “on Monday, Tuesday and Friday student was more than 30 minutes late” or “unable to recall technique for using a metered-dose inhaler”).
- **Assessment:** Based on your subjective and objective findings, diagnose the problem. Problems can include:
 - Cognitive—knowledge base or skill deficiency, communication difficulties, lack of effort or interest
 - Affective—anxiety, fear, depression, or anger
 - Value—expects certain level of work, does not value the experience or your teaching
 - Environment—not comfortable with specific patient population or practice setting
 - Medical—underlying medical or personal issue
- **Plan:** Decide on a plan and write it down. The plan could include contacting the UI College of Pharmacy, talking to the student, recommending additional readings to enhance knowledge or skill, or reiterate the expectations (e.g. “I notice you have been late three days this week, please remember that the rotation begins at 7am”). It is always a good idea to contact the University of Iowa College of Pharmacy, even if the problem is minor. Often, we can intervene or provide guidance for you.

There are numerous strategies to help turn the bad situation into a teachable moment. Give specific feedback with examples of the behavior and allow student to express their perspective. Develop a plan for improvement with clear goals and give specific consequences if goals are not met. And, be sure to contact the UI College of Pharmacy when necessary.

1. Langlois JP, Thach S. Managing the difficult learning situation. *Fam Med* 2000;32(5):307-9.

SOAP Plan: An Approach to Problem Interactions ¹	
Subjective	What do you/others think and say?
Objective	What are the specific behaviors that are observed?
Assessment	What is your diagnosis of the problem
Plan	What do you plan to do? Gather more data? Intervene? Get help from college?

Preceptor Development Opportunities:

As a Preceptor at the University of Iowa College of Pharmacy, you have access to preceptor development programs through the Collaborative Education Institute (CEI). Directions for accessing CEI are posted in E*value. You can log-in to E*value by going to www.pharmacy.uiowa.edu/evalue. Then, from the user menu click on “Documents” and then select “Preceptor Resources” from the dropdown menu under Document Collection and click Search. Then, select “CEI Preceptor CE Instructions). This document will give you the coupon code so that the CE program is free of charge (a \$20 value).



The following preceptor development programs are available to all UI preceptors free of charge:

- Preceptor Development Core Modules
- Ethics for Preceptors
- Assisting Students in Migraine Management
- Demonstrating Cultural Competence
- Developing and Implementing an Introductory Pharmacy Practice Experience
- Mentoring: Helping Students Create a Career in Pharmacy
- When You See It In The News: How to Scientifically Interpret Published Studies—Preceptor and Student Interaction

Additionally, those preceptors with access to Pharmacist Letter can find a number of preceptor development options. The following are this fall’s preceptor development opportunities for those with access to Pharmacist Letter:



Live Webinars:

- Incorporating Experiential Students into New or Existing Pharmacy Services
Tues., Nov. 24th, at 12pm Eastern/11am Central/10am Mountain/9am Pacific

You can also get 12 hours of home-based CE from the Pharmacist Letter’s *Preceptor Training & Resource Network*. [Log in now to access all of the Home-study Preceptor Training Monographs.](#)

What’s New with E*Value?

Based on feedback from Preceptors, we have added a new, optional, on-the-fly evaluation to E*Value, The Plus-Delta Card. This can be accessed anytime to give you the opportunity to document specific feedback for your students. This is an optional way for you to document feedback throughout the entire experience. More information about using the Plus-Delta Card can be found on page 2 of a past issue of [The Preceptor \(click here\)](#).

If you are interested in hosting student pharmacists at your practice site for a service learning activity, such as a diabetes screening or immunization clinic, please contact our office.

cop-iowa-prof-exp@uiowa.edu

319-353-5157

Tech Tools: Online Poison Resource for Preceptors



The Iowa Statewide Poison Control Center's (ISPCC) mission is to reduce illness, deaths, and costs associated with poisoning through providing statewide 24-hour emergency telephone advice, poison prevention information and education. The ISPCC provides up-to-date information on toxicity and treatment 24 hours a day at no cost.

The ISPCC's website is a great reference for information, newsletters, and reviews on various causes of toxicity. You can access this information by going to www.iowapoison.org and clicking on "Information for Health Care Professionals".



Practice Site Visits

We are planning our upcoming site visits. If you would like your site to be visited by PEP faculty or staff please contact Susan Staggs (susan-staggs@uiowa.edu)

Check your E*Value Site Listing

Please be sure to update your site description in E*Value if anything about your rotation has changed. Please contact Lisa DuBrava if you have any changes in your site description (lisa-dubrava@uiowa.edu)

Take Note... CEI Offers Immunization Training for Pharmacists

Pharmacists play an important public health role in the delivery of immunizations. If you haven't been trained to administer immunizations...

Start Today at

www.TheCEInstitute.org/Immunization.aspx



Immunization Administration Training for Pharmacists

A 20-hour, practice-based educational activity intended for pharmacists and student pharmacists who are interested in learning the information and obtaining the skills necessary to become vaccine educators, facilitators, and immunizers. The full Immunization Administration Training consists of 18-hours of self-study (combination of written monographs & voice-over/PowerPoint presentations) and a 2-hour live workshop to demonstrate your ability to administer immunizations.

Live Workshop – Available Dates:

January 22, 2010 – Des Moines, IA

To Register:

1. Go to www.TheCEInstitute.org/Immunization.aspx and **select Immunization Administration Training for Pharmacists**. (to review the full activity brochure click on "Details").
2. **Click Register and Log-In** (if this is your first time logging-in to the CEI site, you will need to set this up first under "New to CEI").
3. **Select the Live Workshop date** you would like to attend (this is a required field) and **select Pharmacist or Student Pharmacist registration and click Register**.
4. On the Transaction Summary Page, **scroll down to "Pay With A Credit Card"** and **click "Proceed to Pay"**.
5. After your payment transaction is complete, you can start the Self-Study modules at any time by going to www.TheCEInstitute.org, click **"My Portfolio"** (left side). **Scroll down to "My CEI Activities"** and **click Immunization Administration Training for Pharmacists – Self-Study**.



If you have any questions, please contact Cindy Smith at csmith@iarx.org or 515-270-2979.

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