

“Building a Local Falls Prevention Coalition”

July 10, 2015

Kathleen A. Cameron, MPH
Senior Director

National Falls Prevention Resource Center
Center for Healthy Aging, NCOA



National Council on Aging



National Council on Aging

What Is A Coalition?

- A group of individuals and/or organizations with a common interest that agrees to work together toward a common goal, address a community need and solve a community problem.
- Coalitions and community partnerships provide a means of pooling the abilities, expertise and resources of numerous stakeholders to affect a community of interest.
- A coalition has a purpose, structure, and membership.

Why Establish A Local Coalition on Fall Prevention?

- No single agency/organization is responsible for falls prevention
- Multi-factorial interventions require community partnerships
- Coalitions know their communities' resources and needs
- Have power to achieve more than one organization/agency alone

A Practical Guide to State Coalition Building

- *“Falls and Fall Related Injuries Among Older Adults: A Practical Guide to State Coalition Building to Address a Growing Public Health Issue”* is available online at no cost at www.ncoa.org/wp-content/uploads/Falls-Prevention-Coalition-Toolkit.pdf
- The guide offers resources, practical advice and lessons learned based on the experience of several states that have created successful fall prevention coalitions.

Steps for Creating and Maintaining A Fall Prevention Coalition

1. Review the Falls Free[®] National Action Plan
2. Identify key partners
3. Make the case for fall prevention in your area
4. Create a planning group



Source: Falls and Fall Related Injuries Among Older Adults: A Practical Guide to State Coalition Building to Address a Growing Public Health Issue.

Available at www.ncoa.org.



National Council on Aging



National Council on Aging

Typical Coalition Partners



Physicians /
Primary
Care



Parks &
Recreation



Fire Dept. & First
Responders



Rehab
Medicine



Home
Modifications



Local Public
Health



City
Planning



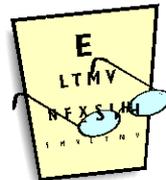
Community
Colleges &
Schools



Social
Services



Hospitals



Vision Care



Political
Actors



Libraries



Senior Centers



In-Home
Care



Faith-based
Organizations



Pharmacists



Home Health/
ADHC



National Council on Aging

Improving the lives of 10 million older adults by 2020

Image created by Gretchen Alkema, PhD and Phoebe S. Liebig, PhD, FRCA, 2008

© 2015 National Council on Aging

Steps for Creating and Maintaining A Fall Prevention Coalition

5. Develop a mission, goals, and objectives
6. Launch the Fall Prevention Coalition
7. Sustain the Coalition
8. Reach beyond the Coalition and its activities
9. Evaluate the Coalition and its activities

Source: Falls and Fall Related Injuries Among Older Adults: A Practical Guide to State Coalition Building to Address a Growing Public Health Issue.
Available at www.ncoa.org.



What Makes Coalitions Effective?

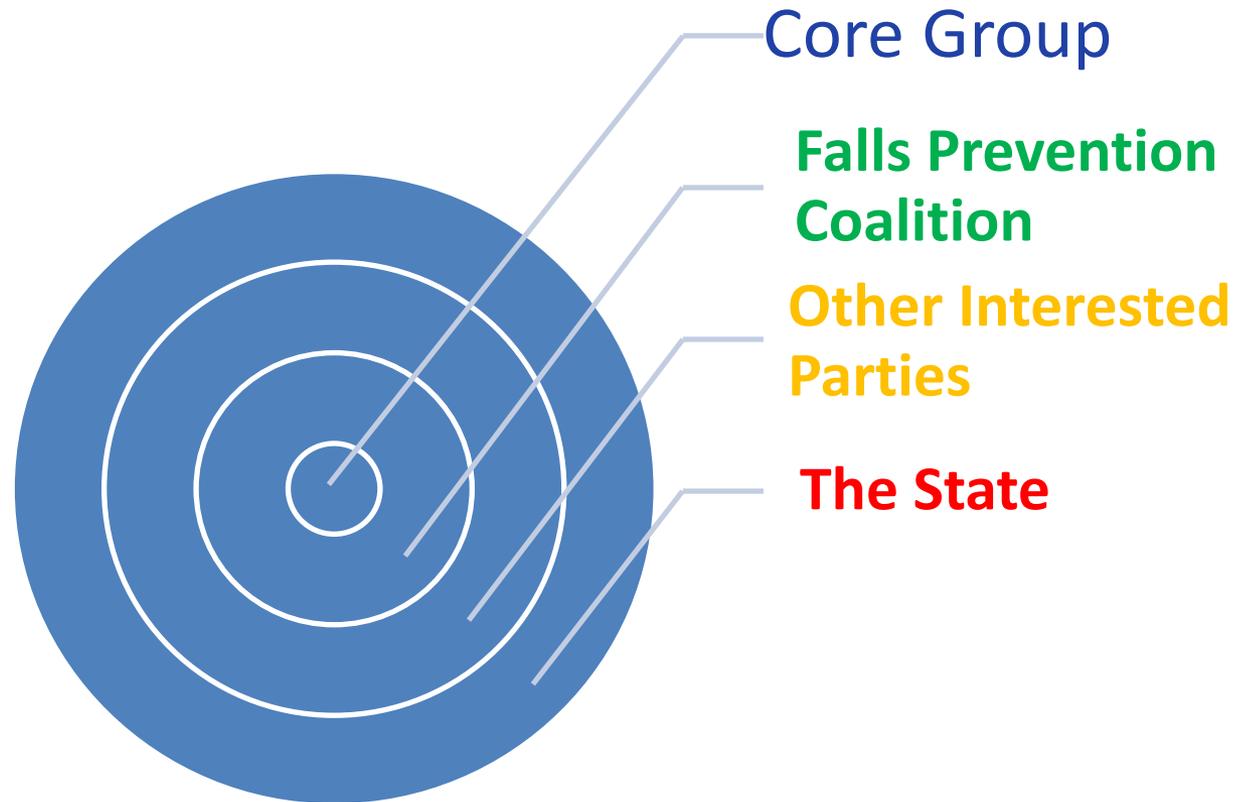
- Dedicated and effective leadership
- Shared vision and goals
- Strong commitment to purpose
- Results-oriented approach
- Expansive, inclusive membership, with a solid core membership base.
- Effective coalition infrastructure (formalized procedures; regularly scheduled meetings)
- Commitment to the principle of shared-decision making; a willingness to openly share ideas and plans
- Assigned responsibility for projects
- Innovative, culturally appropriate outreach, driven by community need

Source: National Center on Elder Abuse
<http://www.ncea.aoa.gov/Resources/Publication/documents/PromisingPracticesElderAbuseCoalitions.pdf>

Characteristics of An Effective Coalition

- Make a strong case for the urgency of the issue—use state and local data
- Develop key partnership/leadership resources across aging, public health, and health care
- Aligns its essence to the *National Falls Prevention Action Plan* goals, strategies and recommendations
- Conduct an environmental scan of the local resources
- Establish a core planning group and a larger base coalition

Local Falls Prevention Coalition Structure



Characteristics of An Effective Coalition

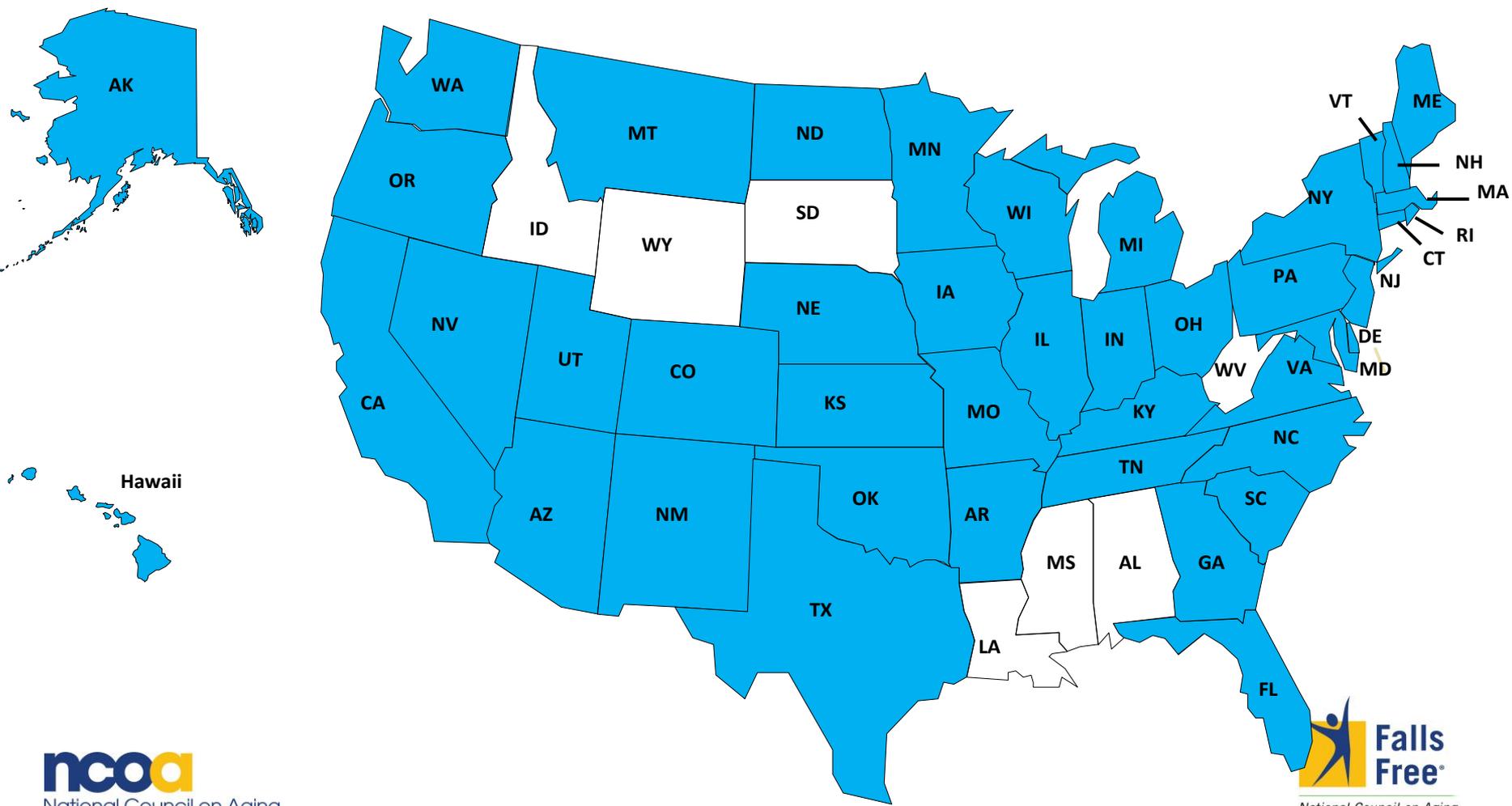
- Set clearly definable action goals and objectives
- Establish or tap into natural hubs and leaders in the community
- Enfold and leverage chapters or affiliates of the National Coalition member organization (e.g. AOTA)
- Develop/facilitate collaborative evidence-based interventions and programs
- Empower/facilitate and offer ongoing technical support

Characteristics of An Effective Coalition

- Establish an evaluation plan for monitoring coalition goals and measuring impact
- Stay current on the opportunities for policy and regulatory changes



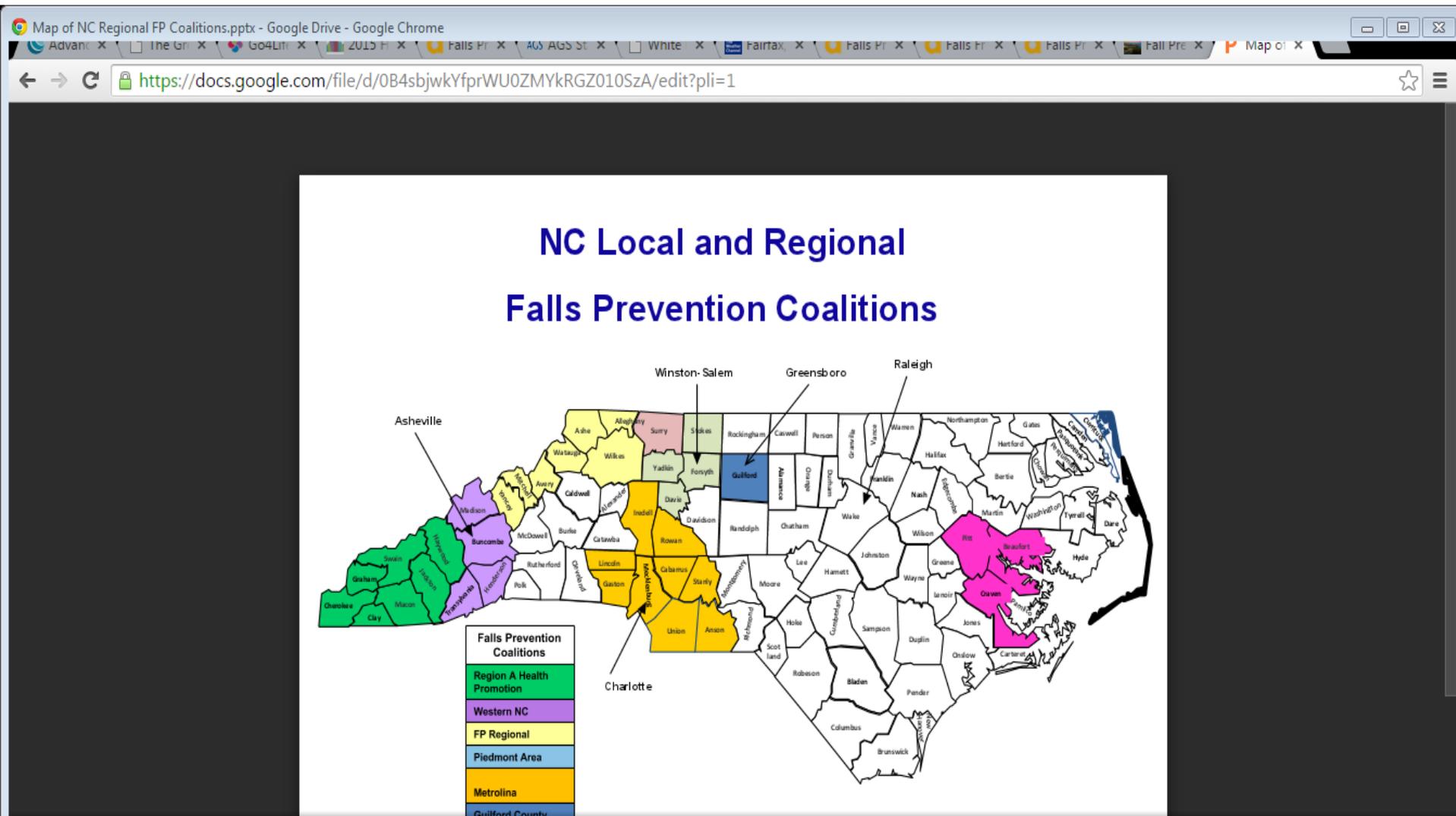
States with Fall Prevention Coalitions - 43 States and the District of Columbia





- Established in April 2008
- 60+ Partner Organizations (and growing)
- Mission: To reduce the number of falls, fall-related injuries, and seriousness of injuries resulting from falls for North Carolinians
- Recipient of an ACL Falls Prevention grant in 2014
- Matter of Balance implementation by AAAs
- Creating a statewide hub

North Carolina Local and Regional Falls Prevention Coalitions



Santa Barbara Task Force: Promoted Walkable Communities

- Needs Assessment Results Showed Many Falls Occur In Community
- Conducted Walkability Audit, Reported Safety Hazards to City, CalTrans
- ~75 Sidewalk Improvements Constructed
- Won Support of Supervisors to Expand Audits



StopFalls Napa Valley Coalition

- Incorporated Home Mods, Med. Mgmt. into AAA Activities with Direct Service FP Program
- Home Visits to Seniors By OTs
 - Identify and Find Solutions to Fall Hazards in Home
 - Discuss Medication Management and Physical Activity Options
 - Refer to services as needed
- Home Modifications Provided By Local Contractor

Nevada County Coalition



Falls Prevention Coalition of Nevada County Working Together to STOP FALLS!

The Falls Prevention Coalition is dedicated to reducing the alarming number of falls in our community and believes that falls are not an inevitable consequence of aging. We want to help seniors and others stay independent and living in your home!

EMS Falls Prevention Referral Fax Form

EMS Personnel: *Do not* complete this form if the patient is transported to the Emergency Room!

#1 Patient Name _____ DOB _____
Last First

Patient Address _____ Phone _____

Physician Name _____

#2 Briefly describe the fall and its location.

#3 First Responders, Please fax to: Senior Outreach Program at (530) 274-3264. (If you have questions, call the Senior Outreach Program at (530) 265-1470.)

Person and Agency Completing Form _____ Phone Number _____

Thank you for your help in our efforts to reduce the number of falls in Nevada County!

***** OFFICE USE ONLY *****
Referral made to: _____
PCP: _____
Staff initials and date: _____
Rev. 01/09

- Enabled EMS to refer older adults who fell to public health nurses
- Referral form for patients 50+ not transported to hospital
- Circumstances of fall noted
- EMS fax form to Public Health Nurses
- Nurses call patient With FP resources, visit home to assess for fall risks



Courtesy of Dr. Jon Pynoos, Fall Prevention Center of Excellence



Hawaii

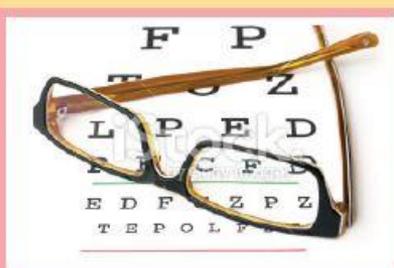
Major Statewide Fall Prevention Campaign



4 Fall Prevention Tips for Seniors



1 Have Your Medications Reviewed



2 Have Your Eyes Checked



3 Make Your Home Safe



4 Stay Active and Exercise

FOR INFORMATION CALL 733-4202

Campaign website, including YouTube videos:

<http://health.hawaii.gov/injuryprevention/home/preventing-falls/senior-fall-prevention-campaign-2015/>



National Council on Aging

Improving the lives of 10 million older adults by 2020



National Council on Aging

© 2015 National Council on Aging

Fall Prevention Chattanooga, Tennessee

Partnership | Fall Prevention Chattanooga - Google Chrome

fallpreventionchattanooga.com/about-us/

Fall Prevention CHATTANOOGA

Working together to prevent falls and promote active aging in Chattanooga and Hamilton County, Tennessee

Home A Matter of Balance **Partnership** Resources Physical Activity Guide FPC In the News Contact

Partnership

The Fall Prevention Chattanooga Partnership seeks to reduce falls among older adults through collaborative initiatives. Members represent professionals in health care, social services, wellness, community planning, senior living, first responders, faith-based organizations, academia and other sectors that serve older adults in Hamilton County, Tennessee. Subscribe to the mailing list, [click here](#).

Next Partnership Meeting
When: Wednesday, July 15, 2015, 8:30-10:00 AM
Where: BlueCross BlueShield of Tennessee, 1 Cameron Hill. Check in at Front Desk. Meeting is in RM-CH-1.1E64A (R) Community Room.
Presentation: Dr. Catherine Payne, CHOICES Medical Director, BlueCross BlueShield of Tennessee
Presentation: Cyndee Sims, VP of Missions,

Fall Prevention CHATTANOOGA

Subscribe to the Partnership Mailing List

Menu

[Home](#)
[A Matter of Balance](#)
[Partnership](#)

Follow

Fall Prevention Cha....html falls_and_fractures_....doc Participant_Informa....docx CDC FallPreventionG....jpg Show all downloads...

Funding

- Local foundations
- Local corporations/companies
- Hospitals, health systems, health plans
- Retirement communities, assisted living providers
- Faith-based communities
- Retailers, e.g., home improvement, pharmacies
- Pooling donations/membership fees from partner organizations
- In-kind donations, e.g., meeting space, teleconference capabilities, technology, printing, communications, training
- Be creative – think outside the box!



Lessons Learned

- **Need buy-in from the top** - must be inclusive of the Health Department and other state agencies focused on falls.
- **Start small** to get the plan and the buy-in before proceeding.
- **Identify and disseminate education programs** for older adults. Create demand.
- **Promote fall prevention at every opportunity**, especially the name of the coalition.
- **Keep abreast** of what is current in the field and disseminate broadly.
- **Have one person or office** set up as the contact, focal point.

Lessons Learned

- **Stay in contact with other states/localities** as peer support, learn from others and do not reinvent the wheel if processes are already available.
- **Collaboration has been a key to the success.** Choose members carefully, grow core group strategically, and meet quarterly with frequent intervening communications.
- **Appreciate the growing interest in fall prevention** and how it can be marshaled to jump start the process; recognize that this can be tied to all senior mobility issues.
- **Compelling state falls data demonstrates a need** to address this growing and costly health and quality of life issue for older adults.
- **Integrate fall prevention in all aspects of injury prevention**, providing education, technical assistance, and evaluation but mostly serving in a facilitation role that promotes linking local resources.

Coalition Building Resources at NCOA.org

- “Falls and Fall Related Injuries among Older Adults: A Practical Guide to State Coalition Building to Address a Growing Public Health Issue.”
- Falls Free[®] Logic Model
- “State Policy Tool Kit for Advancing Falls Prevention”
- “Evaluation Guidelines for to Measure the Impact of State and Local Falls Prevention Coalitions”
- “Advancing and Sustaining a Falls Prevention Agenda: The Role of Policy, Legislation and Advocacy”
- NCOA Staff Will Support You – Please e-mail or call us with questions
 - Kathy Cameron – Kathleen.Cameron@ncoa.org
 - Ellen Schneider – Ellen.Schneider@ncoa.org
 - Chelsea Gilchrist - Chelsea.Gilchrist@ncoa.org

Effective Coalitions

Leadership

Shared-vision

Innovative Commitment

Infrastructure

Responsibility

Inclusive Need-driven

Results-oriented

Contact Information

Kathleen A. Cameron, MPH

Senior Director

National Falls Prevention Resource Center

kathleen.cameron@ncoa.org



National Council on Aging



National Council on Aging



National Council on Aging