



## **A Matter of Balance Volunteer Lay Leader Model April Conference Call Notes**

### **\*\*\*News Flash\*\*\***

MaineHealth recently launched new website: the new URL for Master Trainer resources is [www.mainehealth.org/mobresources](http://www.mainehealth.org/mobresources). Please check it out! The most frequently requested resource materials are provided here for you to download. *Please do not share the link; it is for licensed Master Trainers only.*

AL,AR,AZ,CA,CO, DE, FL,IA, IL, IN, HI, KS, LA, MA,MD, ME, MI, MN, MO,MS, NC,NH, NJ, NM, NY, OH, PA, SC, TN, TX, VA, WA, Virgin Islands,

**Over 120 Master Trainers joins the Calls in April**

***Additional resources for those involved with older adults***

### **National Council on Aging Resources:**

NCOA: <https://www.ncoa.org/healthy-aging/falls-prevention/>

Engaging American Indian/Alaskan Native Elders in Falls Prevention Programs:  
<https://www.ncoa.org/wp-content/uploads/Tribal-Falls-TipSheet-PDF.pdf>

Engaging Veterans in Evidence-Based Programs :

<https://www.ncoa.org/wp-content/uploads/2017-NCOA-Engaging-Veterans-in-Evidence-Based-Programs-Tip-Sheet.pdf>



## Marketing Ideas

Minnesota shared a website [JUNIPER](#) where classes are listed and referrals to programs can be made easily. Check it out!

Notes from April Calls about marketing, there will be a few samples of marketing information available on our Master Trainer only webpage:

[www.mainehealth.org/mobresources](http://www.mainehealth.org/mobresources) (these will be posted in early June)

- ❖ Connect with your falls Coalition
- ❖ Health fairs and have people fill in an **interest card** so you can call them back
- ❖ York PA Coalition website: <https://fallsfreeyork.org/>
- ❖ Podcast Marin General Hospital: <http://radiomd.com/marin/item/37312-fall-prevention-don-t-let-fear-of-falling-slow-you-down>
- ❖ Fall Prevention Bingo
- ❖ Connection with Pharmacies and Schools of Pharmacy
- ❖ Work with Parrish Nurses and health Ministries
- ❖ Educate Medical Residents: about the benefits of connecting with Community programs
- ❖ Have material about community programs in admission info in hospitals
- ❖ Offer participant upon completion the opportunity to send a letter to their healthcare provider about A Matter of Balance

Look at the Remember When Program Fire/Fall Safety: [www.nfpa.org/public-education/resources/education-programs/remembering-when](http://www.nfpa.org/public-education/resources/education-programs/remembering-when)

- ❖ Speak at wellness event in Community and faith based organizations
- ❖ Talk with Medicare Advantage plans
- ❖ Connect with Caregiver organizations and support groups
- ❖ Connect with Meals on Wheels and
- ❖ Co-Brand Materials with other partners
- ❖ Have Community classes on a regular schedule and post for a year
- ❖ Senior News and local papers
- ❖ Human interest story in newspaper, radio or TV
- ❖ Connect with local car-fit programs <https://car-fit.org/>
- ❖ Develop testimonials locally like: Sandy's story <https://mainehealth.org/healthy-communities/healthy-aging/matter-of-balance>
- ❖ Collaboration between Community and hospitals

- ❖ **Partner with local Libraries- they will help you recruit and a great place to hold classes**
- ❖ **Connect with Age Friendly Community efforts**
- ❖ **Connect with Safe Community Programs**
- ❖ **Collaborate with AARP local programs**
- ❖ **Electronic Newsletters**
- ❖ **Postcards to every fall victim seen in Emergency Department about falls programs**
- ❖ **Connect with Care Managers and Case Managers**
- ❖ **Social Media Presence**
- ❖ **If there are any balance screening events in your area connect!**
- ❖ **Connect with private Physical and Occupational therapy practices**
- ❖ **Have some evening classes if it will meet your communities needs**
- ❖ **Ask to hold classes in a physician practice- great referrals**
- ❖ **Partner with the “Y”**
- ❖ **Create “Talking Points” for your staff and volunteers to promote programs**

**Here are some ongoing notes from previous calls:**

**POINTS for connecting with medical systems:**

**IDEAS for Referrals**

- Talk to medical provider about referrals directly into community classes
- Connect with Trauma and Emergency departments-They see the fallers
- Talk with rehabilitation providers including Skilled facilities, Physical Therapy and Occupational Therapy- A Matter of Balance can be the next step once therapy is completed
- Think about a direct referral system that can make it easy to refer to programs
- Hold classes regularly and with some prediction so referred clients do not have a long wait to join a class
- Hold classes on a hospital campus as well as community venues
- Pain Management clinics are referring to classes in different areas of the country
- Brain Injury Alliances or trusts

**CLASSES**

- **Hold classes wherever Older Adults gather**
  - Libraries
  - Senior housing/Independent Living
  - Assisted living
  - Senior or community centers
  - Banks
  - Universities
  - Hospitals
  - Medical Practices
  - Fire departments
  - Retirement Centers
  - YMCAs
  - Area Agencies on Aging

- Senior meal sites
- Faith Based organizations
- Libraries
- Brain Injury Alliances
- Banks
- Restaurants
- Healthcare practices

**Think about what the next step is after A Matter of Balance: What other programs do you offer or are available in your community:**

*Physical activity classes like **Enhance Fitness, Tai Chi, Walk with Ease***

*Self-Management classes- **CDSME-** any of the chronic disease self- management classes, **Fit and Strong!***

***Home Meds-** Medication Management*

*Silver and Fits offerings*

*YMCA*

*Community Rec Programs*

**COACHES**

- Connections with Universities- Being a coach can serve as a service learning experience or part of a community class. Coaching as a student can enrich a student's experience. Hear from students at AT Still University in Mesa Arizona: <https://www.atsu.edu/aging-studies-project/testimonials.html>
- Think of your local Medical Reserve Corps for coaches
- Have your current coaches talk to potential coaches about their experience
- Recruit through local libraries for coaches
- RSVP-Retired Senior Volunteer Program or Senior Corp
- Services for those with low vision
- Some elected officials are getting into leading classes in Michigan

**TRANSLATIONS**

Utilize this link for (**Master Trainers only**) to download current translations

[www.mainehealth.org/mobresources](http://www.mainehealth.org/mobresources) :

- Spanish-Coach and Participant workbooks, Voice over for DVDs
- Portuguese-
  - Brazilian Participant workbook
  - European- Coach Handbook
- Chinese-Mandarin and Cantonese coach and participant workbooks, Voice over for DVDs
- Low Vision materials
- Chinese coach and participant manuals
- Vietnamese- participant workbook
- Russian- participant workbook
- Korean Translation participant workbook

**States with ONLINE centralized listing of classes-** This can make it easy to locate classes for both health professionals and the community

**Healthy Living Center for Excellence:** <http://www.healthyliving4me.org/>

**Illinois Pathway to Health:** [www.ilpathwaystohealth.org](http://www.ilpathwaystohealth.org)

**North Carolina:** <http://healthyagingnc.com/>

**Maine:** <http://www.smaaa.org/falls.html>

**Minnesota shared a website** [JUNIPER](#)

**From Illinois:**

**ENGAGE-IL** (ENhancement of Geriatric Care for All through TraininG and Empowerment). The ENGAGE-IL modules cover many topics related to working with older adults [EngageIL.com](http://EngageIL.com).

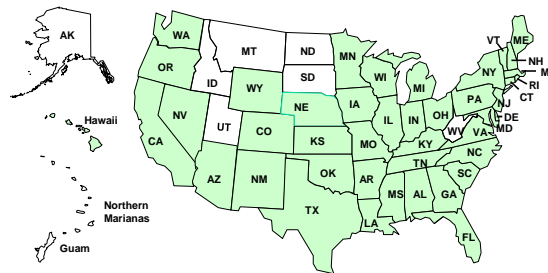
**Check us out on Facebook:**  Find us on Facebook

Thank you for all the work you do every day to raise awareness and touch the lives of older adults in your communities.

You are A Matter of Balance: Sharing the message that there is something you can do to prevent falls and respond to one if it should occur!

Respectfully Yours  
Patti League

## A Matter of Balance (MOB) Lay Leader Model Master Trainer Sites by State



 MOB Lay Leader Model Master Trainer Sites

650 Master Trainer Sites in 43 States and the U.S. Virgin Islands

