



**A Matter of Balance Volunteer Lay Leader Model  
January 2019 Conference Call Notes  
Reaching out to Rural America**

*Remember the Light at this time of year!*



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

**COMING THIS SPRING: Updates to the Master Trainer Manual!!!!**

**Website to download any updates to the Master Trainer Manual: this URL for Master Trainer resources is [www.mainehealth.org/mobresources](http://www.mainehealth.org/mobresources). ALL Translations are available for download through this link. 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*.**

**Material Ordering Update!** (See attached information) To order materials go to your Manual in the light blue section: Forms for Master Trainers where is a “User’s Guide “to ordering materials on Page 65.

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, WY, NE

**130 Master Trainers joined the Calls in January**

Welcome to new Master Trainers from many States across the country. We have added 2 new States to our map including Wyoming and Nebraska. Puerto Rico has also added A Matter of Balance as the first evidence-based program offered for older adults on the Island.



## Reaching Rural Communities

Our presenters this month came from several states across the country. Here are their names and email addresses if you want to reach out to them directly.

Anna Guest- Southern Maine Agency on Aging, ME [aguest@SMAAA.org](mailto:aguest@SMAAA.org)

Heather Phillips- Memorial Hospital, NH [HPhillips@memorialhospitalnh.org](mailto:HPhillips@memorialhospitalnh.org)

Jared Haros- Fry Fire Dept, AZ [jharos@fryfiredistrict.com](mailto:jharos@fryfiredistrict.com)

Kelsey Weizel- U of MO Extension, MO [weitzelkj@missouri.edu](mailto:weitzelkj@missouri.edu)

Andy Crocker -Texas A & M Extension, TX [ABCrocker@ag.tamu.edu](mailto:ABCrocker@ag.tamu.edu)

Cindy Quinn-Texas A & M, TX [quinn@tamhsc.edu](mailto:quinn@tamhsc.edu)

Rural outreach ideas:

- ◆ Rural citizens receptive to programs that come to them
- ◆ Look at age friendly communities <https://www.aarp.org/livable-communities/network-age-friendly-communities/info-2014/member-list.html>
- ◆ Work with Rural Public Health
- ◆ Work with hospitals and their rural outreach
- ◆ Look at Federally qualified health centers
- ◆ Churches: work with spiritual leaders and ask them to assist with outreach Build on TRUST
- ◆ Faith Based communities- work with leaders and their connection with their congregation
- ◆ Provide face to face information through an educational program; follow-up with a class in the near future
- ◆ Find a local champion
- ◆ Work with rural first responders- they know who is falling
- ◆ Dine with a Doc program in IL helps create relationships and can assist in recruitment
- ◆ Put a flyer in with a utility bill for upcoming classes
- ◆ Connect with any senior living in rural areas
- ◆ Partner with the “Y” there are many in rural areas
- ◆ Connect with senior centers
- ◆ Connect with libraries- get the librarians to engage with potential participants and perhaps they will become coaches
- ◆ Work with Home care agencies that visit folks in rural areas
- ◆ Work with Senior corps volunteers that are in rural areas- train their volunteers, offer to foster grandparents so they can stay active in their school/community commitments
- ◆ Work with activity directors

- ◆ Work with Parks and Rec programs
- ◆ Reach out to Brain Injury Alliance or Brain Injury Trust
- ◆ Advertise in local papers and community TV
- ◆ Find a graduate and have them tell their story; Sandy's story  
<https://www.youtube.com/watch?v=A-Rji1bYPIw>
- ◆ Work with health educators- they know their communities; train them to be coaches
- ◆ Work with Parrish Nurses that do outreach- train them to be coaches
- ◆ Work with Falls Coalition and get the word out to community and professionals
- ◆ Connect with local fire departments- train some first responders to be coaches
- ◆ Assist first responders to be proactive instead of reactive
- ◆ Share some small home safety tips with responders so they can do a survey of home
- ◆ Find out the statistics of falls calls for local responders- this makes the message very clear
- ◆ Connect with local contractors about small home safety modifications- this can be a way to connect with participants. Maybe offered a lower rate for graduates of EBP
- ◆ Local Fire Department have their fingers on the pulse of the community
- ◆ Advertise in senior expo, local fairs. Do balance screening using the STEADI  
<https://www.cdc.gov/steady/index.html> Have those screened share the results with their providers
- ◆ Connect with any civic organization located in a community
- ◆ Have classes scheduled around the calendar year- better to have a schedule so there is not a long wait time- Increases credibility
- ◆ Work with PT/OT outpatient practices
- ◆ Work with Extension workers- they know their communities and are respected for their knowledge
- ◆ Look at the Remembering When program: Fire and Falls prevention  
<https://www.nfpa.org/public-education/resources/education-programs/remembering-when>
- ◆ Work with vision specialists that do clinics in rural communities- let them know about low vision translation
- ◆ Work with community providers- ask to offer class in their space at a suitable time
- ◆ Connect with nutrition sites – offer class before or after but avoid too close to meal
- ◆ Work with any Healthy Community Coalition
- ◆ Be interviewed by local community TV
- ◆ Public service announcements on the radio
- ◆ Post a full calendar year of classes on agency website
- ◆ Use Facebook
- ◆ Work with local orthopedic practitioners; market in their waiting rooms
- ◆ Make referring to community classes easy
- ◆ Market classes at local pharmacies, educate pharmacists about the program. People trust their pharmacists!
- ◆ Work with local university students and rehab departments
- ◆ Work with Smaller Critical Access Hospitals to get the word out so people in rural areas can age in place whenever possible
- ◆ Bring it to any place that older adults are socializing- they form friendships and connections that help reduce social isolation
- ◆ Do not compete with other popular programs at a senior center
- ◆ Work with Community Health Workers
- ◆ Work in any residential community
- ◆ Work with any health collaborative in a rural area

- ◆ Work with Health Departments in rural areas- thee may be potential funding
- ◆ Work through adult education in rural areas
- ◆ Work with Veteran organizations
- ◆ Collaborate with tribal organizations
- ◆ A Matter of Balance can be the gateway program to bring older adults to classes
- ◆ Build on adults coming to the program and offer additional evidence-based programs
- ◆ Work with the American Automobile Association (AAA) thy have safe river classes for older adults
- ◆ Provide a 10 minute overview of program at community gatherings
- ◆ Tell a story and make the class come alive for those listening
- ◆ Provide a Lunch and Learn for providers
- ◆ Get the word out through students to their parents and their grandparents
- ◆ Do a meet and greet with community residents
- ◆ Look for volunteers on [www.volunteermatch.com](http://www.volunteermatch.com)
- ◆ Hot spot with your first responders to locate areas of high falls frequency
- ◆ Work with home health to provide presentation, assessment and sign up for classes
- ◆ Work with transportation in rural areas to assist people to attend classes
- ◆ Work with any community paramedicine programs
- ◆ Look for University Extension agency Learn more here: [www.nifa.usda.gov/extension](http://www.nifa.usda.gov/extension) and locate one in your state here: [www.nifa.usda.gov/land-grant-colleges-and-universities-partner-website-directory?state=All&type=Extension](http://www.nifa.usda.gov/land-grant-colleges-and-universities-partner-website-directory?state=All&type=Extension) Extensions workers in rural areas are trusted member of the community.
- ◆ Train graduate participants to be coaches; they will spread the work to their neighbors and community
- ◆ Partner with AARP to reach out to their subscribers
- ◆ Embed programs in a health department/ present at their meetings
- ◆ Pass out information through Meals on Wheels
- ◆ Reach out to low vision groups in rural areas

## Notes from Previous calls

### Marketing Ideas

- ❖ 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](#)
- ❖ Develop testimonials locally like: [Sandy's story](#)
- ❖ 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
- Have a referral to A Matter of Balance class as an option in the electronic medical record



## **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
- Brain Injury Alliances
- 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 education 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 A.T. Still University in Mesa Arizona](#)
- 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**

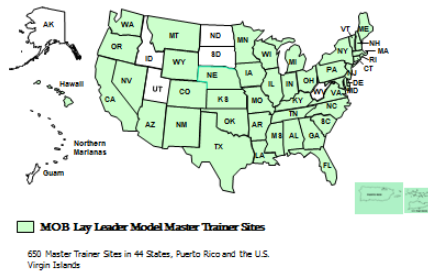
Utilize this link for (**Master Trainers only**) to download current translations

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

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



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



**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> or [www.healthyforme.org](http://www.healthyforme.org)

**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 **Check out the locator at the Evidence-Based Leadership Collaborative website** <http://www.eblcprograms.org/evidence-based/map-of-programs/>

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 RN

