



A Matter of Balance Volunteer Lay Leader Model July Conference Call Notes Falls Prevention Awareness Day Activities



Organization: Asbury Harris Epworth Towers/Wesley Woods Senior Living;
Atlanta, GA

“One Foot Forward”

What doesn’t kill us will make us stronger!

That’s the motto of older adults in this falls prevention class. Stronger means stronger arms, legs, and knees—and learning how to take control of their bodies by how they think, how they move, and how they react.

“In our class, we are ‘smoothing’ and ‘grooving’ while learning how to stoop, bend, and balance” says Mary Byrd, Life Enrichment Director. “Falls prevention classes are essential to help promote an injury-free life. So we have gotten off the couch, laced up our tennis shoes, and started moving to the beat.”

Participants want to keep moving with their hips and legs, so they “sashay” around their chairs, walk like they’re on a balance beam, then yell: “I GOT THIS!”

“We will not allow a fall to creep up and cripple us for life ... no, not US!” Byrd says. “So, come what may, we’re preparing to tackle it every day.”



Date: September 22, 2018

The annual Falls Prevention Awareness Day (FPAD) raises awareness about how to prevent fall-related injuries among older adults. National, state, and local partners collaborate to educate others about the **impact of falls**, share fall prevention strategies, and advocate for the expansion of evidence-based community **fall prevention programs**. National and state efforts are published in NCOA's annual **FPAD Impact Report**.

Thank you to the many organizations and partners who champion this effort! If you would like to learn more about fall prevention efforts in your state, please contact your **State Falls Prevention Coalition lead**.

Note: If you adapt any of the materials below, please credit the author or NCOA.

Please visit for many additional resources: <https://www.ncoa.org/healthy-aging/falls-prevention/falls-prevention-awareness-day/>

Resources include: photos, webinars, videos, infographics, promotional materials, PP presentations, A History of Falls Prevention Activities, impact statements, advocacy tools, media tools

Get a local resolution, declaration, proclamation. Go to your town/city and get officials involved, ask your state legislators to get involved and ask your representatives and senators in DC to get involved and support this very important topic about Falls Prevention and Raising Awareness.

*****News Flash*****

MaineHealth recently launched new website: the new URL for Master Trainer resources is 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, WY, NE

Over 110 Master Trainers joins the Calls in July

Additional resources for those involved with older adults

National Council on Aging (NCOA) Resources:

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

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>

Remembering When Fire and Fall Prevention from the National Fire Protection Association:

<https://www.nfpa.org/~media/files/public-education/resources/education-programs/remembering-when/rwprogrambook.pdf?la=en>

Falls Prevention Guide for Caregivers:

<https://www.ncoa.org/resources/falls-prevention-conversation-guide-caregivers/>

American Society of Clinical Pharmacists(ASCP) and NCOA

<https://www.ascp.com/page/fallstoolkit?>



Here are some tips shared during our calls:

- Conduct Classes during the fall
- Share Testimonials of graduates of your classes
- Invite local public representatives to your classes to hand out certificates of completion or join in activities
- Get Local, State and Federal Proclamations/Resolutions
- Work with your local fire departments to raise awareness: Rememberin When Program
- Provide demonstrations in public demonstrations of Tai Chi or MOB exercises
- Provide information at Expos or wellness fairs
- Work with Pharmacists to hand out Falls prevention information
- Work with libraries to hand out information
- Connect with Health Departments
- Provide Falls screening events(connect with professional schools)
- Have local Lunch and Learns
- Connect with Local Trauma groups at your hospitals
- Walks in your communities to raise awareness
- Have Professional speakers at events: Healthcare providers, Pharmacists, Nurses
- Work with local Medical Reserve Corps
- Work with your local/state falls coalitions
- Get Media Coverage, look at the NCOA Media Toolkit:
<https://www.ncoa.org/healthy-aging/falls-prevention/falls-prevention-awareness-day/marketing-media/falls-prevention-awareness-day-media-toolkit/>
- Placemats about falls prevention for MOW, Hospital Meals, Congurugate meals sites
- Rack Cards about Falls Prevention for first responders
- Provide Home Safety Evaluations in your community
- Work with your University Extension Services
- Work with Red Cross to raise Falls Awareness
- Share Current Procedural Terminology (CPT)Codes with providers
<https://www.ncoa.org/resources/current-procedural-terminology-cpt-code-flyer/>
- Create a Fall Prevention Packet for local Fire Departments
- Provide a Coach Training or update “Tips and Tricks”
- Provide Handout for Simple Exercises for Falls Prevention
- Work with Local Housing to have Falls Prevention presentations

Marketing Ideas from our April Calls

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

- ❖ 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

- ❖ 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 :

- 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

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 Trainin**G** and Empowerment). The ENGAGE-IL modules cover many topics related to working with older adults 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

