



**A Matter of Balance Volunteer Lay Leader Model
October 2018 Conference Call Notes
Falls Prevention Awareness Day Activities**

Leaves fall... people don't have to!



Date: September 22, 2018

US Senate Resolution was unanimously passed

<https://www.congress.gov/bill/115th-congress/senate-resolution/638/text>

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

MaineHealth recently launched new website: the new URL for Master Trainer resources is 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.

Remember 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

75 Master Trainers joins the Calls in October

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.



Across the country events to bring attention to falls prevention awareness were held. Events varied from site to site and included anything from the following list:

- Handing out literature
- Screening
- Health fairs
- Medication reviews with Pharmacists
- Recruitment at volunteer events for coaches and participants
- Tables at local faith based organizations
- Coordinated events with other Master Trainers in your region
- Tables at local grocery stores and Pharmacies
- Breakfast events with local speakers
- Utilizing students from local universities for screening events
- Hold informational session for A Matter of Balance: register attendees
- Hand out information at meal sites
- Work with Faith outreach workers
- Work with trauma centers
- Hand out literature to inpatients about community classes
- Placemat for all meals served theour meals on wheels or inpatient meals
- Put events on the Church calendars
- Celebrate your successes with your coaches
- Invite community leaders to speak at events
- Partner with hospital systems to market community classes
- Target classes to specific zip codes
- Work with fire departments to hot spot High Falls areas
- Work events with falls prevetion coalitions
- Work with medical providers to circulate prevention flyers
- Silver and Fit will reimburse for classes-check into this in your area

- Work with local libraries to distribute materials
- Articles about falls and prevention in local papers
- Work with Medical Reserve Corp to offer classes and train coaches
- Have first responders hand out falls prevention information
- Work with Osteoporosis groups to share information
- Hand out information at Car-Fit events
- Work with joint replacement centers to offer classes while waiting for surgery
- Work with local TRIAD to distribute senior safety information
- Public demonstrations of exercise classes, Tai Chi
- Share [Current Procedural Terminology \(CPT\) Codes](#) with providers
- Work with your University Extension Services
- Sample Exercise sheets handed out at events

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

- ❖ 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

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 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

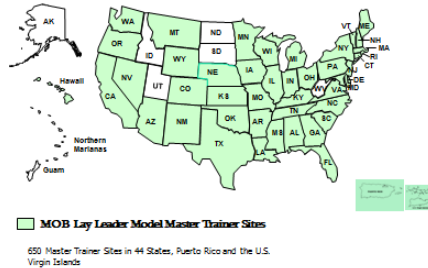
TRANSLATIONS

Utilize this link for (**Master Trainers only**) to download current translations www.mainehealth.org/mobresources :

- 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

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

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

Minnesota shared a website [JUNIPER](http://www.juniper.org)

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.

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 RN

