Leaves Fall; People don’t have to!

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. 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.

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140 Master Trainers joined the Calls in October

THEME of Call: Updates to the Master Trainer Manual including: Coach Manual; Master Trainer materials; Participant Workbook and Guest Health Care Professional Handbook:

- Please see the attached Guide to view the pages that were updated or replaced. Page numbers in the coach manual were not changes so it is easy to have your coaches replace the pages to be current.
Falls Prevention Awareness Day September 23rd, 2019

What have Master Trainers around the country been up to to raise awareness:

- Work with local first responders to give out fall prevention materials to leave behind after a call
- Invite first responders to local events and look at reasons why a fall happened during a call
- Work with Emergency Departments/Trauma to educate and refer clients to local programs
- Work with Age Friendly local movements to share education materials (from STEADI)
- Work with transportation partners to share education materials (from STEADI)
- Get press coverage in local news
- Join first responders in Educational presentations
- Many local and state proclamations were obtained
- Library events/materials were held throughout the fall to raise awareness
- Local/State Fairs have resources available
- Balance Screenings with local partners (hospitals, PT/OT practices, Pharmacy, Exercise Physiology, Universities)
- Magnets with tips for falls prevention
- Share a success story
- Work with home delivered meals (palcemat or 6 steps to prevent a fall)
- Partner with an aging in place specialist
- Have event at senior living facilities/senior centers
- Presentations at Faith Based communities
- Hand out fall prevention information to local health providers
- Work with state and local fall prevention coalitions to share events and news
- Present to support groups: Parkinsons, Stroke.....
- Have a falls summit with many presenters from PT, OT, Pharmacist, Trauma Providers
- Have an information table at State/City Hall
- Share information through University Extension partners, train them to be coaches
- Create games: crossword puzzle, bingo, jeopardy and have prizes donated for groups
- Exercise and Tai Chi demonstrations
- Tackle food insecurity during classes by partnering with local food banks

Please check out the valuable resources available on the National Council on Aging Website: https://www.ncoa.org/healthy-aging/falls-prevention/falls-prevention-awareness-day/

See what has been offered by the numerous sites around the country that participated in events in 2018 which are included in the Falls Prevention Awareness Day 2018 Impact Report; get inspired: https://www.ncoa.org/healthy-aging/falls-prevention/falls-prevention-awareness-day/past-falls-prevention-awareness-day-activities/past-activities-impact-reports/
Notes from Previous Calls:

**Coaches and Fidelity**: Taking care of Both is imperative to A Matter of Balance

- All Coaches must work under the supervision of a licensed Master Trainer. They are not freelance agents.
- Have Coaches complete an application; Communicate right from the beginning of the commitment involved.
- Coaches must teach 2 classes within a year of certification.
- All classes for A Matter of Balance must be taught by 2 Coaches or Master Trainer/coach combo. Teaching with your coach is an opportunity to get to know them and connect with them.
- Master Trainers must observe a newly trained coach at least once when they are teaching their first Community Class. **BE POSITIVE!**
- Master Trainers be available for your coaches and touch in with them before and after a class.
- Coaches must be updated annually with 2.5 hours by their Master Trainer.
- Every class for A Matter of Balance must have a visit from a Guest Healthcare Professional.
- Remember Master Trainers that you are investing in new coaches so screen them beforehand and ask for a commitment from them (Memorandum of Understanding can assist with expectations).
- Help your coaches develop skills to engage older adults to be part of the conversation. Motivational Interviewing is a very beneficial skill to assist with classes and communication.
- Touch in with your coaches when they are starting a new class - see how the class went.
- Share with them the outcomes of the classes your agency is offering.
- Invite your coaches to assist during a public presentation.
- Make sure your Coaches know A Matter of Balance is always 8 sessions in length offered:
  - Once a week for 8 weeks or
  - Twice a week for 4 weeks
  - If a class is cancelled due to weather or a holiday you must add on another session to complete the curriculum.
- Reiterate that the coach handbook is your best friend and guide to deliver the program.
- Read the directions for the exercises from the book: Models that this can be done at home so participants can continue to exercise.
- If there is a hub of other Master Trainers connect with them.
- Share success stories.
- Work to offer MOB in other languages to reach your populations.
- Link with healthcare students in your area; work with professors to have students become coaches.
- Have an annual retreat for your coaches so they can get to know each other. **CELEBRATE** them.
- Invest in getting to know your coaches: Time well spent.
- Encourage coaches to look for participants and potential sites to hold classes.
- Ask for participants to pre-register for classes so you know how many will be attending. Open registration can lead to too many participants in your classes. You can use Google Voice to capture calls and then return a call at your convenience.
- Partner with your Parks district or Adult education.
- Play trivia games or jeopardy during a coach update to reinforce fidelity.
- Work with trauma and healthcare to get providers to refer to classes.
- Join your local falls coalition; invite members to be coaches.
- Find interested coaches from graduates of MOB and other programs
- Work with local disease specific support groups- encourage some to become coaches (Parkinson’s)
- Work with local “Y”s, Prisons and Hospitals
- Offer CEUs to your coaches if they need them for certification
- Work with staff at health clinics reaching diverse populations
- Have some first responders become coaches and help leave behind class information
- Look for local PACE programs (Programs for All-Inclusive Care for the Elderly)
- Use real life scenarios to discuss coaching challenges
- Keep coaches updated and help to develop skills
- Connect in your community with Medicare Advantage plans
- Have a roster of potential substitutes so if a coach is ill there is a back up plan

**Reaching Rural Communities**

**Rural citizens receptive to programs that come to them**

- **AGE FRIENDLY COMMUNITIES**
  - Senior living in rural areas

- **HEALTHCARE CONNECTIONS**:
  - Rural Public Health, hospitals/ rural outreach, FQHC (Federally qualified health centers)
  - Work with PT/OT outpatient practices
  - Home care agencies that visit folks in rural areas
  - Provide face to face information through an educational program; follow-up with a class in the near future
  - Work with community providers- ask to offer class in their space at a suitable time
  - Work with any Healthy Community Coalition
  - Work with any health collaborative in a rural area
  - Work with Health Departments in rural areas- there may be potential funding
  - Work with local orthopedic practitioners; market in their waiting rooms
  - Work with Smaller Critical Access Hospitals to get the word out so people in rural areas can age in place whenever possible
  - Embed programs in a health department/ present at their meetings
  - Work with home health to provide presentation/assessment/sign up for classes
  - Provide a Lunch and Learn for providers

- **FAITH BASED COMMUNITIES**
  - Work with leaders and their connection with their congregation
  - Trusted Source of information
  - Offer classes right in their gathering place

- **RURAL FIRST RESPONDERS** - they know who is falling
  - 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
  - Hot Spotting: Find out the statistics of falls calls for local responders- this makes the message very clear

- Work with any community paramedicine programs

**RURAL COMMUNITY CONNECTIONS**
- Partner with the “Y” located in rural areas
- Connect with senior centers
- Connect with libraries- get the librarians to engage with potential participants and perhaps they will become coaches
- 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
- Parks and Rec programs
- Reach out to Brain Injury Alliance or Brain Injury Trust
- Put a flyer in with a utility bill for upcoming classes
- Dine with a Doc program in IL helps create relationships and can assist in recruitment
- Work in any residential community
- Work through adult education in rural areas
- Work with Veteran organizations

**LOCAL CHAMPIONS**
- Have a graduate tell their story; Sandy’s story
- Be interviewed by local community TV
- Public service announcements on the radio
- Have an Elective Official come to a local program, talk about someone they knew that has fallen

**OUTREACH WORKERS**
- Health educators- they know their communities; train them to be coaches
- Parrish Nurses that do outreach- train them to be coaches Work with
- Work with Falls Coalition and get the word out to community and professionals
- Extension workers- they know their communities and are respected for their knowledge
- Work with Community Health Workers

**LOCAL CONNECTIONS**
- 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
- Advertise in local papers and community TV
- Connect with any civic organization located in a community
- Connect with nutrition sites – offer class before or after but avoid too close to meal
- Collaborate with Tribal Organizations
- Bring it to any place that older adults are socializing- they form friendships and connections that help reduce social isolation
- Provide a 10 minute overview of program at community gatherings
- Tell a story and make the class come alive for those listening
- Pass out information through Meals on Wheels
- American Automobile Association (AAA) they have safe river classes for older adults
- Partner with AARP to reach out to their subscribers
♦ HEALTH FAIRS:
  o Advertise in senior expo, local fairs. Do balance screening using the STEADI
  [https://www.cdc.gov/steadi/index.html](https://www.cdc.gov/steadi/index.html) Have those screened share the results with their providers

♦ TIPS FOR COMMUNITY CLASSES
  o Have classes scheduled around the calendar year- better to have a schedule so there is not a long wait time- Increases credibility
  o Work with vision specialists that do clinics in rural communities- let them know about low vision translation
  o Use Facebook
  o Make referring to community classes easy
  o Market classes at local pharmacies, educate pharmacists about the program. People trust their pharmacists!
  o Work with local university students and rehab departments
  o Do not compete with other popular programs at a senior center
  o Get the word out through students to their parents and their grandparents
  o Do a meet and greet with community residents
  o Look for volunteers on [www.volunteermatch.com](http://www.volunteermatch.com)
  o Work with transportation in rural areas to assist people to attend classes
  o Train graduate participants to be coaches; they will spread the work to their neighbors and community

**A Matter of Balance can be the gateway program to bring older adults to classes**
  o Build on adults coming to the program and offer additional evidence-based programs

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**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/](https://fallsfreeyork.org/)
- 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
- 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
YMCA
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
- Albanian- Participant workbook
- Japanese- Coach and Participant workbook coming soon
Check us out 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
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

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