



IMPACT REPORT

# Falls Prevention Awareness Day

2018



### **Acknowledgement**

The National Council on Aging (NCOA) gratefully acknowledges our federal and national partners as well as the state and local Falls Prevention Coalitions for participating in Falls Prevention Awareness Day (FPAD) and contributing to this report. Beyond FPAD, we appreciate their year-round efforts to prevent falls and fall-related injuries among older adults. We are also grateful to the U.S. Administration for Community Living/Administration for Aging for their continued support of the National Falls Prevention Resource Center and state and local falls prevention efforts.



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## Dear State Falls Prevention Coalition Leaders and Partners:



**Kathleen Cameron**

I am honored to lead NCOA's Falls Free® Initiative and National Falls Prevention Resource Center to support you in your falls prevention efforts at the state and local levels. As you will read throughout this Impact Report, the 11<sup>th</sup> Annual Falls Prevention Awareness Day (FPAD) was a remarkable success with 43 states and the District of Columbia participating. The breadth of creative, collaborative and impactful activities to increase awareness and educate older adults, caregivers, health care and aging network professionals about their role in reducing falls and injuries is astounding. Your continuing commitment to address this growing public health problem is truly commendable.

In addition to the annual FPAD, NCOA partners with national organizations, federal agencies and Falls Free® Initiative members to implement strategies and action steps of the **2015 National Falls Prevention Action Plan** throughout the year. The Action Plan serves as a blueprint for sustained initiatives that reduce falls and injuries among older adults. Its ultimate goal is help accomplish the Healthy People 2020 objective of reducing the rate of fall-related hospital admissions by 10 percent. I hope you will use this Plan as you define your priorities for the year ahead.

The 12<sup>th</sup> Annual National FPAD will be observed on September 23, 2019. NCOA's Falls Free® Initiative will strive to engage all 50 states and the District of Columbia, and collaborate with new federal and national partners. As you all plan for FPAD 2019, I encourage you to think creatively about developing new partnerships at the state and local level to reduce falls risk factors, falls, and fall-related injuries, especially among those who are most vulnerable. Due to the multi-factorial nature of older adult falls, it truly does take a village to make a difference.

I am grateful to the Administration for Community Living (ACL) for their continued support of the National Falls Prevention Resource Center as well as the many falls prevention grantees that ACL has funded since 2014. ACL's support makes this important work possible.

Thank you so much for all you do every day to improve the lives of older adults.

Sincerely,

A handwritten signature in black ink that reads "Kathleen A. Cameron".

Kathleen A. Cameron  
Senior Director, Center for Healthy Aging  
Director, National Falls Prevention Resource Center



# Executive Summary



**F**alls are the leading cause of fatal and non-fatal injuries for older Americans. Falls threaten older adults' safety and independence and generate enormous economic and personal costs. Many falls can be prevented through increased awareness and action related to fall risk factors, clinical assessment and intervention, practical lifestyle adjustments, and participation in evidence-based falls prevention programs in community settings.

Since 2007, the National Council on Aging's (NCOA) Falls Free® Initiative has led the annual Falls Prevention Awareness Day (FPAD) campaign to raise awareness about the impact of falls among older adults, share fall prevention strategies, and advocate for the expansion of evidence-based community falls prevention programs. Through FPAD efforts, the NCOA Falls Free® Initiative and partners engage health care and aging network professionals, policymakers, older adults, and caregivers to reduce and prevent the number of falls among older adults.

The 11<sup>th</sup> annual FPAD on September 22, 2018 was one of the most successful FPAD campaigns, with increased participation from national organizations, federal agencies, coalitions, and state and local partners. National 2018 FPAD awareness and media efforts reached an estimated 154.7 million individuals. At the state and community level, the State Falls Prevention Coalitions members reached 2.5 million individuals through education, awareness, and advocacy efforts, as well as fall-risk screenings, and interventions such as community-based fall prevention programs.

The NCOA Falls Free® Initiative hopes this compendium of national, state, and local FPAD efforts will serve as a resource to maximize FPAD 2019 impact and beyond.

# Facts about Falls

Falls are the leading cause of fatal and non-fatal injuries for adults age 65+, causing severe injuries such as hip fractures, broken bones and traumatic brain injuries. Falls, with or without injury, also impact quality of life. Falls and fear of falling limit older adults' social engagement, mobility, and independence. This can result in further physical decline, depression, social isolation, and feelings of helplessness.

## Falls are common

- One out of four older adults falls each year. (1)
- Every 11 seconds, an older adult is treated in the emergency room; every 19 minutes, an older adult dies from a fall. (2)
- Each year, 3 million older people are treated in emergency departments for fall injuries. (2)
- Over 800,000 patients a year are hospitalized because of a fall injury, most often because of a head injury or hip fracture. (2)
- Older adults are hospitalized for fall-related injuries five times more often than for injuries from other causes. (2)

## Falls are costly

- The nation spends \$50 billion a year treating older adults for the effects of falls, 75% of which is paid for by Medicare and Medicaid. (3)
- If falls rates are not reduced, direct treatment costs are projected to reach \$101 billion by 2030. (4)
- Fear of falling, a personal and significant cost, can lead older adults to limit their activities, resulting in an increased risk of falls due to physical decline, depression, and social isolation. (5,6)

## Falls are preventable

Falling is not an inevitable result of aging. The number of falls among older adults can be substantially reduced through fall risk screening and assessment, clinical intervention, practical lifestyle adjustments to mitigate fall risk factors, evidence-based falls prevention programs, and clinical-community partnerships. Annual national, state, and local FPAD efforts raise awareness about how to prevent falls and fall-related injuries among older adults.





# NCOA's National Falls Prevention Resource Center and Falls Free® Initiative



NCOA leads the **National Falls Prevention Resource Center (NFPRC)**, which supports awareness and educational efforts about falls and promotes evidence-based falls prevention programs and strategies across the nation. The NFPRC serves as the national clearinghouse of tools, best practices, and other information on falls and falls prevention. The NFPRC is supported by the Prevention and Public Health Fund from the U.S. Administration for Community Living, Administration on Aging, Department of Health and Human Services.

NCOA also leads the **Falls Free® Initiative**. Founded in 2005, the Falls Free® Initiative is a nationwide effort to increase advocacy, awareness, and education about falls prevention. The Falls Free® Initiative includes:

- The **2015 National Falls Prevention Action Plan**: A framework for implementing an effective, sustainable approach to reduce falls among older adults over the next 5-10 years. The National Falls Prevention Action Plan is a product of key recommendations and evidence-based strategies collected during the Falls Prevention Summit, a **White House Conference on Aging Event** held in April 2015.
- A **National Falls Free® Initiative**: A coalition, of over 70 organizations working toward the progress of one or more of the strategies in the National Falls Prevention Action Plan.
- **Statewide Falls Prevention Coalitions**: A common goal of reducing older adult falls, fall-related injuries, and deaths in their communities or states shared by 43 statewide coalitions. Members disseminate proven falls prevention programs, advocate for funding, and educate older adults about how they can reduce their risk of falling.
- **Annual Falls Prevention Awareness Day**: A national observation, with local, state and national events, to raise awareness about how to prevent falls as well as fall-related injuries and deaths among older adults.



# Falls Prevention Awareness Day 2018



The 11<sup>th</sup> annual FPAD was observed on September 22, 2018 by 43 states and the District of Columbia. FPAD events raised awareness about the personal and financial impact of falls among older adults, provided education about how to prevent falls, screened older adults for fall risks, and advocated for the expansion of funding for clinical and community-based interventions, including evidence-based fall prevention programs. These events empowered older adults and those who care for them to be active, independent, and safe in their homes and communities.

National awareness and media efforts collectively reached 154.7 million individuals through national, state and local press releases, Twitter, Facebook, and more. State and community events and activities reached nearly 2.5 million individuals through fall risk screenings, participation in community-based falls prevention programs, and public awareness events.

The national, state, and community narratives that follow have been enriched by more than a decade of creative fall prevention activities, initiatives, and partnerships. We hope you join the Falls Free<sup>®</sup> Initiative and our partners in promoting **Falls Prevention Awareness Day 2019** on September 23<sup>rd</sup>.

## National Falls Prevention Awareness Day Activities

### National Declaration by the U.S. Senate

**U.S. Senate Resolution 638** designated September 22, 2018, as National Falls Prevention Awareness Day to raise awareness about falls and encourage older adults to take action to reduce their risk of falls. The resolution, sponsored by Senator Susan Collins [R-ME] and co-sponsored by Senator Bob Casey [D-PA], declared the following:

- Recognized that there are proven, cost-effective falls prevention programs and policies;
- Commended the 72 member organizations of the Falls Free<sup>®</sup> coalition and the falls prevention coalitions in 43 states and the District of Columbia for their efforts to work together to increase education and awareness about preventing falls among older adults;
- Encouraged businesses, individuals, federal, state, and local governments, the public health community, and health care providers to work together to raise awareness of falls in an effort to reduce the incidence of falls among older adults in the United States;

- Recognized the Centers for Disease Control and Prevention for its work developing and evaluating interventions for all members of health care teams to make falls prevention a routine part of clinical care;
- Recognized the Administration for Community Living for its work to promote access to evidence-based programs and services in communities across the United States;
- Encouraged state health departments and state units on aging, which provide significant leadership in reducing injuries and related health care costs by collaborating with organizations and individuals, to reduce falls among older adults; and
- Encouraged experts in the field of falls prevention to share their best practices so that their success can be replicated by others.



## Media Outreach

### Traditional Media

NCOA developed and disseminated a MAT release (also called a matte release) focused on falls prevention strategies. A MAT release is a type of advertorial article public relation agencies and newspapers can insert as a prewritten feature story designed to appear like a newspaper article.

### Social Media

NCOA hosted two social media events to celebrate FPAD 2018: A Facebook live event on September 20<sup>th</sup> and a Twitter chat on September 25<sup>th</sup>. Both events focused on the role of medication management in falls prevention and medication as a risk factor for falling.

### Facebook

Between August 1<sup>st</sup> and October 31<sup>st</sup> 2018, NCOA shared 31 Facebook posts, which reached a total of 274,688 people and resulted in 8,240 points of engagement.

NCOA hosted a Facebook Live event at Professional Pharmacy Group in Annapolis, Maryland that reached 8,911 people and was viewed 5,514 times on Facebook. Following the live event, NCOA promoted the resource, and the video was viewed an additional 45,286 times as of October 31<sup>st</sup>.



## Twitter

NCOA created the hashtag #FPAD2018 to provide a forum for people to ask questions and share older adult fall facts, prevention tips and resources, research findings, and photos of educational events. Between August 1<sup>st</sup> and October 31<sup>st</sup>, 2018, a total of 4,879 people sent 8,760 tweets using the hashtag #FPAD2018. The estimated reach of #FPAD2018 was 8,800,000 impressions. NCOA published 125 tweets, resulting in 716 engagements including retweets and likes.

NCOA and national partners hosted a FPAD Twitter chat on September 25 to discuss the role of medication management in falls prevention. Nearly 300 Twitter accounts contributed 900 tweets to the chat.



## Videos (Facebook, YouTube, and Vimeo)

The **“6 Steps to Prevent a Fall”** videos, in English and Spanish, received a combined 77,455 total views.

The **“You Have the Power to Prevent a Fall”** video was viewed 20,892 times.

## WebTraffic

Between August 1<sup>st</sup> and October 31<sup>st</sup>, 2018, the NCOA falls prevention pages had a total of 128,150 page views.

The top 3 webpages were:

- **FPAD homepage** with 16,017 page views
- **Falls Programs for Older Adults** with 9,630 page views
- **6 Steps to Protect Your Older Loved One from a Fall** with 7,263 page views.

## Webpages and Annual FPAD Webinar

In preparation for FPAD 2018, NCOA updated the **Falls Prevention Awareness Day webpage** with resources to help individuals plan and promote a successful FPAD campaign. Resources included:

- An updated **media toolkit**,
- **Advocacy tools**,
- General **resource repository**,
- **Promotional materials**.

NCOA’s annual **FPAD webinar** was promoted by state and local fall prevention coalitions and many national partners. Nearly 450 individuals joined the webinar to learn about ideas, tools, and new resources to maximize their impact on FPAD and beyond. Additionally, guest presenters highlighted the impact of medication on falls and strategies and resources to educate professionals, older adults, and caregivers about medication management strategies.



## Newsletters

Between August 1<sup>st</sup> and October 31<sup>st</sup>, 2018, NCOA included promotional information in its professional and consumer-focused newsletters. This included:

- 14 articles in NCOA Week, reaching 290,384 professionals in aging.
- 2 articles in Benefits Alert, reaching 16,620 benefit services professionals.
- 6 articles in the Center for Healthy Aging newsletter, reaching 9,115 healthy aging professionals.
- 2 articles in Senior Center Voice, reaching 2,636 senior center professionals.
- 2 articles in Aging Well Update, reaching 22,405 older adults.

## National and Federal Partners

### *Administration on Aging/Administration for Community Living*

The Administration on Aging (AoA), part of the Administration for Community Living, is the principal agency of the U.S Department of Health and Human Services designated to carry out the provisions of the Older Americans Act. The Older Americans Act promotes the well-being of older individuals by providing services and programs designed to help them live independently in their homes and communities. AoA provided support for the national FPAD 2018 campaign, including media outreach and educational resources.

### *American Physical Therapy Association*

American Physical Therapy Association (APTA), particularly the Academy of Geriatric Physical Therapy (AGPT), has been a long-standing participant of the annual FPAD. APTA aims to prevent falls through increasing awareness among APTA members of prevention measures, including screening, assessment, and intervention skills. The APTA partnered with state fall prevention coalitions, other health care providers, home improvement experts, meal sites, exercise experts, and various senior service agencies on their FPAD initiatives. Together they put on various events including presentations, health fairs, screenings, and workshops. State fall prevention coalitions they collaborated with included Alabama, Florida, Georgia, Idaho, New Jersey, New Mexico, New York, North Carolina, Oregon, Pennsylvania, Tennessee, South Carolina, Texas, Washington, Wisconsin, and Vermont.

### *American Occupational Therapy Association*

For FPAD 2018, the American Occupational Therapy Association (AOTA) shared fall prevention resources in national e-newsletters and encouraged AOTA members to engage in local FPAD activities and events. To educate the general public, AOTA issued a press release on FPAD which included NCOA stats on falls, tips for preventing falls, and a list of ways that an occupational therapy practitioner can increase safety in the home and community. On social media, AOTA supported the #FPAD18 hashtag on Twitter and Instagram. AOTA shared messages on Facebook about FPAD explaining how occupational therapy practitioners can help older adults decrease fall risk and increase safety. Scott A. Trudeau, Ph.D., OTR/L, Productive Aging Practice Manager for AOTA, participated in the Twitter chat led by NCOA, and the Association helped advertise the chat through social media channels.

### *American Society of Consultant Pharmacists*

The American Society of Consultant Pharmacists (ASCP) is an international professional society devoted to optimal medication management and improved health outcomes for all older persons. In support of FPAD 2018, ASCP engaged their network of over 9,000 pharmacy professionals and students in serving the unique medication needs of the senior population. ASCP encouraged pharmacy professionals to utilize the ASCP/NCOA Falls Risk Reduction Toolkit, a comprehensive assessment of falls risk inducing medications and medical conditions. National and Federal Partners.

## *Centers for Disease Control and Prevention, National Center for Injury Prevention and Control*

For FPAD on September 22, CDC highlighted the release of a new article in *The Gerontologist*, “**Implementation of the Stopping Elderly Accidents, Deaths, and Injuries (STEADI) Initiative in Primary Care: An Outcome Evaluation.**” The article found that conducting a STEADI-based clinical fall prevention program reduced fall-related hospitalizations among older adults. CDC also released customizable STEADI tools, Spanish versions of patient and caregiver educational brochures, and launched the first two videos of the “Stand STEADI” series. Falls prevention messages were shared via a National Council on Aging Twitter chat and a National Safety Council **blog post**.

## *Genesis Rehab Services*

Genesis Rehab Services (GRS) provides physical therapy, occupational therapy, speech therapy, respiratory therapy, and wellness services, primarily for older adults. Over 145 GRS sites in 31 states reported providing fall prevention education, screening, and/or intervention activities to over 4,300 older adults. This year, the effort was focused on working as part of an interprofessional fall risk management team to deliver evidence-based approaches across the care continuum.

## *University of Southern California Leonard Davis School of Gerontology, Fall Prevention Center of Excellence*

The Fall Prevention Center of Excellence (FPCE) at the University of Southern California’s Leonard Davis School of Gerontology hosted the 2019 Morton Kesten Summit titled, “Transforming Homes and Communities to Support Healthy Aging: Innovations and Visions for the Future.” Held shortly after FPAD on October 5, it included experts from across the country who shared resources and best practices in fall prevention, home modification, universal design, age-friendly communities, and technology for aging in place. Please visit [www.gero.usc.edu/mksummit](http://www.gero.usc.edu/mksummit) to view Summit videos and slide presentations. FPCE also shared FPAD resources on its website, [www.stopfalls.org](http://www.stopfalls.org).

## State Falls Prevention Awareness Day Activities

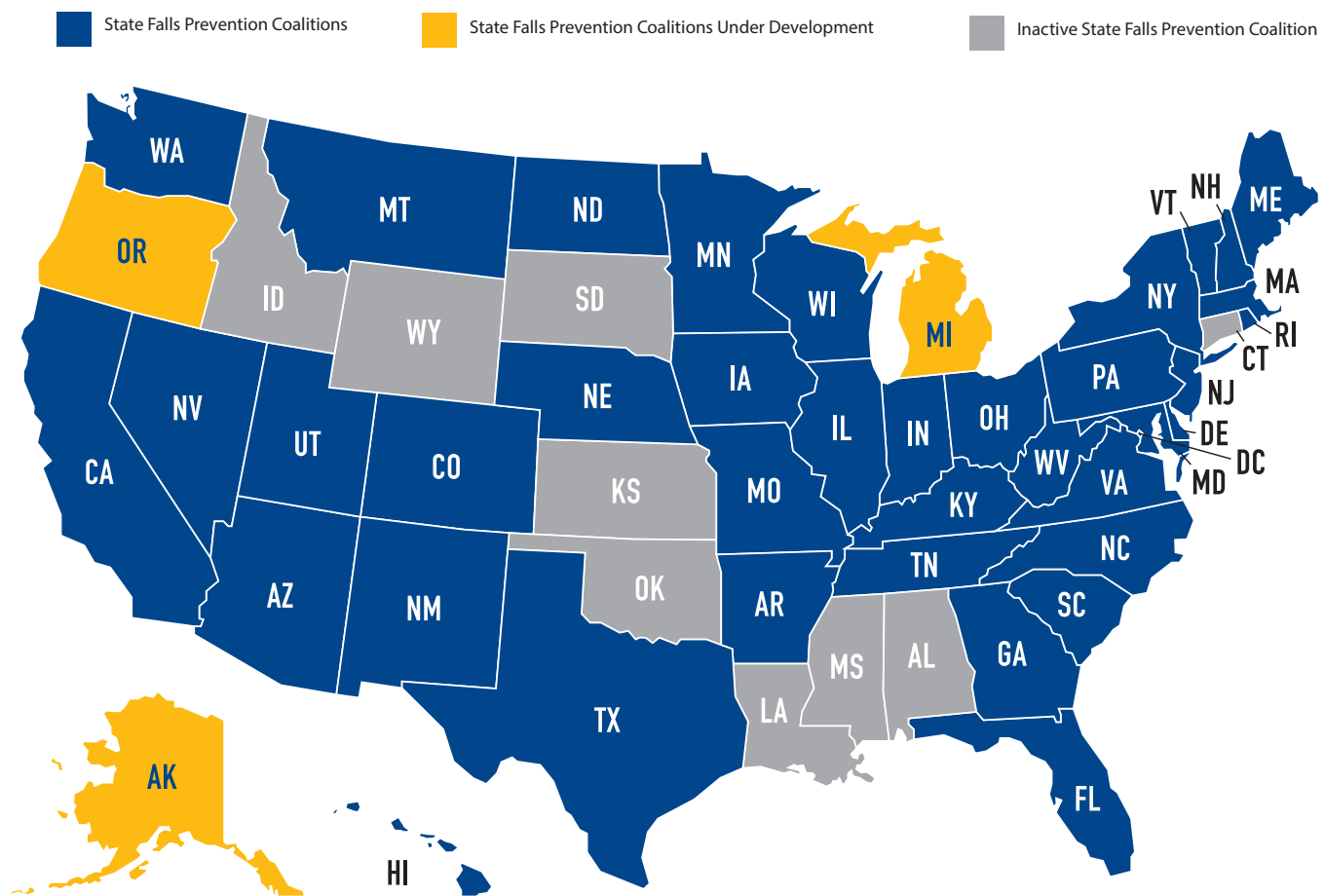
The following information is based on responses to NCOA’s annual FPAD online survey of the **Falls Free® Initiative State Falls Prevention Coalitions**. Survey data are used to estimate the impact and reach of state FPAD efforts. Survey respondents consisted of 34 State Falls Prevention Coalitions and the Washington, D.C. Falls Free Coalition. Coalition leaders and state contacts were asked to collect FPAD activity information from their statewide partners and designate one person to complete the survey. Survey responses were collected from September to December 2018.

### Overview

Across the states that completed the survey, nearly 2.5 million individuals were reached through FPAD 2018 activities and events. Survey respondents reported the estimated number of people reached through their various awareness and education activities, fall risk screenings, fall prevention evidence-based programs, and advocacy efforts.

Fifty-six percent of states observed falls prevention for one month, with some observations lasting for two to three months. Seven states observed falls prevention for one to three weeks, while nine states observed one day of activity focused solely on September 22. Twenty-three states paired FPAD with other observances, such as health fairs, flu vaccination events, **Senior Center Month**, **National Physical Therapy Month**, and **Go4Life Month**.

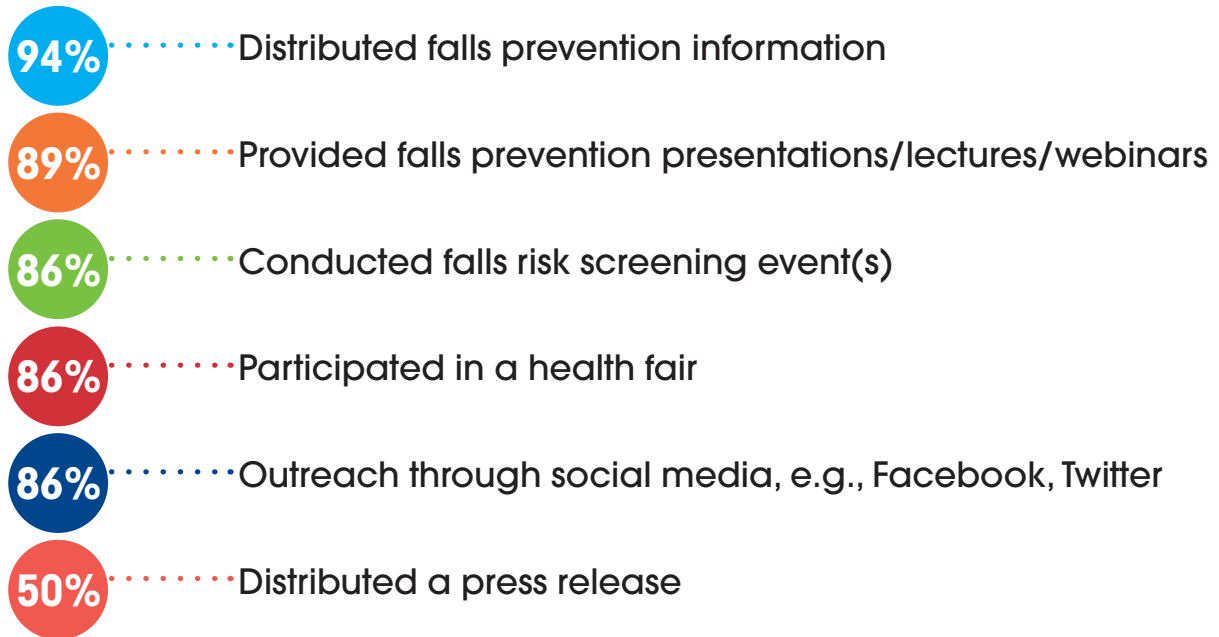
### State Falls Prevention Coalitions





## Awareness and Education

Thirty-five states and Washington, D.C. coordinated falls prevention awareness and educational activities for older adults, caregivers, and/or professionals. Awareness outreach efforts included distribution of fall prevention information (94%), providing educational presentations/lectures/webinars (89%), and conducting fall risk assessments (86%).



### States reported many creative awareness and education events and activities, including:

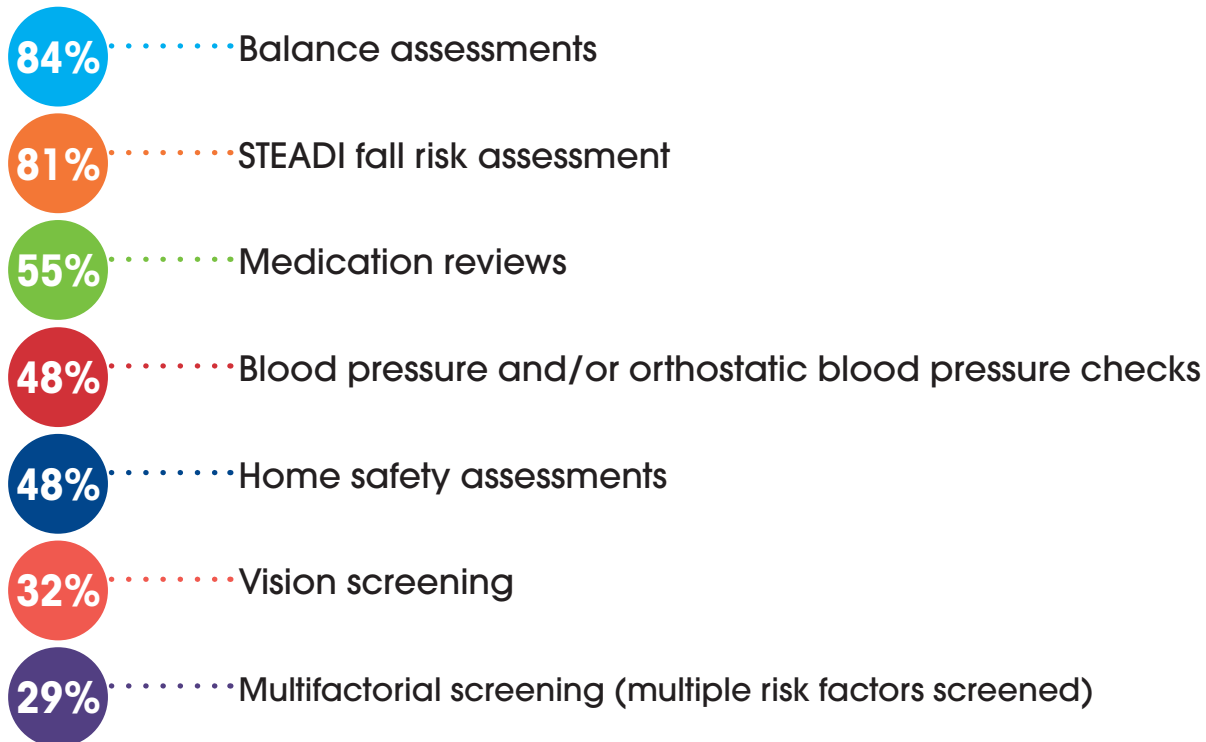
- Stop Falls **California** reported developing a graduate course project at Cal State Long Beach (CSULB) to result in methods to improve outreach. For the San Mateo County coalition, the coalition meeting was a time to celebrate the year's accomplishments, and the 2017-18 Annual Report was released in an infographic format. Ventura County developed a Passport to Health that was used at a health screening event.
- The **Colorado** Older Adult Falls Prevention Coalition was featured on the Beyond 60 Active Living page in the **Greeley Tribune**. Additionally, they hosted a walk at the Denver Zoo where they walked and talked about fall prevention, looked at the paths they were taking, and talked about options when out walking and the path is uneven. Lastly, they developed an interactive falls awareness lab that got people talking and thinking about ways they can prevent a fall.
- The **Washington DC** Falls Free Coalition distributed medicine disposal kits to seniors so that they could properly dispose of old medicine. Additionally, they gave falls prevention materials to every senior who received a meal via congregate dining site or home delivered meal.
- The **Delaware** Injury Prevention Coalition hosted a Tai Chi demonstration at a senior center.
- The **Florida** Falls Prevention Coalition hosted a Tai Chi demonstration and play titled *Defying Gravity* in St. Petersburg, Florida.
- The **Hawaii** State Fall Prevention Consortium promoted 300 public service announcements on four networks, 12 showings of a 15-minute educational program on Olelo (public access channel), and multiple falls prevention segments on three morning talk shows (Fox and NBC). Additionally, they placed posters on 115 express buses for 3 months, which generated buzz and reinforced the media campaign. Lastly, a Talk with Experts session was held at City Mill Stores (Hawaii's largest home hardware supplier). The hardware stores featured two of the sessions on a live blog.

- The **Indiana** Fall Prevention Coalition hosted an event called Safe at Home. This event provided home modifications to 20 families to install lighting, grab bars, banisters, and hand rails; they also removed clutter and cleared overgrowth outside. Over 170 volunteers participated to make homes safer and reduce falls for low income older adults in the community.
- The **Iowa** Falls Prevention Coalition conducted presentations at local senior centers, which included a special BINGO game. Additionally, they had display tables in the local hospital and a travelling cart to distribute general falls prevention information via handouts/brochures/flyers.
- The **Kentucky** Safe Aging Coalition hosted the 2018 Falls Summit, which is an annual daylong event where professionals from across Kentucky gather to learn more about fall prevention among older adults. Summit topics included geriatric trauma, Geriatric Syndrome, medication assessments and falls, Community Health Workers and fall prevention, and a panel discussion on implementing community fall prevention awareness programs.
- The **Maine** Falls Prevention Coalition disseminated educational falls prevention tips/home exercise placemats to 2,500 older adults through the Meals on Wheels program.
- The **Maryland** Falls Free Coalition held an annual Stepping On reunion for past participants in the program. This event included a medication safety presentation, exercises with a physical therapist, a shoe display from Van Dyke & Bacon orthopedic store, glucose screenings, blood pressure screenings, hand function screenings, and an “Ask a Doc” session.
- The **Massachusetts** Falls Prevention Coalition distributed yellow FPAD ribbons for all attendees to wear at the main event at the State House. Participating Coalition members were also asked to come to the event wearing something yellow to further promote unity and the focus of the day, which a majority of members did.
- The **Nebraska** Older Adult Falls Coalition participated in World Tai Chi and Qigong Day, including practice of forms and demonstrations for the public. Additionally, they created and disseminated an 8-form Tai Chi: Moving for Better Balance poster set.
- The **Nevada** Goes Falls Free Coalition offered fall prevention screenings with physical therapy and occupational therapy students in order to increase capacity and support student learning and interest in working with older adults.
- The **New Jersey** Division of Aging Services produced and distributed 34,420 Falls Prevention Awareness Placemats to congregate and home-delivered meal sites, hospital systems, senior centers, all 21 county area agencies on aging, and other local agencies and institutions.
- The **New Mexico** Adult Falls Prevention Coalition reported that one of the rural tribal communities conducted their first fall prevention event using the STEADI toolkit. It was a great success, and they plan to make it an annual event.
- The **New York** State Department of Health provided over 41,000 CDC STEADI brochures to 52 different agencies throughout New York State. Six different brochures were selected to be distributed for FPAD 2018. Agencies that participated ranged in regions all over the state from Buffalo, to Albany, to Plattsburgh, to Long Island, and to New York City. Additionally, the New York State Older Adult Falls Prevention Coalition hosted a medication take back event that was used to provide older adults with falls prevention tools and resources while also taking back unnecessary prescriptions.
- The **Ohio** Department of Aging hosted an awareness campaign called 10 Million Steps to Prevent Falls. This was a statewide effort to get as many Ohioans as possible to walk at least one mile to raise awareness about older adult falls, in hopes of reaching 10 million steps. There were over 16,000 participants this year who walked a total of approximately 72 million steps! Several health fairs and other falls awareness activities were held in conjunction with many of these walks.

- The **Utah** Falls Prevention Coalition distributed falls prevention awareness meal placemats at the senior centers to increase falls prevention awareness.
- The Southwestern **Virginia** Falls Prevention Coalition collaborated with the Falls Prevention Center School of Health Sciences at Emory and Henry College to host a Health and Wellness Event with fall risk screenings (Timed Up and Go, STEADI materials). Additional screenings included vision, assessment of vital signs, and home safety modifications.
- Falls Free **Vermont** created a business card for [www.fallsfreevermont.org](http://www.fallsfreevermont.org) to encourage people to visit the site and find screenings and falls prevention classes near them. They distributed the card throughout the month at various events and reached approximately 500 people.
- The **West Virginia** Falls Prevention Initiative conducted a Tai Chi demonstration that raised awareness among West Virginia residents and highlighted the impact of evidence-based fall prevention programs.

### Fall Risk Screenings

Research has identified several factors that place older adults at risk for falls. The most effective fall prevention efforts screen and assess for these risk factors and educate older adults about how to mitigate them. Eighty-nine percent (89%) of states assessed older adults for fall risk factors as part of their FPAD activities. The majority of states conducted balance assessments, medication reviews, blood pressure and/or orthostatic blood pressure checks, home safety assessments, and/or multifactorial screenings. Additional screenings included vision, hearing, osteoporosis, bone density, neuropathy, and podiatric issues.



### Evidence-Based Programs

**Evidence-based falls prevention programs** for older adults have been proven through research to reduce falls and falls risk factors. Programs are available for older adults with low, moderate, and high risk for a fall. Depending on the program, workshops or sessions may focus on strength and balance exercises, fall prevention education, behavior change, cognitive restructuring, or any combination thereof. Descriptions of select evidence-based falls prevention programs can be found in Appendix A.



Nearly all states (88%) promoted or conducted an evidence-based fall prevention program or intervention as part of their FPAD efforts. The most commonly featured programs included:

- **A Matter of Balance** 78%
- **Stopping Elderly Accidents, Deaths, and Injuries (STEADI) Toolkit** 53%
- **Tai Chi for Arthritis** 50%
- **Tai Ji Quan: Moving for Better Balance** 34%
- **Stepping On** 28%
- **Otago Exercise Program** 19%
- **Stay Active and Independent for Life (SAIL)** 13%
- **Healthy Steps for Older Adults** 9%
- **YMCA Moving for Better Balance** 6%
- **Enhance Fitness** 6%
- **Fit & Strong!** 6%
- **Healthy Steps in Motion** 6%

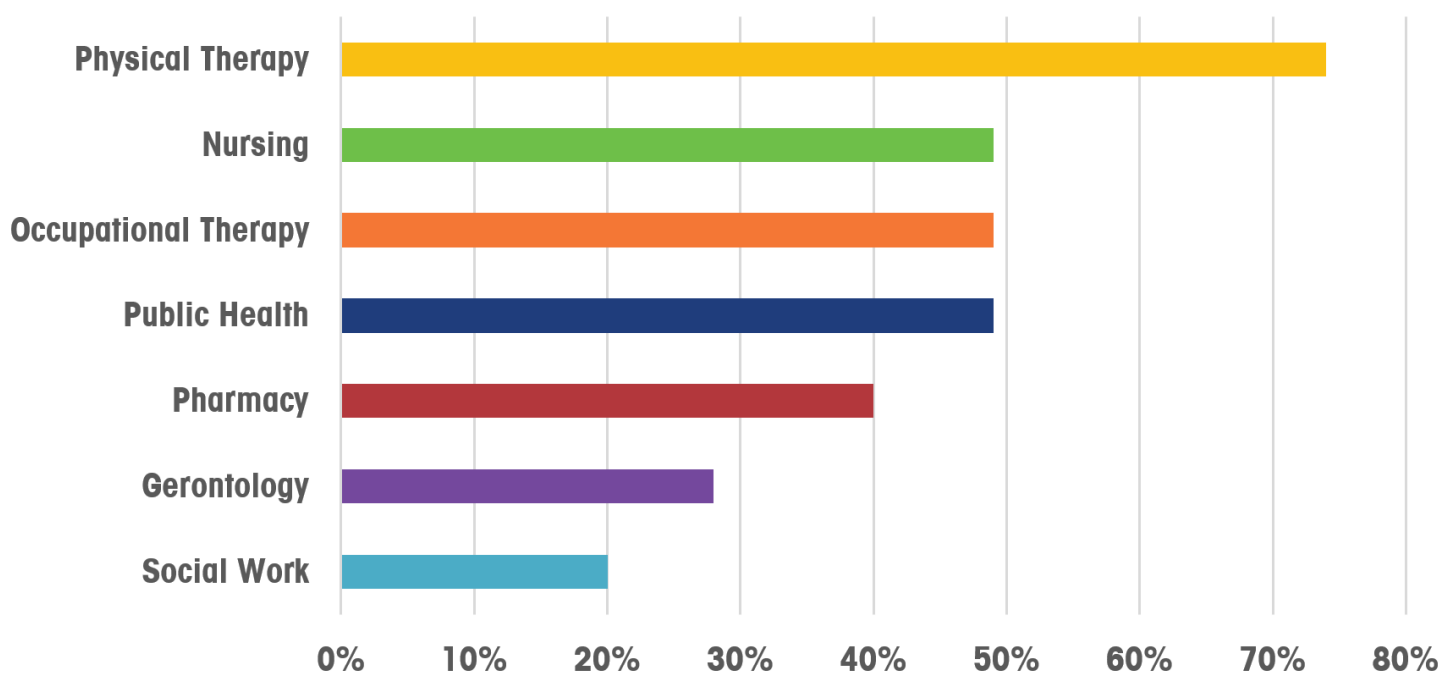
### Engagement of Undergraduate and Graduate Students

The practice of engaging students in FPAD activities offers in-kind support for host organizations and provides hands-on opportunities for students to interact with older adults and learn about falls prevention. Twenty-six states engaged students in FPAD activities. Students from a variety of disciplines assisted with fall risk assessments, educational workshops, and falls prevention or exercise classes. The graph below shows the breadth of student disciplines engaged in FPAD 2018 activities.

States reported examples of student engagement, including:

- The **New Jersey** Division of Aging Services attended the American Physical Therapy Association of NJ’s health fair in Freehold, New Jersey. This was such a successful event because it got Physical Therapist/Physical Therapist Assistant students from several of New Jersey universities involved in raising the awareness of falls prevention. Students from Kean University, Rutgers University, Stockton University, and Union County College served as volunteers.
- The **New Mexico** Adult Falls Prevention Coalition primary FPAD event was a STEADI fall risk screening where they partnered with the local older adult congregate meal sites program. They had 50+ students from physical therapy and occupational therapy and assigned a student navigator during intake so that students could assist the older adult with completing the screening. The older adult, in turn, learned about individualized approaches to fall prevention.
- The **Pennsylvania** Falls Prevention Coalition reported that Thomas Jefferson University Physical Therapy Class of **2019 created a FPAD Flash Mob (YouTube) video.**

*Graph 1: Engagement of Undergraduate and Graduate Students*



## Policy and Advocacy

Twenty-eight states reported policy and advocacy initiatives as part of their FPAD activities. Of those that reported advocacy initiatives, 68% of states obtained a Governor's Proclamation for FPAD, 18% conducted a falls prevention program demonstration or educational session for elected officials, and 14% met with elected officials.

States reported many advocacy activities, including:

- Members of the Alaska Falls Prevention Coalition gave a presentation to the Alaska Commission on Aging Board of Directors.
- The Massachusetts Falls Prevention Coalition encouraged the Massachusetts joint House and Senate to pass a resolution to commemorate FPAD observance and the Falls Coalition's efforts.
- Members of the New Hampshire Falls Task Force discussed falls issues with two legislators during a health fair in Lebanon.
- The Pennsylvania Falls Prevention Coalition worked with the Pennsylvania House of Representatives to pass a Falls Prevention Awareness Day 2018 House Resolution, HR 1054, to educate the public on state and national falls statistics and to promote falls prevention and awareness programs.
- The Northern Virginia Falls Prevention Alliance (NVFPA), in partnership with the Northern Virginia Aging Network, facilitated the Governor's Resolution (SJ 47/HJ 81) to designate the third week of September, in 2018 and in each succeeding year, as Fall Prevention Awareness Week in Virginia. This resolution was presented by state delegates to the NVFPA in an official FPAD event held at Marymount University in Arlington.
- Senior Centers **94%**
- Area Agencies on Aging **92%**
- Hospitals/Trauma Centers **83%**
- Universities **81%**
- State/City Health Departments **72%**
- Senior Housing (e.g., retirement communities, assisted living facilities) **67%**
- Health Care Systems (e.g., Private, FQHC, ACO) **50%**
- Emergency Medical Services/Fire Departments **50%**
- Pharmacies **44%**
- Rehabilitation Centers **31%**

## Partnership Building

State and local partners are an essential component of FPAD initiatives and outreach. Partnerships also contribute to the sustainability of fall prevention coalitions beyond the annual FPAD. All states reported that they partnered with multiple organizations for FPAD. State coalitions reported the following partnerships:

State and local coalitions reported many creative partnerships. Partnership highlights are featured below.

- Adult Day Service and the Fall Prevention Center in **Virginia** held fall risk screenings free of charge using the STEADI Toolkit. Additionally, a senior center partnered with a pharmacy to hold flu clinics and falls prevention activities.
- Tai Chi **Vermont** and the Southwestern Vermont Council on Aging partnered to put on Falls Free Vermont Day in the main park in Rutland, VT on FPAD. Tai Chi Vermont held a live demonstration and mini sessions of Tai Chi. Vermont Orthopedic Clinic did balance assessments. Rutland Regional Ambulance and Rutland City Fire Department discussed home safety and falls. Vermont Sport and Fitness discussed their mid-day workout groups that meet three days a week and address balance and chronic illness. The objective of the day was to get as many community partners together in one place in order to serve older Vermonters.
- The **North Carolina** Falls Prevention Coalition reported that strong partnerships among a variety of organizations contributed to successful events across the state and helped to increase the number of people reached. For example, clinical-community partnerships to hold falls prevention screening and educational events, e.g., YMCA with pharmacy to hold a Moving for Better Balance presentation for schools, families, and staff; AAA with local police for medication drop; and senior center with pharmacy to hold flu clinics.

- The **New Hampshire** Falls Task Force partnered with the Fire Marshal's office to deliver the "Remembering When" fire and fall prevention program at a community diner event. They distributed 9,000 falls prevention placemats printed by the Fire Marshal's office. New London Hospital distributed falls placemats on inpatient trays for one week.
- The **Minnesota** Board on Aging and Area Agencies on Aging staffed a booth at a health fair during the Minnesota State Fair that provided information on falls and fall risk as well as an opportunity to do a Timed Up and Go test.
- The **Illinois** Fall Prevention Coalition convened the first Illinois Symposium on Fall Prevention with the support of co-sponsoring organizations including: CATCH-On at Rush University Medical Center, ENGAGE-IL at UIC, the Illinois Community Health and Aging Collaborative, the Illinois Fall Prevention Clinic at UIUC, and the Illinois Physical Therapy Association.
- **Georgia** Physical Therapy Association and partners conducted nearly 900 falls risk screenings.





# Fall Prevention Coalition and State Activities

The following pages provide highlights of FPAD 2018 activities reported by coalitions and states. These highlights showcase the dedication of those at the state and community levels to raise awareness, educate about fall prevention strategies, and refer older adults to evidence-based programs that reduce falls and fall-related injuries among older adults.







# Alaska

## Observance

The State of Alaska observed 1 day of FPAD 2018 activities, reaching approximately 1665 residents. These activities involved a diverse group of individuals representing Asian, African American, American Indian or Alaska Native, Native Hawaiian or other Pacific Islander, and White populations. Additionally, special populations reached included family caregivers, individuals with disabilities, low-income housing residents, Medicaid recipients, and older adults living in long-term care facilities. These activities were held in conjunction with a local health fair, as well as Go4Life Month.

## Key Successes

A falls prevention presentation at senior centers raised awareness among community and falls prevention partners about the Go4Life program. Additionally, we created a Falls Injury Report that provided information about the state of falls in Alaska. This resource was shared with falls prevention partners.

## Awareness and Education Activities

Awareness and education activities included distribution of a press release, falls prevention presentations for older adults, caregivers, and health and aging network professionals, the distribution of falls prevention information, the participation in health fairs, and conducting a falls risk screening event. Additional awareness was raised using traditional and social media outlets. Public awareness and education activities included the use of social media such as Facebook.

## Fall Prevention Programs/ Workshops

- Go4Life

## Fall Risk Screenings

- STEADI screening or assessment

## Advocacy Activities

Advocacy activities included a Governor's Proclamation and presentation to Alaska's Commission on Aging Board of Directors.



## Coalition Partners

- Area Agencies on Aging (AAA)
- State/local health departments
- Senior centers

*Reported By: Dawn Groth  
Injury Prevention- Falls Prevention  
State of Alaska  
[dawn.groth@alaska.gov](mailto:dawn.groth@alaska.gov)*



# Arizona

## Observance

September was proclaimed as Falls Prevention Awareness Month by Governor Douglas Ducey.

Regional Falls Prevention Coalition Chapters held community-based events and activities according to local profile and needs. The events and activities reached nearly 900 older adults, caregivers, health care providers, and allied health professionals.

## Key Successes

- Obtained a Governor's proclamation for Falls Prevention Awareness Month 2018. County supervisors issued the proclamation.
- Hosted the second annual "Light Up the Night" event in remembrance of all those lost due to fall related injuries.
- Hosted the first annual "Stand Up to Falls Symposium & Community Education Event" accredited with continuing medical education (CME) and continuing education (CE) credits. The event included five breakout sessions and promoted CDC's STEADI falls prevention toolkit to providers and allied health professionals. Over 150 participants attended the event. The keynote session was delivered by Dr. Janice A. Mark, DNP, FNP-BC, a CDC Public Health Fellow. The Symposium included sponsorships and vendor registrations.
- The Arizona Falls Prevention Coalition became a sponsored project of the Technical Assistance Partnership of Arizona (TAP/AZ), which provides the Coalition fiscal management support and build organizational capacity.

## Awareness and Education Activities

More than ten public and professional awareness activities were delivered, including the first annual "Stand Up to Falls Symposium & Community Education Event" accredited with continuing medical education (CME) and continuing education (CE) credits.

## Fall Risk Screenings

- Three community-based sites delivered falls risk screenings as part of Falls Prevention Awareness Day efforts. Partners included Phoenix Veterans Affairs Health Care System, Sun Health, and two regional Arizona Falls Prevention Coalition chapters.



## Advocacy Activities

An educational presentation was delivered to the Governor's Advisory Council on Aging and the bipartisan Senior Caucus. The Chairperson of the Arizona Falls Prevention Coalition's Advocacy and Policy Committee presented to policy makers.

## Coalition Partners

- Governor's Office on Aging
- Arizona Falls Prevention Coalition, Northern Chapter
- Arizona Falls Prevention Coalition, Southern Chapter
- Arizona Falls Prevention Coalition, Western Chapter
- Yavapai Regional Medical Center
- Phoenix Veterans Affairs Health Care System
- Sun Health
- County Public Health Departments
- HonorHealth
- Banner Health
- Arizona Falls Prevention Coalition's 228 Community Organization Members



**STAND UP TO FALLS SYMPOSIUM & COMMUNITY EDUCATION EVENT**  
 FREE TO THE PUBLIC & PROVIDERS

**ARIZONA FALLS PREVENTION COALITION**

**OCTOBER 26, 2018**  
**9AM - 4PM**

**KEYNOTE SPEAKER:**  
**DR. JANICE A. MARK, DNP, FNP-BC**  
 CDC PUBLIC HEALTH FELLOW

**HONORHEALTH JOHN C. LINCOLN - COWDEN CENTER**  
 9202 N. 2ND STREET  
 PHOENIX, AZ 85020

**Vitalyst HEALTH FOUNDATION**  
 LUNCH COMPLIMENTS OF THE VITALYST HEALTH FOUNDATION

**NO COST REGISTRATION**  
 CLICK HERE TO REGISTER ONLINE

**CME/CE CREDITS PENDING...**

EVENT SPONSORED BY:  
 Vitalyst HEALTH FOUNDATION

PARADISE VALLEY FOOT & ANKLE | Silver&Fit

SilverSolutions | Blue Cross BlueShield of Arizona | Advantage | FSL | Griswold | IMPACT | Brain Injury | Summit University

VENDOR TABLES & SPONSORSHIPS ARE STILL AVAILABLE - CLICK HERE FOR MORE INFO

## Student Involvement

- Arizona State University doctoral and graduate nursing students
- Arizona State University biomedical engineering students
- University of Arizona College of Nursing students
- A.T. Still University Health Sciences physical and occupational therapy students

## Sponsorship

- Banner Physical Therapy
- HonorHealth
- Vitalyst Health Foundation

*Reported By: Dr. Babak M. Nayeri, Director, Healthy Aging program Arizona Department of Health Services Healthy Aging Program Immediate Past Chair and Chair Emeritus, Arizona Falls Prevention Coalition Arizona Falls Prevention Coalition*  
**B.Michael.Nayeri@azdhs.gov**

Learn more about what you can do to prevent falls across Arizona: [www.azstopfalls.org](http://www.azstopfalls.org).



*Light up the Night*

Please join us in educating others how to prevent deaths due to falls in Arizona!

**Banner Physical Therapy**  
 In partnership with Select Medical

**September 20, 2018**  
 5:30-8:00pm

Mesa Sheraton at Wrigleyville West  
 860 North Riverview Mesa, AZ 85201

**ARIZONA FALLS PREVENTION COALITION**

Light hor d'oeuvres and refreshments will be served.

In remembrance of all those lost due to fall related injuries



# Arkansas

## Observance

The Arkansas Falls Prevention Coalition observed 1 day of FPAD 2018 activities, reaching approximately 600 residents. These activities involved a diverse group of individuals representing Asian, Hispanic, African American, American Indian and Alaska Native, Native Hawaiian or other Pacific Islander, and White populations. Additionally, special populations reached included family caregivers, individuals with disabilities, Medicaid recipients, older adults with cognitive impairment, dementia, or Alzheimer's Disease, and veterans. These activities were held in conjunction with a local health fair, as well as an annual community event.

## Awareness and Education Activities

Awareness and education activities included falls prevention presentations for older adults, caregivers, and health and aging network professionals, the distribution of falls prevention information, and the participation in health fairs.

## Advocacy Activities

Advocacy activities included conducting an educational session for elected officials.

## Coalition Partners

- Area Agencies on Aging (AAA)
- State/local health departments
- EMS and/or fire departments
- Hospitals/Trauma centers
- Universities or colleges
- Health care systems

*Reported By: Kelly Urban  
Education, Outreach, and Injury Prevention Coordinator;  
Chair of AR Falls Prevention Coalition  
UAMS Medical Center  
[klurban@uams.edu](mailto:klurban@uams.edu)*



# California

## Observance

Stop Falls California observed a full month of FPAD 2018 activities, reaching approximately 4,130 residents. These activities involved a diverse group of individuals representing Asian, Hispanic, African American, American Indian or Alaska Native, Native Hawaiian or other Pacific Islander, and White populations. Additionally, special populations reached included individuals who are homeless, individuals with disabilities, LGBTQ+ individuals, and low-income housing residents. Some activities were held in conjunction with a flu vaccination event.

## Key Successes

Ventura County – video and audio live feed of fall prevention forum presentations simultaneously broadcast at alternate county site. They also reached out to the DEAF community. Lastly, they had participants engage in a staff-guided evaluation. Their results indicated they “will be able to apply what I learned today.” One hundred percent of participants agreed with that statement. Additionally, social media outreach increased 236% in San Mateo County as compared to FPAD 2017.

USC hosted an aging in place Summit - Transforming Homes and Communities for Healthy Aging: Innovations and Visions for the Future on Oct. 5. It included fall prevention and home modification as well as service delivery. There were over 270 attendees.

[www.gero.usc.edu/mksummit/](http://www.gero.usc.edu/mksummit/)

## Awareness and Education Activities

Awareness and education activities included falls prevention presentations for aging network professionals, the distribution of falls prevention information, the participation in health fairs, and conducting falls risk screening events. Additional awareness was raised using traditional and social media outlets. Public awareness and education activities included a radio PSA, an article in LiveWell Magazine, and two websites (vcaa.org and vcstar.com), as well as the use of various social media outlets such as Facebook and Twitter.

## Fall Prevention Programs/ Workshops

- A Matter of Balance

- Stepping On
- Tai Ji Quan: Moving for Better Balance
- STEADI
- Walk with Ease

## Fall Risk Screenings

- Balance screening
- Vision screening
- STEADI screening or assessment
- Gait assessment

## Advocacy Activities

Advocacy activities included a local proclamation and meeting with elected officials.

## Coalition Partners

- Area Agencies on Aging (AAA)
- State/local health departments
- EMS and/or fire departments
- Senior centers
- Hospitals/Trauma centers
- Pharmacies
- Senior housing (retirement communities, assisted living facilities, Villages, etc.)
- Universities or colleges
- Tribal entities
- Health care systems (Private, FQHCs, ACO, Physician Group Practice, etc.)

## Student Involvement

Students from multiple disciplines were involved in falls risk screenings, blood pressure screenings, educational workshops, and research and development of materials. Disciplines represented included:

- Physical Therapy
- Nursing
- Psychology

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Manager, Injury Prevention  
Stanford Health Care - Trauma  
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Learn more about what you can do to prevent falls across California: [www.stopfallscalifornia.org](http://www.stopfallscalifornia.org).

# Colorado



## Observance

The Colorado Older Adult Falls Prevention Coalition observed a full week of FPAD 2018 activities, reaching approximately 216,500 residents. These activities involved a diverse group of individuals representing Asian, Hispanic, African American, American Indian or Alaska Native, Native Hawaiian or other Pacific Islander, and White populations. Additionally, special populations reached included family caregivers, individuals with disabilities, individuals with mental health disorders, LGTBQ+ individuals, low-income housing residents, Medicaid recipients, older adults with cognitive impairment, dementia, or Alzheimer's Disease, rural populations, veterans, and older adults living in long-term care facilities.

## Key Successes

Clinic visits with members helped directly educate members on the risks of falling and preventative measures to avoid falls in the home. Many people told us they would never have signed for a class because they were not sure what the classes entailed but now they feel empowered to register for a class. Additionally, an interactive exhibit that we developed got people talking and thinking about ways they can prevent a fall. Lastly, we hosted a walk with seniors to discuss the importance of fall prevention and to talk about alternatives when out walking in the community.

## Awareness and Education Activities

Awareness and education activities included the distribution of a press release, falls prevention presentations for older adults, caregivers, and health and aging network professionals, the distribution of falls prevention information, the participation in health fairs, and conducting fall risk screening events. Additional awareness was raised using traditional and social media outlets. Public awareness and education activities included an article, an event promotion page in *Beyond 60 Active Living* ([Greeley Tribune](#)), as well as the use of various social media outlets such as Facebook and Twitter.

## Fall Prevention Programs/ Workshops

- A Matter of Balance
- Stepping On
- Tai Ji Quan: Moving for Better Balance
- Tai Chi for Arthritis
- YMCA Moving for Better Balance
- N'Balance
- Silver & Fit
- Silver Sneakers
- Yoga



## Fall Risk Screenings

- Balance screening
- Home safety checks
- Vision screening
- Hearing screening
- Medication reviews/screening
- Blood pressure checks and/or orthostatic pressure checks
- Multifactorial screening (multiple risk factors screened)
- Strength testing
- Assistive device review

## Coalition Partners

- Area Agencies on Aging (AAA)
- State/local health departments
- EMS and/or fire departments
- Senior centers
- Hospitals/Trauma centers
- Senior housing
- Universities or colleges
- Rehabilitation centers
- Health care systems
- Faith based

## Student Involvement

Students from multiple disciplines led a falls prevention program class or exercise. Disciplines represented included:

- Nursing
- Public Health
- Gerontology

*Reported By: Kate Jankovsky  
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Learn more about what you can do to prevent falls across Colorado:  
[www.colorado.gov/pacific/cdphe/fallsprevention](http://www.colorado.gov/pacific/cdphe/fallsprevention).



# District of Columbia



## Observance

The DC Falls Free Coalition observed 1 day of FPAD 2018 activities, reaching approximately 2,500 residents. These activities involved a diverse group of individuals representing Asian, Hispanic, African American, American Indian or Alaska Native, Native Hawaiian or other Pacific Islander, and White populations. Additionally, special populations reached included family caregivers, individuals who are homeless, LGBTQ+ individuals, low-income housing residents, Medicaid recipients, older adults with cognitive impairment, dementia, or Alzheimer's Disease, and veterans.

## Awareness and Education Activities

Awareness and education activities included falls prevention presentations for older adults and caregivers, the distribution of falls prevention information, and conducting risk screening events. Additional awareness was raised using traditional and social media outlets. Public awareness and education activities included an announcement in the Beacon, as well as the use of various social media outlets such as Facebook.

## Fall Risk Screenings

- Balance screening
- Vision screening
- Medication reviews/screening
- Strength testing

## Coalition Partners

- Area Agencies on Aging (AAA)
- Senior centers
- Hospitals/Trauma centers
- Senior housing
- Universities or colleges

## Student Involvement

Students from multiple disciplines were involved in falls risk screenings and educational workshops. Disciplines represented included:

- Physical Therapy
- Occupational Therapy
- Pharmacy
- Nursing
- Optometry/Ophthalmology

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# Delaware

## Observance

The Delaware Injury Prevention Coalition observed 12 days of FPAD 2018 activities, reaching approximately 10,500 residents. These activities involved a diverse group of individuals representing Asian, Hispanic, African American, and White populations. Additionally, special populations reached included family caregivers and individuals with disabilities.

## Key Successes

A Tai Chi demonstration at the senior center provided education about the importance of Tai Chi in fall prevention and made participants aware of the classes offered at their senior center.

## Awareness and Education Activities

Awareness and education activities included the distribution of a press release, falls prevention presentations for older adults and caregivers, the distribution of falls prevention information, and the participation in health fairs.

## Fall Prevention Programs/ Workshops

- A Matter of Balance
- Tai Chi

## Advocacy Activities

Advocacy activities included a Governor's Proclamation.

## Coalition Partners

- Senior centers
- Hospitals/Trauma centers
- Delaware's Division of Services for Aging and Adults with Physical Disabilities
- The University of Delaware
- Easterseals
- Volunteer 50 Plus
- Private Individuals



## Student Involvement

Students from multiple disciplines were involved in educational workshops and leading a falls prevention program class or exercise. Disciplines represented included:

- Physical Therapy
- Nursing

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Learn more about what you can do to prevent falls across Delaware:  
[www.dhss.delaware.gov/dph/ems/ipresources.html](http://www.dhss.delaware.gov/dph/ems/ipresources.html).



# Florida

## Observance

The Florida Falls Prevention Coalition observed a full month of Falls Prevention Awareness Day (FPAD) 2018 activities, reaching approximately 154,000 residents. These activities involved a diverse group of individuals representing Asian, Hispanic, African American, and White populations. Additionally, special populations reached included family caregivers, individuals with disabilities, LGBTQ+ individuals, low-income housing residents, Medicaid recipients, rural populations, veterans, and older adults with cognitive impairment, dementia, or Alzheimer's Disease. Activities were held in conjunction with a flu vaccination event, local health fairs, as well as various annual community events.

## Key Successes

Area Agencies on Aging (AAAs), local services providers, and community partners hosted various activities and events, including medical screenings; balance testing; blood pressure testing; lectures on how medication affects falls; fall prevention presentations; Matter of Balance classes; Tai Chi demonstrations; a play in St Petersburg, entitled Defying Gravity; a Fall Prevention Awareness Day Expo with a guest speaker, and a fall prevention screening event conducted by University of St. Augustine students. Additionally, AAAs and community partners utilized social media and newspaper op-eds to distribute fall prevention and awareness information.

## Awareness and Education Activities

Awareness and education activities included distribution of falls prevention awareness day press releases; distribution of falls prevention information at health fairs; conducting falls risk screening events at area senior centers; and sending flyers to service providers, community partners, and individuals in communities for wider distribution.

## Fall Prevention Programs/Workshops

- A Matter of Balance
- Tai Ji Quan: Moving for Better Balance
- Tai Chi for Arthritis
- Arthritis Foundation Exercise Program

## Fall Risk Screenings

- Balance screening
- Home safety checks
- Vision screening

- Hearing screening
- Blood pressure checks and/or orthostatic pressure checks
- Timed Up and Go (TUG)
- Falls risk checklist
- Multifactorial assessment
- STEADI
- Strength testing

## Advocacy Activities

Advocacy activities included distribution of a Governor's Proclamation and local proclamations and providing educational sessions for elected officials about evidence-based fall prevention programs.

## Coalition Partners

- Area Agencies on Aging (AAA)
- State/local health departments
- EMS and/or fire departments
- Senior centers
- Hospitals/Trauma centers
- Pharmacies
- Senior housing
- Universities or colleges
- Rehabilitation centers
- Health care systems

## Student Involvement

Students from multiple disciplines were involved in falls risk screening, education workshops, and leading falls prevention program class. Disciplines represented included:

- Physical Therapy
- Occupational Therapy
- Pharmacy
- Public Health

*Reported By: Mary Hodges  
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Learn more about what you can do to prevent falls across Florida:

[www.floridahealth.gov/programs-and-services/prevention/older-adult-falls-prevention/index.html](http://www.floridahealth.gov/programs-and-services/prevention/older-adult-falls-prevention/index.html).





# Georgia

## Observance

The Georgia Fall Prevention Coalition observed 20 days of FPAD 2018 activities, reaching approximately 3,500 residents. These activities involved a diverse group of individuals representing Asian, Hispanic, African American, American Indian or Alaska Native, Native Hawaiian or other Pacific Islander, and White populations. Additionally, special populations reached included family caregivers, individuals with disabilities, low-income housing residents, Medicaid recipients, older adults with cognitive impairment, dementia, or Alzheimer's Disease, rural populations, and veterans.

## Key Successes

Georgia Physical therapy association and partners conducted nearly 900 falls risk screenings in honor of a GSU researcher's father who passed from a fall.

## Awareness and Education Activities

Awareness and education activities included falls prevention presentations for older adults, caregivers, and health and aging network professionals, the distribution of falls prevention information, the participation in health fairs, and conducting falls risk screening events. Additional awareness was raised using traditional and social media outlets. Public awareness and education activities included the use of various social media outlets such as Facebook and Twitter.

## Fall Prevention Programs/ Workshops

- Matter of Balance
- Otago Exercise Program
- STEADI
- Tai Chi for Arthritis

## Fall Risk Screenings

- Balance screening
- Home safety checks
- Medication reviews/screening
- Blood pressure checks and or orthostatic pressure checks
- STEADI
- Osteoporosis/Bone density screening
- Strength testing
- Assistive device review

## Advocacy Activities

Georgia had a Governor's Proclamation for Falls Prevention Awareness Week.

## Coalition Partners

- Area Agencies on Aging (AAA)
- State/local health departments
- Senior centers
- Hospitals/Trauma centers
- Pharmacies
- Senior housing
- Universities or colleges
- Health care systems

## Student Involvement

Students from multiple disciplines were involved in falls risk screenings and educational workshops. Disciplines represented included:

- Physical Therapy
- Occupational Therapy
- Pharmacy
- Nursing
- Public Health
- Gerontology
- Social work
- Optometry/Ophthalmology
- Music Therapy

*Reported By: Elizabeth Head  
Deputy Director, Injury Prevention/MPH  
Georgia Department of Public Health  
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# Hawaii



## Observance

The Hawaii State Fall Prevention Consortium observed more than 2 months of FPAD 2018 activities, directly reaching approximately 15,900 residents. These activities involved a diverse group of individuals representing Asian, Hispanic, African American, Native Hawaiian or other Pacific Islander, and White populations. Additionally, special populations reached included family caregivers, individuals with disabilities, low-income housing residents, Medicaid recipients, older adults with cognitive impairment, dementia, or Alzheimer's Disease, older adults living in long-term care facilities, rural populations, and veterans. These activities were held in conjunction with a local health fair, as well as the annual fall prevention campaign.

## Key Successes

Sixty pharmacies covered medication reviews. Additionally, PSA's and media exposure increased state-wide attention to the importance of falls prevention.

## Awareness and Education Activities

Awareness and education activities included the distribution of a press release, falls prevention

presentations for older adults, caregivers, and health and aging network professionals, the distribution of falls prevention information, and the participation in health fairs. Additional awareness was raised using traditional and social media outlets. Public awareness and education activities included over 300 showings of 3 PSAs on 4 networks, 12 showings of a 15-minute educational piece on OLELO, and 3 morning talk show segments.

## Fall Prevention Programs/ Workshops

- A Matter of Balance
- Tai Chi for Arthritis

## Fall Risk Screenings

- Balance screening
- Medication reviews/screening
- Home safety checks
- STEADI screening or assessment
- Vision screening

## Advocacy Activities

Advocacy activities included local proclamations and meeting with elected officials.

## Coalition Partners

- Area Agencies on Aging (AAA)
- State/local health departments
- EMS and/or local fire departments
- Senior centers
- Hospitals/Trauma centers
- Pharmacies
- Senior housing
- Universities or colleges
- Veterans Administration

## Student Involvement

Students from multiple disciplines were involved in falls risk, balance, and medication screenings. Disciplines represented included:

- Pharmacy
- Nursing
- Public Health

*Reported By: Stan Michaels*  
*Fall Prevention Coordinator*  
*Hawaii Department of Health, Emergency Medical*  
*Services, Injury Prevention System Branch*  
**[stanley.michaels@doh.hawaii.gov](mailto:stanley.michaels@doh.hawaii.gov)**





# Illinois

## Observance

The Illinois Fall Prevention Coalition observed FPAD 2018 with series of events occurring over a month-long period and reached approximately 2,800 residents. The events involved a diverse group of individuals representing Asian, Hispanic, African American, Native Hawaiian or other Pacific Islander, and White populations. Additionally, special populations reached included family caregivers, individuals with disabilities, individuals living with mental health disorders, the LGBTQ+ community, and people residing in low-income housing. Many of the FPAD activities in Illinois were held in conjunction with local health fairs or Senior Center Month.

## Key Successes

Palos Health undertook a variety of FPAD activities, ranging from a fall risk screening to presentations on *Matter of Balance* that highlighted strategies to address behavioral fall risk factors. The success of the Palos Health-based events was supported by Involving the behavioral health department, as well as many members of the health care team, including but not limited to occupational therapists, pharmacists, physical therapists, and social workers. Each year, the fall risk screening at Palos Health is refined. In 2018, the arrangement of stations was changed to allow more space for balance and orthostatic blood pressure screenings. Physical Therapy and Balance Center in Naperville used Facebook and e-mail blasts to spread the word about their Open House, and offered free fall risk assessments. Presentations to local churches and the Naperville Park District were informed by the CDC's STEADI Tool Kit, and encouraged people aged > 65 to participate in the fall risk assessments. Once again, Michael Koronkowski of the University of Illinois at Chicago (UIC) led efforts to provide free fall risk screenings at several City of Chicago Senior Centers. These screenings, which were offered in four languages, also utilized STEADI resources, involved medication screenings, and included referral to *Matter of Balance* when indicated. The 1:1 interactions with seniors and involvement of pharmacists and UIC pharmacy students made it possible to identify specific medication-related fall risks operating for an individual. The 1:1 interactions also helped Dr. Koronkowski and his team raise awareness about the importance of regularly scheduled medication reviews by physicians, pharmacist or other qualified healthcare providers.

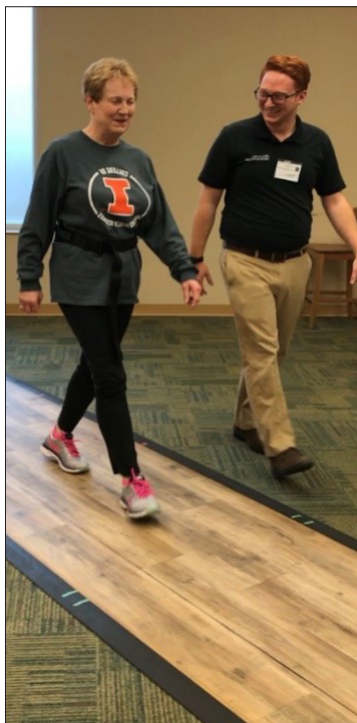
One of the major 2018 FPAD events occurring in Illinois was the first *Illinois Symposium on Fall Prevention*. Efforts to plan and deliver the symposium were led by Michael O'Donnell, Project Manager for A Matter of Balance, under an ACL grant with Rush University Medical Center, and Executive Director of the Illinois Community Health and Aging Collaborative. In her role as Director of the Illinois Fall Prevention Coalition and Co-Investigator UIC's HRSA-funded Geriatric Workforce Enhancement Program (GWEP), ENGAGE-IL, Liz Peterson hosted the event at UIC, and worked with Mike O'Donnell to involve fall prevention leaders across the state. Much as fall prevention is an interprofessional, collaborative effort, the Symposium was a collective effort involving 6 different agencies/organizations. For example, RUSH provided CEUs at no charge to participants through their ACL grant for falls prevention, and the Illinois Physical Therapy Association promoted the symposium on their website and provided on-line registration. The symposium was purposefully designed to inform health care and aging network professionals about Illinois-specific fall-related epidemiology and evidence-based fall prevention initiatives. Post-event feedback from 86 attendees was very positive and highlighted the range of topics covered by the oral and poster presentations, as well as the value of the networking opportunity.

## Awareness and Education Activities

Awareness and education activities in Illinois included press releases; social media (e.g., Facebook and Twitter); website posts; newspapers; media advisories; falls prevention presentations targeting older adults, caregivers, and health and aging network professionals; and health fair-based 1:1 interactions. Importantly, Illinois Representative Anna Moeller, Chair of the Aging Committee, sponsored a House Joint Resolution celebrating September 22, 2018 as Falls Prevention Awareness Day in Illinois. The proclamation was widely disseminated and is an important mechanism to increase awareness of the importance of fall prevention in Illinois.

## Fall Prevention Programs/ Workshops

- A Matter of Balance
- STEADI
- Fit & Strong!



## Fall Risk Screenings

- Balance screening
- Home safety checks
- Medication reviews/screening
- Blood pressure checks and/or orthostatic pressure checks
- Multifactorial screening (multiple risk factors screened)
- STEADI
- Podiatric/foot-related screening
- Strength testing
- Assistive device review

## Advocacy Activities

Advocacy activities included the Illinois House Joint Resolution 129.

## Coalition Partners

- Area Agencies on Aging (AAA)
- State/local health departments
- Senior centers
- Hospitals/Trauma centers
- Pharmacies
- Senior housing
- Universities or colleges
- Health care systems

## Student Involvement

Students from multiple disciplines were involved in falls risk screenings and educational works. Students also participated in poster sessions at the *Illinois Symposium on Falls Prevention*. Disciplines represented across IL-based FPAD events included:

- Nursing
- Occupational Therapy
- Pharmacy
- Physical Therapy
- Public Health
- Social Work

*Reported By: Elizabeth Peterson, PhD, PTR/L, FAOTA Clinical Professor, Director of Professional Education University of Illinois Chicago, Department of Occupational Therapy*  
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Learn more about what you can do to prevent falls across Illinois: [www.whitecranewellness.org](http://www.whitecranewellness.org).

# Indiana

## Observance

The Indiana Fall Prevention Coalition observed a full week of FPAD 2018 activities, reaching approximately 2,800 residents. These activities involved a diverse group of individuals representing Hispanic, African American, and White populations. Additionally, special populations reached included family caregivers, individuals with disabilities, low-income housing residents, Medicaid recipients, and older adults with cognitive impairment, dementia, or Alzheimer's Disease. These activities were held in conjunction with an annual community event.

## Key Successes

We hosted a Safe at Home Event. The event provided home modifications to 20 families to install lighting, grab bars, banisters, hand rails, remove clutter and clear overgrowth outside. Over 170 volunteers participated to make homes safer and reduce falls for low income seniors in the community. Additionally, one of our amazing Area Agencies on Aging and INFPC member SWIRCA provided physical therapists to conduct fall risk screenings and in home fall prevention assessments this year.

## Awareness and Education Activities

Awareness and education activities included the distribution of a press release, the distribution of falls prevention information, the participation in health fairs, and conducting falls risk screening events. Additional awareness was raised using traditional and social media outlets. Public awareness and education activities included traditional media, as well as the use of various social media outlets such as Facebook and Twitter.

## Fall Prevention Programs/ Workshops

- A Matter of Balance
- STEADI

## Fall Risk Screenings

- Balance screening
- Home safety checks
- STEADI screening or assessment

## Advocacy Activities

Advocacy activities included a Governor's Proclamation and local proclamations.

## Coalition Partners

- Area Agencies on Aging (AAA)
- Senior centers
- Universities or colleges
- Rehabilitation centers

## Student Involvement

Students from multiple disciplines were involved in falls risk screenings, educational workshops, and leading a fall prevention program class. Disciplines represented included:

- Physical Therapy
- Occupational Therapy
- Gerontology

*Reported By: Dan Amonett*  
*Safe at Home Director*  
*CICOA Aging & In-Home Solutions*  
[damonett@cicoa.org](mailto:damonett@cicoa.org)

Learn more about what you can do to prevent falls across Indiana: [www.infallprevention.org](http://www.infallprevention.org).



# Iowa



## Observance

The Iowa Falls Prevention Coalition observed a full month of FPAD 2018 activities, reaching approximately 60,700 residents. These activities involved a diverse group of individuals representing Asian, Hispanic, African American, American Indian or Alaska Native, Native Hawaiian or other Pacific Islander, and White populations. Additionally, special populations reached included family caregivers, individuals with disabilities, individuals with mental health disorders, low-income housing residents, Medicaid recipients, older adults with cognitive impairment, dementia, or Alzheimer's Disease, rural populations, veterans, and older adults living in long-term care facilities. These activities were held in conjunction with a local health fair, resource fair, annual community event, flu vaccination event, as well as National Physical Therapy Month and Malnutrition Awareness Week.

## Key Successes

The inclusion of information about falls prevention classes increased registration and participation in those evidence based workshops. Additionally, intentionally reaching out to new individuals/organizations for participation in FPAD activities had increased community awareness and resulted in new partnerships.

## Awareness and Education Activities

Awareness and education activities included distribution of a press release, falls prevention presentations for older adults, caregivers, and health and aging network professionals, the distribution of falls prevention information, the participation in health fairs, and conducting falls risk screening events. Additional awareness was raised using traditional and social media outlets. Public awareness and education activities included 3 TV interviews prior to the event, 1 TV interview during the event, a PSA, radio, newspaper, mass mail, as well as the use of various social media outlets including a social media live event.

## Fall Prevention Programs/Workshops

- A Matter of Balance
- STEADI
- Tai Chi for Arthritis
- Walk with Ease

## Fall Risk Screenings

- Balance screening
- Medication reviews/screening
- Blood pressure checks and/or orthostatic pressure checks

- STEADI
- Osteoporosis/Bone density screening
- Strength testing
- Assistive device review
- Hepatitis C screening

## Advocacy Activities

Advocacy activities included a Governor’s Proclamation, local proclamation, and meeting with elected officials.

## Coalition Partners

- Area Agencies on Aging (AAA)
- State/local health departments
- Senior centers
- Hospitals/Trauma centers
- Pharmacies
- Senior housing
- Universities or colleges
- Rehabilitation centers
- Health care systems
- Disability service organizations
- Community health partners
- a local shoe store specializing in athletic footwear
- an insurance company

## Student Involvement

Students from multiple disciplines were involved in falls risk screenings, orthostatic blood pressure screenings, educational workshops, leading a falls prevention program class, and webinar event. Disciplines represented included:

- Physical Therapy
- Pharmacy
- Nursing
- Public Health
- Gerontology
- Social Work
- Medicine

*Reported By: Maggie Ferguson  
Falls Prevention Project Director  
Iowa Department of Public Health  
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Learn more about what you can do to prevent falls across Iowa: [www.idph.iowa.gov/falls-prevention](http://www.idph.iowa.gov/falls-prevention).



# Kentucky



## Observance

The Kentucky Safe Aging Coalition (KSAC) observed a full month of FPAD 2018 activities, reaching approximately 12,400 residents. These activities involved a diverse group of individuals representing Asian, Hispanic, African American, and White populations. Additionally, special populations reached included rural populations.

## Key Successes

KSAC hosted the 2018 Falls Summit which is an annual daylong event where professionals from across Kentucky gather to learn more about fall prevention in the elderly. 2018 topics included Geriatric Trauma, Geriatric Syndrome, Medication Assessments and Falls, and Community Health Workers and Fall Prevention, and a panel discussion on Implementing Community Fall prevention Awareness Programs. Additionally, at fall prevention awareness presentations, KSAC representatives have had success using a visual mentioned in the NCOA FPAD webinar where you stack blocks that represent the modifiable and non-modifiable fall risk factors until they fall. This effectively demonstrates the need to address the risk factors that an individual can modify to prevent a fall. It is an easy yet attention getting tool to use.

## Awareness and Education Activities

Awareness and education activities included falls prevention presentations for older adults, caregivers, and health and aging network professionals, the distribution of falls prevention information, the participation in health fairs, and conducting falls risk screening events. Additional awareness was raised using traditional and social media outlets. Public awareness and education activities included Coalition members participation in a local radio talk show and

discussing Fall Prevention Awareness Day, as well as the use of various social media outlets such as Facebook and Twitter.

## Fall Prevention Programs/ Workshops

- STEADI
- Tai Chi for Arthritis
- Yoga

## Fall Risk Screenings

- Balance screening
- Home safety checks
- Medication reviews/screening
- Blood pressure checks and/or orthostatic pressure checks
- STEADI
- Podiatric/foot-related screening
- Osteoporosis/Bone density screening

## Advocacy Activities

Advocacy activities included a Governor's Proclamation. More specifically, a FPAD Proclamation was proclaimed by Governor Bevin and made available to Coalition members in early August so that it could be utilized at FPAD events throughout Kentucky.

## Fall Risk Screenings

- Area Agencies on Aging (AAA)
- State/local health departments
- Senior centers
- Pharmacies
- Universities or colleges (including University of Kentucky Cooperative Extension Services)

*Reported By: Jeanne Harris*  
*Kentucky Safe Aging Coalition (KSAC) Coordinator*  
 KSAC

[jeanne.harris@uky.edu](mailto:jeanne.harris@uky.edu)

Learn more about what you can do to prevent falls across Kentucky: [www.nofalls.org](http://www.nofalls.org) and [www.facebook.com/KentuckySafeAgingCoalition](https://www.facebook.com/KentuckySafeAgingCoalition).



# Maine



## Observance

The Maine Falls Prevention Coalition observed 46 days of FPAD 2018 activities, reaching approximately 23,500 residents. These activities involved special populations reached including family caregivers, individuals with disabilities, homebound older adults, and rural populations. These activities were held in conjunction with a local health fair, and leveraging the Meals on Wheels programs across the state for resource dissemination.

## Key Successes

Our presence on the radio was very important to engaging many people in the conversation about falls prevention.

## Awareness and Education Activities

Awareness and education activities included falls prevention presentations for older adults and caregivers, the distribution of falls prevention information, the participation in health fairs, conducting falls risk screening events. Additional awareness was raised using traditional and social media outlets. Public awareness and education activities included participating in Maine Calling public radio call-in show, as well as the use of various social media outlets such as Facebook.

## Fall Prevention Programs/ Workshops

- A Matter of Balance
- Tai Chi for Arthritis

## Fall Risk Screenings

- Balance screening
- Medication reviews/screening
- STEADI

## Advocacy Activities

Advocacy activities included distribution of information/awareness packets to 100 elected officials.

## Coalition Partners

- Area Agencies on Aging (AAA)
- Senior centers
- Hospitals/Trauma centers
- Universities or colleges
- Health care systems
- Physical therapy practices
- Libraries

## Student Involvement

Students from multiple disciplines were involved in falls risk screenings and leading a falls prevention program class. Disciplines represented included:

- Physical Therapy
- Occupational Therapy
- Pharmacy

*Reported By: Anna Guest  
Falls Prevention Project Director  
Southern Maine Agency on Aging  
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Learn more about what you can do to prevent falls across Maine: [www.knowfallsforme.org](http://www.knowfallsforme.org)

# Maryland

## Observance

The Maryland Falls Free Coalition observed 1 day of FPAD 2018 activities, reaching approximately 3,000 residents. These activities involved a diverse group of individuals representing Asian, Hispanic, African American, American Indian or Alaska Native, Native Hawaiian or other Pacific Islander, and White populations. Additionally, special populations reached included family caregivers, individuals with disabilities, older adults with cognitive impairment, dementia, or Alzheimer's Disease, and rural populations. These activities were held in conjunction with Falls Prevention Awareness Week.

## Key Successes

A yoga demonstration in the courtyard highlighted the importance of core strength in falls prevention. A Stepping On reunion allowed for evaluation of ongoing impact of falls prevention programs. A falls prevention awareness day event/health fair held at BCDA's annual Run/Walk event on September 16, 2018, raised awareness and highlighted the importance of falls prevention to caregivers, seniors, the public at large and county representatives through screenings and educational materials. Spin the wheel trivia game with falls prevention held in the lobby of the Maryland Department of Health with fun prizes such as fruit and other falls prevention giveaways attracted participants.

Additionally, a Jeopardy game provided fun competition among participants and attracted participants. Falls prevention awareness day hosted at the Y allowed multiple disciplines/organizations to provide education and risk assessment to communities.

## Awareness and Education Activities

Awareness and education activities included falls prevention presentations for older adults and caregivers, the distribution of falls prevention information, the participation in health fairs, conducting fall risk screening events. Additional awareness was raised using social media outlets such as posting photos of FPAW/FPAD event (fair) on Twitter and the University of Maryland Medical Center Shock Trauma Prevention Matters creating the hashtag FallsFreeSTC2018.

## Fall Prevention Programs/Workshops

- Stepping On
- Tai Ji Quan: Moving for Better Balance

## Fall Risk Screenings

- Balance screening
- Home safety checks
- Medication reviews/screening
- Blood pressure checks and/or orthostatic pressure checks
- STEADI
- Osteoporosis/Bone density screening

## Advocacy Activities

Advocacy activities included a Governor's Proclamation.

## Coalition Partners

- Area Agencies on Aging (AAA)
- State/local health departments
- EMS and/or fire departments
- Senior centers
- Hospitals/Trauma centers
- Senior housing
- Universities or colleges

## Student Involvement

Students from multiple disciplines were involved in falls risk screenings, educational workshops, leading falls prevention program classes, and research and development of materials. Disciplines represented included:

- Physical Therapy
- Occupational Therapy
- Pharmacy
- Nursing
- Public Health
- Gerontology

*Reported By: Chiso Ori Oboite  
Injury Prevention Specialist | Coordinator, Maryland Falls Free Coalition  
Maryland Department of Health  
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Learn more about what you can do to prevent falls across Maryland: [www.ncoa.org/resources/maryland-fall-prevention-coalition](http://www.ncoa.org/resources/maryland-fall-prevention-coalition)

# Massachusetts

## Observance

The Massachusetts Falls Prevention Coalition's primary FPAD event occurred at the MA State House on 9/17/18. The event included a morning speaking program, falls prevention resource fair, scavenger hunt, and raffle. Across the state, FPAD activities were observed during the entire month of September. Combined efforts reached approximately 8,500 residents. These activities involved a diverse group of individuals representing Asian, Hispanic, African American, and White populations. Additionally, special populations reached included family caregivers, individuals with disabilities, low-income housing residents, rural populations, older adults with cognitive impairment, and older adults living in long-term care/assisted living facilities.

## Key Successes

At the State House event on 9/17, a SAIL exercise program demonstration led by two Coalition members and another volunteer engaged and encouraged participation from an audience composed of older adults, legislators/state agency officials, and Coalition members.

In addition to giving out yellow FPAD ribbons for all attendees to wear at the State House event, this year participating Coalition members were asked to come to the event wearing something yellow. This promoted further unity and the focus of the day, which a majority of members did.

## Awareness and Education Activities

Awareness and education activities included falls prevention presentations for older adults, caregivers, and health and aging network professionals, the distribution of falls prevention information, the participation in health fairs, and conducting falls risk screening events. Additional awareness was raised using social media outlets.

## Fall Prevention Programs/Workshops

- A Matter of Balance
- Tai Ji Quan: Moving for Better Balance
- SAIL
- STEADI

The **Massachusetts Falls Prevention Coalition**  
with co-sponsors the  
American Physical Therapy Association of MA and Benchmark Senior Living  
welcome you to join us for our  
**12<sup>th</sup> Annual Falls Prevention Awareness Day Event**

Monday, September 17, 2018 at 10:00 AM  
Grand Staircase and Great Hall  
Massachusetts State House, Boston

- Receive Helpful Information
- Collect Free Giveaways
- Watch Live Demos
- Meet Legislators
- Participate in a Scavenger Hunt and win Raffle Prizes
- Enjoy Light refreshments

In **Massachusetts**, within one year over **one in four** community-dwelling older adults will **fall** and of those who fall, over one in three will be injured. However, through some very simple lifestyle changes most **falls are preventable**. Learn how at this event.

For more information about the event, please contact Liz Harnois, Brain Injury Association of MA @ [lharnois@biama.org](mailto:lharnois@biama.org) or 508 475-0032, X14

For more information about the MA Falls Prevention Coalition go to our webpage: [www.maseniorcare.org/massachusetts-falls-prevention-coalition](http://www.maseniorcare.org/massachusetts-falls-prevention-coalition)

If you are Deaf or hard of hearing, or are a person with a disability who requires accommodation, please contact: Carla Cicerchia by 9/6/17 @ (617) 624-5965 or e-mail @ [carla.cicerchia@state.ma.us](mailto:carla.cicerchia@state.ma.us)

Special thanks to Rep. Mathew Maturone for sponsoring this State House event.

MASSACHUSETTS FALLS PREVENTION COALITION

Falls Free<sup>®</sup> National Council on Aging

## Fall Risk Screenings

- Balance screening
- Home safety checks
- Medication reviews/screening
- Blood pressure checks and/or orthostatic pressure checks
- STEADI screening or assessment
- Podiatric/foot-related screening
- Strength testing

## Advocacy Activities

Advocacy activities included meeting with elected officials and conducting evidence-based falls prevention educational session for elected officials. In addition, a Joint House and Senate resolution commemorating FPAD observance and the Falls Coalition's efforts was obtained and read aloud at the event on 9/17.



## Coalition Partners

- Area Agencies on Aging (AAA)
- State/local health departments
- EMS and/or fire departments
- Senior centers
- Hospitals/Trauma centers
- Senior housing
- Universities or colleges
- Local chapter of APTA
- Private PT practices
- LTC and Home Care Agency Membership organizations


## Student Involvement

Students from multiple disciplines were involved in falls risk screenings, educational workshops, and medication reviews. Disciplines represented included:

- Physical Therapy
- Pharmacy
- Nursing

*Completed By: Carla Cicerchia*  
*Falls Prevention Coordinator*  
*MA Department of Public Health/Division of Violence and Injury Prevention*  
[carla.cicerchia@state.ma.us](mailto:carla.cicerchia@state.ma.us)

Learn more about what you can do to prevent falls across Massachusetts: [www.maseniorcare.org/massachusetts-falls-prevention-coalition](http://www.maseniorcare.org/massachusetts-falls-prevention-coalition).




12<sup>th</sup> Annual Falls Prevention Awareness Day, September 17, 2018

Program Agenda

|                        |   |  |
|------------------------|---|--|
| 10:00 am –<br>10:05 am | Welcome and Introductions   | Bekah Thomas, Director of Injury Prevention and Control<br>MA Department of Public Health<br>(Coalition Tri-Chair)                           |
| 10:10 am –<br>10:20 am | Joint Senate/House Resolution   | Senator Patricia D. Jehlen   |
| 10:20 am –<br>10:30 am | Remarks on Falls Prevention Awareness   | Representative Mathew Muratore   |
| 10:30am –<br>10:40am   | Healthy Aging in the Commonwealth   | Secretary Alice Bonner, PhD., RN<br>MA Executive Office of Elder Affairs   |
| 10:40 am –<br>11:00 am | What You Can Do to “Stay Independent” and Reduce Your Fall Risk               | Patricia A. MacCulloch, DNP, ANP-BC, Clinical Professor & Nurse Practitioner<br>University of Massachusetts Lowell/UMass Memorial Healthcare |
| 11:00 am –<br>11:20 am | Stay Active and Independent for Life (SAIL) Exercise Program Demonstration    | Joe Fish of J. Fish Fitness for Seniors<br>Shrewsbury, MA  |
| 11:20 am –<br>11:25 am | Final Thoughts on the Day/Thank You to the Coalition Members and Participants | Bekah Thomas<br>MA Department of Public Health   |
| 11:25 am –<br>1:00 pm  | Falls Prevention Resource Fair/Scavenger Hunt<br>Great Hall                   | All Attendees  |
| 12:00 pm               | Raffle of Falls Prevention Items  | All Attendees  |

Thank You for Attending Today!



# Michigan



## Observance

The State of Michigan observed 1 day of FPAD 2018 activities. These activities were held in conjunction with the first day of fall.

*Reported By: Laura Rowen  
Injury Prevention Consultant, MPH  
MDHHS*

[RowenL@michigan.gov](mailto:RowenL@michigan.gov)

## Awareness and Education Activities

Awareness and education activities included distribution of a press release. Additional awareness was raised using traditional and social media outlets. Public awareness and education activities included a PSA, Governor's Proclamation for observance day, as well as the use of various social media outlets such as Facebook and Twitter.

## Advocacy Activities

Advocacy activities included a Governor's Proclamation.

## Coalition Partners

- Area Agencies on Aging (AAA)
- Brain Injury Association of Michigan

# Minnesota

## Observance

The Minnesota Fall Prevention Coalition observed a full month of activities for FPAD 2018, reaching approximately 105,192 residents. These activities were held in conjunction with a local health fair. Activities reached a diverse group of individuals representing Hispanic, and American Indian or Alaska Native populations. Other special populations were reached such as family caregivers, individuals with disabilities, low-income housing residents, Medicaid recipients, older adults living in long-term care facilities, and rural populations.

## Key Successes

The Minnesota Board on Aging and Area Agencies on Aging staffed a booth at HealthFair 11 during the Minnesota State Fair that provided information on falls and fall risk as well as an opportunity to do a Timed Up and Go test.

## Awareness and Education Activities

A number of activities took place to raise awareness and education around FPAD 2018. Activities included a written press release, providing falls prevention presentations to older adults, caregivers, and health and aging network professional, the distribution of falls prevention information, and participation in a health fair. Additional awareness was raised through media outlets, such as Facebook.

## Fall Prevention Programs/ Workshops

- A Matter of Balance
- SAIL (Stay Active and Independent for Life)
- STEADI (CDC's Stopping Elderly Accidents, Death and Injuries)
- Stepping On
- Tai Ji Quan: Moving for Better Balance

## Fall Risk Screenings

- Balance screening
- STEADI screening or assessment
- Timed Up and Go

## Advocacy Activities

Advocacy activities included a Governor's Proclamation.

## Coalition Partners

- Area Agencies on Aging (AAA)
- State/local health departments
- EMS and/or fire departments
- Senior centers
- Hospitals/Trauma centers
- Pharmacies
- Senior housing
- Universities or colleges
- Health care systems
- Local dementia networks

## Student Involvement

Students from multiple disciplines assisted with falls risk screenings. Disciplines included:

- Physical Therapy
- Nursing
- Public Health
- Social Work

*Reported By: Mary Hertel  
Healthy Aging Coordinator  
Minnesota Board on Aging  
[Mary.hertel@state.mn.us](mailto:Mary.hertel@state.mn.us)*



# Missouri



Oasis in St. Louis held its National Fall Prevention Awareness Day Community Event on September 21, 2018, with over 150 adults participating. The theme of the event was “Pay Attention to Falls Prevention.” The location was changed this year to the Maryland Heights Community Center. Pharmacists were on hand to review participants’ medications in order to prevent an interaction that might lead to a fall, and screenings were available that tested participants’ balance, strength, agility, bone density, orthostatic blood pressure, vitals, foot sensation, vision, hearing and more. Health care professionals helped interpret screening results to determine individualized plans of action to prevent a fall. Participants also explored a dollhouse rigged with fall hazards. Flu and pneumonia vaccines were available by the VNA. Oasis provided giveaways with falls prevention products such as treaded tape for steps and light bulb replacing poles.

Falls prevention awareness day events occurred around Missouri. Platte County Community Center South, operated by the YMCA hosts a robust event with screenings and demonstrations with community partners. This year it was called ‘Discover Your

Balance’ and was hosted on Friday, September 21, 2018. More than 100 older adults attended and 80 were screened by a physical therapist. Area Agencies on Aging and University of Missouri Extension field staff brought additional awareness to falls prevention around the state.

Learn more about what you can do to prevent falls across Missouri: [www.preventmofalls.org](http://www.preventmofalls.org).




# Montana

Western Montana conducted the following activities related to FPAD 2018:

- University faculty and students performed fall risk screenings at the Missoula Senior Center on September 21 from 12:30-4:00 pm. Follow-up suggestions were provided based on screening results.
- Stepping On Classes were offered at Missoula Parks and Recreation and Missoula Aging Services and Community Medical Center.
- The Community Medical Center held their annual Health Fair in January with physical therapists performing 4 stage balance tests and handing out small containers of sand for the ice.
- Physical therapy students from the University of Montana partnered with Providence Health Services and the Missoula Y for the Senior Health Fair. They performed a variety of balance screenings in October 2018.


FALLS ARE PREVENTABLE!

**OLDER ADULT FALLS**  
Startling Statistics



1 second

An older adult falls every second of every day.



1 in 4

One in four older adults reported a fall in 2014.



#1 cause

Falls are the #1 cause of hip fractures.

STEADI Stopping Elderly Accidents, Deaths & Injuries
[www.cdc.gov/steadi](http://www.cdc.gov/steadi)

FALL PREVENTION DAY IS  
SEPTEMBER 22, 2018!

Join us for a FREE **Fall Risk Screening** to define YOUR risk for falls.

And **Learn** how to prevent or minimize risk for falls in your home and life.

Friday, September 21, 2018

Missoula Senior Center

705 S Higgins Ave

12:30 – 4:00 pm



Speak up!

Talk to your doctor about fall risks and prevention.

www.cdc.gov

Questions? Contact Donna Bainbridge at [dbridge@montana.com](mailto:dbridge@montana.com) or 406 370-4563

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National Council on Aging Falls Free® Initiative

# Nebraska

## Observance

The Nebraska Older Adult Falls Coalition observed a full month of FPAD 2018 events, reaching approximately 34,500 residents across the state. Activities reached a diverse group of individuals, representing Asian, Hispanic, African American, American Indian or Alaska Native, Russian, Sudanese, Iraqi and White populations. Additionally, certain special populations were reached including family caregivers, low-income housing residents, older adults with cognitive impairment, dementia, or Alzheimer's disease, older adults living in long-term care facilities, refugees, rural populations, and veterans. Community fall prevention partners implemented programs including Tai Ji Quan: Moving for Better Balance, Stepping On, and CDC's STEADI resources. Nebraska participates in World Tai chi & Qigong Day every year. The event includes demonstrations of the forms, as well as education on health benefits and available classes.

## Key Successes

Key successes included the creation and dissemination of an 8-form Tai Ji Quan: Moving for Better Balance Poster set, as well as filming Tai Ji Quan: Moving for Better Balance instructor training DVDs. Nebraska partnered with faith communities across the state for fall prevention program presentations, facility access, recruitment of community-based instructors, training, outreach, and referrals to evidence-based falls prevention programs.

## Awareness and Education Activities

The Nebraska Older Adult Falls Coalition engaged in a number of awareness and education activities. These included providing falls prevention presentations for older adults, caregivers, and health and aging network professionals, distributing falls prevention information, and participating in health fairs. Additional awareness was raised using traditional media outlets, such as television, radio, and print ads and segments.

## Fall Risk Screenings

- Balance screening
- Medication reviews/screening
- Blood pressure checks and/or orthostatic pressure checks

- Multifactorial screening
- STEADI screening or assessment
- Podiatric/foot-related screening
- Strength testing

## Coalition Partners

- Area Agencies on Aging (AAA)
- State/local health departments
- Senior centers
- Hospitals/Trauma centers
- Pharmacies
- Senior housing
- Rehabilitation centers
- Health care systems

## Student Involvement

Students from different disciplines were involved in the research and development of FPAD materials.

Disciplines included:

- Public Health
- Gerontology
- Journalism
- Business
- Nursing

*Reported By: Greta Glenn*  
Community Health Educator  
HHS – Injury Prevention Programs  
[Greta.Glenn@nebraska.gov](mailto:Greta.Glenn@nebraska.gov)

Learn more about what you can do to prevent falls across Nebraska:

[www.dhhs.ne.gov/PublicHealth/InjuryPrevention](http://www.dhhs.ne.gov/PublicHealth/InjuryPrevention).



# Nevada



## Observance

The Nevada Goes Falls Free Coalition observed FPAD 2018 over the course of four days. These activities were held in conjunction with a dementia screen campaign. Activities reached a diverse group of residents, representing Asian, Hispanic, African American, and White populations. Additionally, certain special populations were included such as family caregivers, individuals with disabilities, individuals with mental health disorders, Medicaid recipients, older adults with cognitive impairment, dementia, or Alzheimer's Disease, and rural populations. Fall risk screenings reach approximately 285 residents.

## Key Successes

Key successes included offering fall prevention screenings in conjunction with PT and OT students in order to increase capacity and support student learning and interest in working with older adults, as well as developing collaborations between several universities and community partners, which allowed the coalition to increase capacity across Southern Nevada.

## Awareness and Education Activities

Awareness and education activities included the distribution of falls prevention information, the use of social media, and conducting a falls risk screening event.

## Fall Prevention Programs/ Workshops

- Stepping On

## Fall Risk Screenings

- Home safety checks
- STEADI screening or assessment

## Coalition Partners

- Senior centers
- Hospitals/trauma centers
- Universities or colleges
- Rehabilitation centers

## Student Involvement

Students were involved in falls risk screenings and participated in falls prevention classes. These students represented different disciplines, including:

- Physical Therapy
- Occupational Therapy

*Reported By: Shannon Martin*

*Associate Professor*

*Touro University Nevada*

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# New Hampshire

## Observance

The New Hampshire Falls Task Force participated in a month of FPAD 2018 activities, reaching approximately 10,000 residents. Special populations were reached including family caregivers, Medicaid recipients, and rural populations. The New Hampshire Falls Task Force partnered with NH Fire Marshal's office to deliver "Remembering When" at a community diner event. The group distributed over 9,000 falls prevention placemats printed by Fire Marshal's office. Additionally, New London Hospital distributed falls placemats on inpatient trays for one week.

## Key Successes

Key successes included having the opportunity to sign up participants for Tai Ji Quan: Moving for Better Balance classes following a balance screen and class demonstration. Additionally, the Task Force was able to provide those aging in community an opportunity to learn about their fall risk and speak with a professional about strategies and resources within their communities

## Awareness and Education Activities

Awareness and education activities included falls prevention presentations for older adults, caregivers, and health and aging network professionals, the distribution of falls prevention information, and participation in a health fair. Additional awareness was raised using social media outlets including Facebook and Twitter from the Department of Health and Human Services account.

## Fall Prevention Programs/ Workshops

- A Matter of Balance
- STEADI (CDCs Stopping Elderly Accident, Death and Injuries)
- Tai Ji Quan: Moving for Better Balance

## Fall Risk Screenings

- Balance screening
- STEADI screening or assessment

## Advocacy Activities

Advocacy activities included a Governor's Proclamation, as well as holding a discussion of falls issues with two New Hampshire legislators during a health fair.



## Coalition Partners

- Aging and Disability Resource Centers
- EMS and/or fire departments
- Senior centers
- Hospitals/Trauma centers
- Health care systems
- Public Health Networks

## Student Involvement

Students from different disciplines were involved in falls risk screenings and educational workshops. Disciplines represented included:

- Physical Therapy
- Occupational Therapy
- Public Health

*Reported By: Debra Samaha, RN, MPH  
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Learn more about what you can do to prevent falls across New Hampshire: [www.nhfalls.org](http://www.nhfalls.org).

# New Jersey

## Observance

The New Jersey Falls Prevention Workgroup observed a full week of FPAD 2018 activities, reaching approximately 35,900 residents. These activities involved a diverse group of individuals representing Asian, Hispanic, African American, and White populations. Additionally, special populations reached included family caregivers, individuals with disabilities, individuals with mental health disorders, low-income housing residents, Medicaid recipients, older adults with cognitive impairment, dementia, or Alzheimer's Disease, and older adults living in long-term care facilities.

## Key Successes

The distribution of the Falls Prevention Awareness Placemats was our biggest success, as it helped raise awareness to at least 34,420 seniors in NJ. Placemats were distributed to congregate and home-delivered meal sites, hospitals, senior centers, area agencies on aging, senior housing facilities/assisted living communities, and several other agencies throughout the State. Additionally, the NJ Division of Aging Services attended the American Physical Therapy Association of NJ's health fair in Freehold, NJ. This was such a successful event because it got Physical Therapist/Physical Therapist Assistant students from several of our universities involved in raising the awareness of falls prevention. Students from Kean University, Rutgers University, Stockton University, and Union County College volunteered in this wonderful event.

## Awareness and Education Activities

A number of activities helped to raise awareness and education about falls prevention. These included falls prevention presentations for older adults, caregivers, and health and aging network professionals, the distribution of falls prevention information, and the participation in health fairs. Additional awareness was raised using traditional and social media outlets.

## Fall Prevention Programs/Workshops

- A Matter of Balance
- Otago Exercise Program
- HealthEASE (NJ-created program)

## Fall Risk Screenings

- Balance screening
- Medication reviews/screening
- Osteoporosis/Bone density screening
- Fitness Assessments
- Home Safety Presentations

## Advocacy Activities

Advocacy activities included a Governor's Proclamation.

## Coalition Partners

- Area Agencies on Aging (AAA)
- State/local health departments
- Senior centers
- Hospitals/Trauma centers
- Senior housing
- Universities or colleges
- Health care systems

## Student Involvement

Students from multiple disciplines were involved in balance screenings and volunteered in various aspects of the health fair. Disciplines represented included:

- Physical Therapy
- Occupational Therapy.

*Reported By: Heather Taylor*

*Administrative Analyst/NJ Falls Prevention Lead  
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Learn more about what you can do to prevent falls across New Jersey: **[www.state.nj.us/humanservices/doas/services/fallprev/index.html](http://www.state.nj.us/humanservices/doas/services/fallprev/index.html)**.



# New Mexico

## Observance

The New Mexico Adult Falls Prevention Coalition observed a full month of activities for FPAD 2018, reaching approximately 15,070 residents. A diverse group of residents were involved, including Hispanic, African American, American Indian, and White populations. Additionally, certain special populations were reached, including family caregivers, individuals with disabilities, LGBTQ+ individuals, low-income housing residents, Medicaid recipients, older adults with cognitive impairment, dementia, or Alzheimer's Disease, rural populations, and veterans.

## Key Successes

Key successes included one of the rural tribal communities conducted their first fall prevention event using the STEADI toolkit and included the housing department for same day referrals to the home modification program. It was a great success and they plan to make this an annual event. Also, the Coalition's primary FPAD event is a STEADI fall risk screening and they have partnered with the local senior meal sites program. They had 50+ students from PT, PTA, OT and assigned a student navigator during intake so that students can assist the senior to complete the entire screening and they can learn about individualized approach to fall prevention.

## Awareness and Education Activities

A number of activities were utilized to raise awareness and education around FPAD 2018. These included falls prevention presentations, the distribution of falls prevention information, participation in health fairs, and conducting falls risk screening events. Additional public awareness was raised using traditional and social media outlets. Specifically, KRQE mentioned a fall prevention event, 6000 postcards were sent to OASIS learners, and information was posted on Facebook.

## Fall Prevention Programs/Workshops

- A Matter of Balance
- STEADI (CDC's Stopping Elderly Accident, Death and Injuries)
- Tai Ji Quan: Moving for Better Balance
- Tai Chi for Arthritis
- Otago Exercise Program

## Fall Risk Screenings

- Balance screening
- Blood pressure checks and/or orthostatic pressure checks
- Multifactorial screening
- Home safety checks
- STEADI screening or assessment
- Podiatric/foot-related screening
- Osteoporosis/Bone density screening

## Coalition Partners

- Community-based organizations
- City agencies
- Senior centers
- Hospitals/Trauma centers
- Senior housing providers
- Universities and colleges
- Health care systems

## Advocacy Activities

Advocacy activities included a Governor's Proclamation.

## Coalition Partners

- Area Agencies on Aging (AAA)
- State/local health departments
- Senior centers
- Hospitals/trauma centers
- Universities or colleges
- Health care systems
- OASIS Albuquerque
- AARP, New Mexico Chapter
- Resolute Seniors

## Student Involvement

Students from different disciplines were involved in falls risk screenings. Disciplines represented included:

- Physical Therapy
- Occupational Therapy

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 New Mexico Adult Falls Prevention Coalition  
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Learn more about what you can do to prevent falls across New Mexico: [www.nmstopfalls.org](http://www.nmstopfalls.org).

# New York

## Observance

The New York State Older Adult Falls Prevention Coalition celebrated a full week of FPAD activities in 2018, reaching approximately 60,000 residents across the state. Many agencies held Falls Prevention Awareness Day display tables at hospitals, senior centers, and senior housing. An agency presented Falls Prevention information and tools on a mobile health care center. Another agency presented an educational seminar to older adults at a local senior center. Other events included a home safety educational seminar and demonstrated how to safely get up if you fall at a fire department with additional information and materials, a medication take back event, a presentation at a congregate meal site, and a Senior Safety Day that included educational games. Tai Chi demonstrations were held for older adults in hopes of recruiting them into the full term class. These activities reached a diverse racial and ethnic group, including Asian, Hispanic, African American, American Indian or Alaska Native, Native Hawaiian or other Pacific Islander, and White populations. Additionally, special populations were reached, including family caregivers, homeless individuals, individuals with disabilities, individuals with mental health disorders, LGBTQ+ individuals, low-income housing residents, Medicaid recipients, older adults with cognitive impairment, dementia, or Alzheimer's disease, rural populations, veterans, and older adults living in long-term care facilities.

## Key Successes

Key successes included a medication take back event, which was used to provide older adults with falls prevention tools and resources while also taking back unnecessary prescriptions, often being a major factor in older adults falling. Fall prevention tools and resources were distributed to older adults who participated in fall risk screenings at a hospital. Recommendations were made by Physical Therapists through these fall risk screenings and they were able to take resources home, as well.

## Awareness and Education Activities

A number of activities helped to raise awareness and education of FPAD across the state. These included providing falls prevention presentations for older adults, caregivers, and aging network professionals, the distribution of falls prevention information, participation in a health fair, and conducting falls risk screening

events. Twitter and Facebook were also used to raise public awareness.

## Fall Prevention Programs/ Workshops

- A Matter of Balance
- Stepping On
- STEADI (CDC's Stopping Elderly Accidents Death and Injuries)
- Tai Chi for Arthritis

## Fall Risk Screenings

- Balance screening
- Home safety checks
- Medication reviews
- Multifactorial screening
- STEADI screening or assessment

## Coalition Partners

- Area Agencies on Aging
- State/local health departments
- EMS and/or fire departments
- Senior centers
- Hospitals/Trauma centers
- Senior housing
- Universities or colleges

## Student Involvement

Students from multiple disciplines assisted with falls risk screening and educational workshops. Disciplines represented included:

- Physical Therapy
- Occupational Therapy
- Nursing
- Public Health

*Reported By: Hillary Faas, MPH  
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Learn more about what you can do to prevent falls across New York: [www.health.ny.gov/prevention/injury\\_prevention/falls\\_in\\_older\\_adults\\_nys.htm](http://www.health.ny.gov/prevention/injury_prevention/falls_in_older_adults_nys.htm)

# North Carolina

## Observance

The North Carolina Falls Prevention Coalition observed two full months of FPAD activities in 2018, reaching approximately 37,887 individuals across the state. These activities reached a diverse group of residents, including Asian, Hispanic, African American, American Indian or Alaska Native, and White populations. Additionally, special populations reached included family caregivers, homeless individuals, individuals with disabilities, individuals with mental health disorders, individuals with substance abuse disorders, LGBTQ+ individuals, low-income housing residents, Medicaid recipients, older adults with cognitive impairment, dementia, or Alzheimer's Disease, refugees, rural populations, veterans, and older adults living in long-term care facilities.

## Key Successes

Strong partnerships between a variety of organizations contributed to successful events across the state and helped to increase the number of people reached. For example, clinical-community partnerships to hold falls prevention screening and educational events, i.e. a YMCA provided a MBB demonstration for schools, families and staff through a pharmacy partnership; a senior center partnered with a pharmacy to hold flu clinics and falls prevention activities; Annual Falls Prevention workshop to train health care professionals on evidence-based falls prevention techniques.

## Awareness and Education Activities

A number of activities helped raise awareness and education across the state. These activities included writing and distributing a press release; providing falls prevention presentations for caregivers, older adults, health and aging network professionals; distributing falls prevention information; conducting the NCPTA Falls Prevention Challenge; participating in a health fair; and conducting falls risk screening events. Both traditional and social media outlets were utilized to raise awareness. A small article was published on fall prevention facts and also let public know of a Tai Chi class that is offered. Additionally, full page ads in local print media were published, as well as information posted on Facebook and Twitter.

## Fall Prevention Programs/Workshops

- A Matter of Balance
- Otago Exercise Program

- Tai Chi for Arthritis
- EnhanceFitness
- Fit & Strong!
- YMCA Moving for Better Balance
- Healthy Steps for Older Adults
- Healthy Steps in Motion

## Fall Risk Screenings

- Balance screening
- Home safety checks
- Vision screening
- Hearing screening
- Medication reviews/screening
- Blood pressure checks
- Multifactorial screening
- STEADI screening or assessment
- Podiatric/foot-related screening
- Osteoporosis/Bone density screening
- Strength testing
- Assistive device review

## Advocacy Activities

Advocacy activities included a Governor's and local proclamations, as well as conducting evidence-based falls prevention demonstrations for elected officials. Some coalition members invited the local PCP's staff to attend to learn the STEADI assessment tools. Others provided information and education to seniors on fall prevention, to encourage senior advocacy so that they could take the information home to their churches to make presentations and educate members.

## Coalition Partners

- Area Agencies on Aging
- State/local health departments
- EMS and/or fire departments
- Senior centers
- Hospitals/Trauma centers
- Pharmacies
- Senior housing
- Universities or colleges
- Rehabilitation centers
- Health care systems



- Veterans Administration
- Local VFW
- YMCA Home Health Agencies
- Local churches
- Local non-profits
- Libraries
- NC Baptist Aging Ministry Council on Aging, Union County NC

## Student Involvement

Students from several disciplines assisted with falls risk screenings, educational workshops, and the research and development of FPAD materials; they also participated in falls prevention programs.

- Physical Therapy
- Occupational Therapy
- Pharmacy
- Nursing
- Public Health
- Gerontology
- Social Work
- Optometry/Ophthalmology
- Medical Office Assistant
- Health Department Health Educator

*Reported By: Ellen Bailey*  
*Falls Prevention Grant Manager*  
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Learn more about what you can do to prevent falls across North Carolina: [www.ncfallsprevention.org](http://www.ncfallsprevention.org).





# Ohio



## Observance

The Ohio Older Adult Falls Prevention Coalition observed 23 days of FPAD 2018, reaching a number of residents across the state. Activities involved a diverse group of individuals, including Asian, Hispanic, African American, American Indian or Alaska Natives, Native Hawaiian or other Pacific Islanders, and White populations. Additionally, the Ohio falls prevention activities reached certain special populations such as family caregivers, individuals with disabilities, low-income housing residents, older adults with cognitive impairment, dementia, or Alzheimer's Disease, older adults living in long-term care, rural populations, and veterans.

## Key Successes

The Dept of Aging hosted an awareness campaign called 10 Million Steps to Prevent Falls. This was a statewide effort to get as many Ohioans as possible to walk at least one mile to raise awareness about older adult falls, in hopes of reaching 10 million steps. We had over 16,000 participants this year who walked at total of over 72 Million Steps! Several health fairs and other falls awareness activities were held in conjunction with many of these walks.

## Awareness and Education Activities

A number of activities helped to raise awareness and education around Ohio, including a written press release, conducting falls prevention presentations for older adults, caregivers, and health and aging network professionals, and the distribution of falls prevention information. Additional public awareness was raised using traditional and social media outlets.

## Fall Prevention Programs/Workshops

- A Matter of Balance

## Advocacy Activities

Advocacy activities included a Governor's Proclamation for the state, as well as local proclamations.

## Coalition Partners

- Area Agencies on Aging (AAA)
- State/local health departments
- Senior centers
- Hospitals/trauma centers
- Pharmacies
- Senior housing
- Universities or colleges

## Student Involvement

Pharmacy college students conducted mini medication reviews as part of the FPAD activities.

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Learn more about what you can do to prevent falls across Ohio: [www.odh.ohio.gov/health/vipp/oafpc/oafpc.aspx](http://www.odh.ohio.gov/health/vipp/oafpc/oafpc.aspx).



# Oregon

## Observance

Providence-Oregon recognized National Fall Prevention Awareness Day on September 22, 2018, for the third year in a row. Free Falls Day events, taught by Providence physical therapists, occupational therapists, and pharmacists, were held across the state to raise awareness about the risk of falls for seniors and what seniors can do to reduce their fall risk.

The Providence Health Education group planned this year's events in collaboration outpatient rehabilitation, nursing, the Orthopedic Institute, Elderplace Pharmacy, Optimal Aging, Providence Medical Group (PMG), and community Tai Chi instructors.

## Key Successes

Since 2016, our grassroots efforts to deliver these classes to community members have reached over 1,000 participants between our full Falls Day events, which include the offerings outlined above, and our Non-Falls Day Fall Risk classes, taught by physical therapists to various community groups during the course of the year.

This year alone, we reached over 200 community members through ten Falls Day events, where participants included seniors, family members, and health care professionals. All participants received a Mobility Kit, made possible by a generous donor. These kits included items intended to decrease fall risk, including a cloth eyeglass cleaner, nightlight, non-skid socks, and a Providence water bottle.

## Awareness and Education Activities

Awareness and education activities included ten Falls Day events with a 50-minute educational presentation, a 15-minute active exercise demonstration of either Tai Chi or Strong for Life exercises, and Mobility Kits for all participants. Additionally, 32 high-risk medication reviews were conducted by Elderplace, Elder at Home, and PMG pharmacists for interested participants, identifying 48 high-risk medications for 20 participants to follow up on and discuss with their doctor.

The majority of event attendees were 75-84 years old and female. Nearly half (49%) of participants reported that they had fallen within the prior 12 months. Event participants uniformly rated the quality of the event speaker as "Excellent." Events were held across



Attendees at the Hood River Falls Day, instructor Karen Mielke.



Annessa Morey educates attendees on the importance of correct eyewear to prevent falls.

Oregon, including: Ashland Senior Center, Providence Milwaukie Hospital, Providence Newberg Medical Center, Providence Down Manor, Providence Seaside Hospital, Providence St. Vincent Medical Center, Providence Fitness at Kruse Woods, Providence Medford Medical Center, Clark County Family YMCA, and Providence Portland Medical Center.

A variety of publication venues were used to promote the events, as well as bring awareness to the importance of fall prevention. For the first time, **Fox 12 showcased the work of physical therapy** to reduce fall risk with patients. Other publicity included:

- Article in *Pulse*: “**New strategies and resources to reduce falls among at-risk patients**”
- Article in *The Scribe*: A publication of the Medical Society of Metropolitan Portland: “**Fall prevention in greater focus among cadre of providers**”
- Article in *PMG Compass*: “Keeping Our Seniors Grounded”
- Article in *Providence Health Plan- Medicare Newsletter*: “Steady as you go”

## Fall Prevention Programs/ Workshops

- Tai Chi

## Fall Risk Screenings

- Medication reviews/screening

*Reported By: Colleen M. Casey, PhD, ANP-BC, CNS  
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Learn more about what you can do to prevent falls across Oregon: [www.aging.pa.gov/wellness](http://www.aging.pa.gov/wellness).



Falls Day Team staff at Seaside event (Left to Right: Pharmacist Scott Kafader, Speakers: Meghan Flannery, OT, Trish Veith, PT, Site Lead: Kristin Jordan).

# Pennsylvania



## Observance

The Pennsylvania Falls Prevention Coalition observed FPAD 2018 over two months, from September 1<sup>st</sup> to October 31<sup>st</sup>, reaching approximately 72,468 residents. Activities were held in conjunction with Senior Center Month, National Physical Therapy Month, Rehab Awareness Week, and local health fairs. The Pennsylvania Falls Prevention Coalition was able to reach a diverse group of individuals from multiple racial/ethnic backgrounds, including: Asian, Hispanic, African American, and White populations. Special populations were also included in the activities, such as family caregivers, individuals with disabilities, individuals with mental health disorders, LGBTQ+ individuals, low-income housing residents, Medicaid recipients, older adults with cognitive impairment, dementia, or Alzheimer's disease, older adults living in long-term care, assisted living, or skilled nursing facilities, rural populations, and veterans.

## Key Successes

The Fall Risk Assessments helped older adults to understand their fall risk and enabled assessors to refer participants to appropriate resources for assistance. Expanded outreach to all PA Physical Therapy Association (PPTA) members through email communications and resource page development including increased social media use. Physical therapists assisted participants in understanding the appropriate set up for their assistive devices and helped to adjust them as needed to prevent falls. Additionally, there was an improved and more streamlined activities reporting form and giveaway order form.

## Awareness and Education Activities

A number of awareness and education activities were conducted for FPAD 2018. These activities included a written and distributed press release, providing falls prevention presentations for older adults, caregivers, and health and aging network professionals, a



distributed falls prevention information packet, and participation in health fairs. Additional awareness was raised using traditional and social media platforms including a 1-hour radio segment on Better Living Radio, as well as a newspaper and magazine article.

## Fall Prevention Programs/ Workshops

- A Matter of Balance
- Healthy Steps for Older Adults
- Healthy Steps in Motion
- Otago Exercise Program
- STEADI (CDC's Stopping Elderly Accident, Death, and Injuries)
- Stepping On
- Tai Ji Quan: Moving for Better Balance
- Tai Chi for Arthritis

## Fall Risk Screenings

- Balance screening
- Medication reviews/screening
- Blood pressure checks and orthostatic pressure checks
- Home safety checks
- STEADI screening or assessment
- Assistive device review
- Vision screening
- Podiatric/foot-related screening
- Strength testing

## Advocacy Activities

Pennsylvania House of Representatives passed a Falls Prevention Awareness Day 2018 House Resolution, HR 1054, to educate the public on state and national falls statistics and to promote falls prevention and awareness programs.

## Coalition Partners

- Area Agencies on Aging (AAA)
- State/local health departments
- EMS and/or fire departments
- Senior centers

- Hospitals/Trauma centers
- Pharmacies
- Senior housing
- Universities or colleges
- Rehabilitation centers
- Health care systems
- Veterans Administration

## Student Involvement

Students from a number of disciplines were engaged in falls risk screenings, educational workshops, and participated in falls prevention classes. The following disciplines were represented:

- Physical Therapy
- Occupational Therapy
- Pharmacy
- Public Health
- Exercise Science

*Reported By: Steve Rodgers*  
*Director, Education and Outreach Office*  
*Pennsylvania Department of Aging*  
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# Rhode Island



## Observance

Own Your Health Rhode Island celebrated one day of activities for FPAD 2018 and reached approximately 200 residents. These activities were held in conjunction with a Medicare/Benefit enrollment event, a health fair, and an In Service meeting. A diverse group was represented in the activities, including Hispanic, African American, White populations. Veterans were also reached by the FPAD activities.

## Key Successes

Key successes included holding A Matter of Balance and Tai Ji Quan workshops for the community residents. These workshops were held throughout the month of September to promote Falls Prevention in the community.

## Awareness and Education Activities

Many different activities helped to raise awareness and education for FPAD 2018. These included providing falls prevention presentations for older adults, caregivers, and health and aging network professionals, as well as conducting a falls prevention screening event.

## Fall Prevention Programs/ Workshops

- A Matter of Balance
- Tai Ji Quan: Moving for Better Balance

## Fall Risk Screenings

- STEADI screening or Assessment

## Coalition Partners

- Senior centers
- Senior housing
- Universities or colleges

## Student Involvement

Students from different disciplines assisted with educational workshops. Disciplines represented included:

- Physical Therapy
- Occupational Therapy
- Public Health
- Gerontology
- Social Work

*Reported By: Roshni Darnal*  
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Learn more about what you can do to prevent falls across Rhode Island: [www.ownyourhealthri.org](http://www.ownyourhealthri.org).

## South Carolina



### Observance

The Trauma Association of South Carolina (TASC) Injury Prevention Committee conducted statewide Adult Fall Prevention education and awareness. Whereas 1 out of 5 admissions to trauma centers are attributed to patients age 65 and older with fall related injuries, Trauma Centers across the state collaborated to reduce fall morbidity and mortality.

Education and screening was provided to thousands of South Carolinians as trauma centers statewide worked across traditional territorial boundaries to accomplish shared goals.

Every trauma center in the state conducted some level of activity for FPAD using the TASC produced toolkit as a resource. Trauma centers used Facebook, Twitter, and traditional media outlets to promote the day and statewide initiatives.

### Key Successes

TASC collaborated with the Lieutenant Governor's Office on Aging, and the South Carolina Department of Health and Environmental Control to develop the 2018 FPAD Governor's Proclamation. The proclamation gave examples of evidence-based programs to prevent falls among older adults.

### Awareness and Education Activities

TASC conducted fall risk screenings and education at large community events across the state; Medical University of South Carolina Senior Expo, Senior Life Expo Florence, Palmetto Senior Expo, and Simpsonville Senior Health & Wellness Expo. Participants at community events received tote bags with educational information from CDC STEADI, NCOA, AARP, and a TASC developed resource sheet with local community contacts. Additionally trauma centers hosted FPAD events at their hospitals and at community locations. TASC created a FPAD press release with fall data from



the state trauma registry, procured the 2018 FPAD Governor's Proclamation, developed educational materials for how to get up from a fall, and exhibited fall prevention educational materials at the S.C. Trauma Symposium.

## Fall Prevention Programs/ Workshops

- Society of Trauma Nurses Senior Lifestyle and Injury Prevention (SLIP) Presentations
- SAIL Classes
- A Matter of Balance Classes
- Tai Chi Classes
- Otago
- Remembering When – NFPA Fire and Fall Prevention Presentations
- STEADI

## Fall Risk Screenings

- Screenings were conducted at community events, senior centers, trauma centers, and other locations by trauma center staff and partnering community organizations.
- STEADI Screenings
- Blood Pressure Checks

## Advocacy Activities

TASC collaborated with the Lieutenant Governor's Office on Aging, and the South Carolina Department of Health and Environmental Control to develop the 2018 FPAD Governor's Proclamation.

## Coalition Partners

- South Carolina Department of Health and Environmental Control
- Lieutenant Governor's Office on Aging
- Area Agencies on Aging
- Senior Centers
- Universities
- First Responders- EMS & Fire Departments
- Churches
- Senior Living Facilities
- YMCA

## Student Involvement

Students assisted with fall prevention activities by providing fall risk screening and education. Disciplines represented included:

- Health Promotion
- Nursing
- Physical Therapy
- Public Health
- Pharmacy

## Sponsorship

Statewide trauma center activities at community events were funded by the Trauma Association of South Carolina

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842-792-1068*

# Tennessee



## Observance

The Tennessee Falls Prevention Coalition observed FPAD 2018 throughout the month of September, reaching approximately 5,355 individuals across the state. Activities reached diverse racial/ethnic populations including Hispanic, African American, and White individuals. Special populations reached included individuals with disabilities, low-income housing residents, older adults with cognitive impairment, dementia, or Alzheimer's Disease, older adults living in long-term care facilities, and veterans.

## Key Successes

Key successes included an increase in community partners interested in falls prevention health fair and increased participation in Tai Chi.

## Awareness and Education Activities

A number of activities were used to raise awareness and education. These activities included falls prevention presentations for caregivers and aging network professionals, the distribution of falls prevention information, and participation in a health fair. Additional awareness was raised through radio and Facebook.

## Fall Prevention Programs/ Workshops

- SAIL (Stay Active and Independent for Life)

- Tai Chi for Arthritis
- Bingocize

## Fall Risk Screenings

- Vision screening
- Strength testing

## Advocacy Activities

Advocacy activities included an official proclamation from the Governor.

## Coalition Partners

- Area Agencies on Aging (AAA)
- Senior centers
- Hospitals/Trauma centers

## Student Involvement

Students from multiple disciplines were involved in FPAD activities. Disciplines represented included:

- Physical therapy
- Optometry/Ophthalmology

*Reported By: Sidney Schuttrow, MPA, CNP, CIRS-A  
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# Texas



## Observance

The Texas Active for Life Coalition observed FPAD activities in 2018, reaching approximately 1,525 residents across the state. In the Brazos Valley, Fall Prevention activities were held in conjunction with an annual community event called Age Well Brazos. Other reported community events were held in Houston and Lubbock. These events reached a diverse group of individuals, including Asian, Hispanic, African American, and White populations. Special populations were also reached, including family caregivers, LGBTQ+ individuals, low-income housing residents, Medicaid recipients, rural populations, and veterans.

## Key Successes

Having an event focused purely on Healthy Aging provided the coalition members the opportunity to provide booths with vital falls prevention information, expert health care panelists, falls demonstrations and screenings, and community buy-in.

## Awareness and Education Activities

A number of activities helped raise awareness and education for FPAD in Texas. These included providing falls prevention presentations to older adults, caregivers, and health and aging network professionals, the distribution of falls prevention information, participation in a health fair, and conducting falls risk screening events. Public awareness was raised using traditional and social media outlets.

## Fall Prevention Programs/ Workshops

- A Matter of Balance

## Fall Risk Screenings

- Balance screening
- STEADI screening or assessment

## Coalition Partners

- Area Agencies on Aging
- State/local health departments
- EMS and/or fire departments
- Senior centers
- Hospitals/Trauma centers
- Pharmacies
- Universities or colleges
- Health care systems

## Student Involvement

Students from Public Health assisted with health screenings.

*Reported By: Cindy Quinn*  
*Active for Life Program Manager*  
*Texas A&M Center for Population Health*  
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# Utah

## Observance

The Utah Falls Prevention Coalition observed FPAD 2018 throughout the month of September, reaching approximately 1,952 individuals across the state. Activities reached diverse racial/ethnic groups, including Asian, Hispanic, African American, American Indian or Alaska Native, Native Hawaiian or Pacific Islander, and White. Special populations reached by these activities included family caregivers, individuals with disabilities, low-income housing residents, Medicaid recipients, and veterans.

## Key Successes

Key successes included a falls prevention awareness meal place mat developed by one county health department and then was used throughout the state. This increased falls prevention awareness at many Senior Centers. Also, several falls prevention awareness day events were held to share resources. They included activities like Tai - Chi demonstrations, annual walks, health/ balance screenings, home safety tips and guest speakers.

## Awareness and Education Activities

A number of activities were utilized to raise awareness and education about FPAD. These included falls prevention presentations for caregivers and aging network professionals, the distribution of falls prevention information, participation in a health fair, and the use of Facebook and websites.

## Fall Prevention Programs/ Workshops

- Otago Exercise Program
- Stepping On
- Tai Chi for Arthritis

## Fall Risk Screenings

- Balance screening
- STEADI screening or assessment
- Podiatric/foot-related screening
- Osteoporosis/Bone density screening

## Advocacy Activities

An official Governor's Proclamation for FPAD 2018 was issued for the state.

## Coalition Partners

- Area Agencies on Aging (AAA)
- State/local health departments
- EMS and/or fire departments
- Senior centers
- Hospitals/Trauma centers
- Senior housing
- Universities or colleges
- Rehabilitation centers
- Health care systems

## Student Involvement

Students from a number of disciplines assisted with FPAD activities, including falls risk screening, educational workshops, and research or development of materials. Disciplines included:

- Physical Therapy
- Occupational Therapy

*Reported By: Sheryl Gardner  
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Learn more about what you can do to prevent falls across Utah:

[www.health.utah.gov/vipp/older-adults/falls](http://www.health.utah.gov/vipp/older-adults/falls).

# Vermont

## Observance

Falls Free Vermont observed a full month of FPAD activities in September 2018, reaching approximately 42,750 across the state through media and events. In addition to screening events held throughout the state, Tai Chi Vermont and the Southwestern Vermont Council on Aging partnered to put on Falls Free Vermont Day in the main park in Rutland, VT on FPAD. Tai Chi Vermont held live demonstrations and then mini teaching sessions of Tai Chi. Vermont Orthopedic Clinic did balance assessments. Rutland Regional Ambulance and the Rutland City Fire Department were there to discuss home safety and falls. Vermont Sport and Fitness joined us as well to talk about their mid-day workout group who meet three days a week to do work related to balance and chronic illness. Other exercise groups and programs tabled and shared information. The objective of the day was to bring as many community partners together to one place where older Vermonters or any Vermonter can access them, get information and enjoy a few hours in the park. These activities reached a broad range of individuals, including those with disabilities, mental disorders, substance abuse disorders, as well as those who identify as LGBTQ+, individuals from low-income housing, older adults with cognitive impairment of Alzheimer's Disease, older adults living in long-term care, rural populations, and veterans.

## Key Successes

Falls discussion on statewide NPR radio station reached a huge new audience, elevated the issues, and drove many to the coalition website. The Rutland event engaged many new partners and brought visibilities and positivity to the issue of falls and falls prevention.

## Awareness and Education Activities

Awareness and education activities included a written press release, falls prevention presentations for older adults and caregivers, presentations for health and aging network professionals, distribution of falls prevention information, and participation in a state health fair. Public awareness activities included traditional media (e.g., Vermont Public Radio statewide call-in show) and social media outlets. In advance of FPAD, a business card for [www.fallsfreevermont.org](http://www.fallsfreevermont.org) was created to encourage people to visit the site and find screenings and classes near them. The card was distributed throughout the month at the various events.

## Fall Prevention Programs/ Workshops

- A Matter of Balance
- STEADI (CDC's Stopping Elderly Accident, Death, and Injuries)
- Tai Chi for Arthritis

## Fall Risk Screenings

- STEADI screening or assessment

## Advocacy Activities

Advocacy activities included a written Governor's Proclamation.

## Coalition Partners

- Area Agencies on Aging (AAA)
- State/local health departments
- EMS and/or fire departments
- Senior centers
- Senior housing
- Universities or colleges
- Assisted living/residential care facilities

## Student Involvement

Physical therapy students were involved in falls risk screening and educational workshops.

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Learn more about what you can do to prevent falls across Vermont: **[www.fallsfreevermont.org](http://www.fallsfreevermont.org)**.

# Virginia

## Observance

The state of Virginia observed FPAD 2018 throughout the month of September, reaching approximately 5,210 individuals across the state. Activities reached a broad range of racial/ethnic populations, including Hispanic, African American, and White individuals. Special populations were also reached, including family caregivers to older adults and/or people with disabilities, individuals with disabilities, individuals with mental health disorders, low-income housing residents, Medicaid recipients, older adults with cognitive impairment, dementia, or Alzheimer's Disease, older adults living in long-term care facilities, rural populations, and veterans. Activities were held in conjunction with a local health fair.

## Key Successes

Key successes included the Falls Prevention Center and the School of Health Sciences at Emory & Henry College hosted a Health and Wellness Event with Fall Risk Screenings on September 22, 2018 in Marion, VA. Screening included vision, vitals, fall risk screenings (TUG, STEADI materials) and home modifications. In addition, the Pulaski Adult Day Service & Fall Prevention Center provided free fall risk assessments (TUG, STEADI materials), bone density screening, medication review and recommendations to share with PCP.

## Awareness and Education Activities

The Coalition engaged in a number of activities to raise awareness for FPAD, including a written press release, providing falls prevention presentations for caregivers and aging network professionals, distribution of falls prevention information, and the participation in a health fair. Both traditional and social media outlets were utilized to raise awareness and educate the residents of the state. Specifically, a radio interview was used to speak towards Matter of Balance and overall fall prevention and **a blog article** was posted during fall prevention awareness week.

## Fall Prevention Programs/ Workshops

- A Matter of Balance
- STEADI (CDCs Stopping Elder Accidents, Death, and Injuries)
- Tai Chi for Arthritis

## Fall Risk Screenings

- Balance screening
- Medication reviews
- Blood pressure checks
- Multifactorial screening
- Home safety checks
- STEADI screening or assessment
- Vision screening
- Hearing screening
- Osteoporosis/bone density screening

## Advocacy Activities

Advocacy activities included an evidence-based falls prevention demonstration for elected officials.

## Coalition Partners

- Area Agencies on Aging (AAA)
- EMS and/or fire departments
- Senior centers
- Hospitals/Trauma centers
- Senior housing
- Universities or colleges
- Rehabilitation centers

## Student Involvement

Students from a number of disciplines assisted with falls risk screenings and falls prevention program classes. Disciplines included:

- Occupational Therapy
- Nursing
- Gerontology

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# Washington

## Observance

The state of Washington observed a full month of FPAD 2018 activities in the month of September, reaching approximately 1,480 residents. Activities reached a broad range of individuals from multiple racial/ethnic groups, including Asian, Hispanic, African American, American Indian or Alaska Native, Native Hawaiian or other Pacific Islander, and White. Special populations reached included low-income housing residents, older adults with cognitive impairments or Alzheimer's Disease, rural populations, and veterans. These activities were held in conjunction with a local health fair, as well as the state falls prevention coalition meeting.

## Key Successes

Key successes included reaching diverse populations around the state and the release of the state falls prevention action plan.

## Awareness and Education Activities

Awareness and education activities included a written and distributed press release, providing falls prevention presentations to older adults and caregivers, providing falls prevention presentations to health and aging network professionals, distributing falls prevention information, and participating in a health fair. Public awareness and education activities included a PSA on the new state falls prevention action plan, as well as the use of various social media outlets such as Facebook and Twitter.

## Fall Prevention Programs/Workshops

- A Matter of Balance
- EnhanceFitness
- Otago Exercise Program
- SAIL (Stay Active and Independent for Life)
- STEADI (CDC's Stopping Elderly Accidents, Deaths, and Injuries)
- Tai Ji Quan: Moving for Better Balance
- FallsTalk

## Fall Risk Screenings

- Balance screening

- Blood pressure checks and orthostatic pressure checks
- Multifactorial screening (multiple risk factors screened)

## Advocacy Activities

Advocacy activities in the state of Washington included the issuing of a Governor's Proclamation.

## Coalition Partners

- Area Agencies on Aging (AAA)
- State/local health departments
- EMS and/or fire departments
- Senior centers
- Hospitals/Trauma centers
- Senior housing (retirement communities, assisted living facilities, villages, etc.)
- Universities or colleges
- Veterans Administration

## Student Involvement

Students from a variety of disciplines were involved in FPAD activities, assisting with falls risk screenings and educational workshops. These disciplines included:

- Physical Therapy
- Pharmacy
- Nursing
- Public health

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Learn more about what you can do to prevent falls across Washington: [www.doh.wa.gov/YouandYourFamily/InjuryandViolencePrevention/OlderAdultFalls/FallPreventionResources](http://www.doh.wa.gov/YouandYourFamily/InjuryandViolencePrevention/OlderAdultFalls/FallPreventionResources).

# West Virginia

## Observance

The West Virginia Falls Prevention Initiative celebrated one day of FPAD activities in 2018, reaching approximately 100 residents. These activities were held in conjunction with senior center month and a flu vaccination event. These activities reached a diverse racial ethnic individuals including Asian, Hispanic, African American, American Indian or Alaska Native, and White populations. Special populations reached included family caregivers, homeless individuals, incarcerated individuals, individuals with disabilities, individuals with mental health disorders, LGBTQ+ individuals, low-income housing residents, Medicaid recipients, older adults with cognitive impairment, dementia or Alzheimer's Disease, veterans, and older adults living in long-term care facilities.

## Key Successes

Key successes included a Tai Chi demonstration at the State level which raised awareness among WV residents and highlighted the impact of evidence-based fall prevention programs.

## Awareness and Education Activities

A number of activities helped to raise awareness and education for FPAD 2018. These included a written and distributed press release, providing falls prevention presentations for older adults, caregivers, and health and aging network professionals, the distribution of falls prevention information, participation in a health fair, and conducting falls risk screening events. Public awareness was raised using traditional and social media platforms.

## Fall Prevention Programs/ Workshops

- Tai Chi for Arthritis
- Healthy Steps for Older Adults

## Advocacy Activities

Advocacy activities involved an evidence-based prevention demonstration for older adults within the community.

## Coalition Partners

- Area Agencies on Aging
- State/local health departments
- EMS and/or fire departments
- Senior Centers
- Hospitals/Trauma centers
- Pharmacies
- Senior housing
- Universities or colleges
- Rehabilitation centers
- Health care systems
- Veterans Administration

## Student Involvement

Students from a number of disciplines assisted with falls risk screenings, participated in falls prevention programs, and helped local pharmacists. Disciplines included:

- Physical Therapy
- Occupational Therapy
- Pharmacy
- Nursing
- Social Work

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Learn more about what you can do to prevent falls across West Virginia: **[www.wvseniorservices.gov](http://www.wvseniorservices.gov)**.

# Wisconsin

## Observance

The Wisconsin Fall Prevention Initiative observed a full month of FPAD activities in 2018, reaching a number of diverse residents across the states. These activities were held in conjunction with other events including Go4Life Month, a local health fair, and an annual community event. A variety of individuals were reached including Hispanic, African American, American Indian or Alaska Native, and White populations. Additionally, special populations were reached such as family caregivers, individuals with disabilities, LGBTQ+ individuals, low-income housing residents, Medicaid recipients, older adults with cognitive impairment, dementia, or Alzheimer's Disease, rural populations, undocumented immigrants, and veterans.

## Awareness and Education Activities

Different activities were utilized to raise awareness and education for FPAD across the state. These included a written and distributed press release, providing falls prevention presentations for older adults, caregivers, and health and aging network professionals, the distribution of falls prevention information, participation in a health fair, and conducting falls risk screenings. Public awareness was raised using traditional and social media outlets. Initiative members submitted Human Interest stories and reached out to News stations, as well as posted on social media sites.

## Fall Prevention Programs/ Workshops

- A Matter of Balance
- Stepping On
- Tai Chi

## Fall Risk Screenings

- Balance screening
- Medication reviews/screening
- Blood pressure checks and/or orthostatic hypotension checks
- STEADI screening or assessment

## Advocacy Activities

Advocacy activities included a Governor's and local proclamations.

## Coalition Partners

- Area Agencies on Aging
- State/local health departments
- EMS and/or fire departments
- Senior centers
- Hospitals/Trauma centers
- Senior housing
- Veterans Administration

*Reported By: A Collaboration of the Wisconsin FPI Group*







# Appendix

**A.** Evidence-Based Fall Prevention Program Descriptions

**B.** References

## Appendix A: Evidence-Based Fall Prevention Program Descriptions

A summary of evidence-based **falls prevention programs** is provided below. For additional program descriptions, training requirements, and program costs visit [www.ncoa.org/resources/select-evidence-based-falls-prevention-programs](http://www.ncoa.org/resources/select-evidence-based-falls-prevention-programs). To find a program in your community, visit [www.ncoa.org/healthy-aging/falls-prevention/falls-prevention-awareness-day/how-to-get-involved/find-evidence-based-falls-program-area](http://www.ncoa.org/healthy-aging/falls-prevention/falls-prevention-awareness-day/how-to-get-involved/find-evidence-based-falls-program-area).

- **A Matter of Balance:** An 8-week structured group intervention that emphasizes practical strategies to reduce fear of falling and increase activity levels. Participants learn to view falls and fear of falling as controllable, set realistic goals to increase activity, change their environment to reduce fall risk factors, and exercise to increase strength and balance.
- **Bingocize®:** A 10-week program that combines a bingo-like game with exercise and health education. The unique addition of bingo addresses many of the barriers to older adults' participation because the game is fun, familiar, and done in a group setting. The program has been shown to increase older adults' functional fitness, health knowledge, and social engagement in a variety of settings. The overall goals of the program are to help older adults improve and/or maintain mobility and independence, learn and use health information focused on falls reduction and other health-related behaviors, and socially engage with other older adults. A mobile app version is also available.
- **Community Aging in Place-Advancing Better Living for Elders (CAPABLE):** A 5-month structured program delivered at home to community-dwelling older adults to decrease fall risk, improve safe mobility, and improve the ability to safely accomplish daily functional tasks. CAPABLE is delivered by an occupational therapist, who makes six visits to each participant; a nurse, who makes four visits; and a handyman, who contributes up to a full day's work, providing home repairs, installing assistive devices, and making home modifications. Participants work with the therapist and nurse to identify three achievable goals per discipline, examine the barriers to achieving those goals, and make action plans, supported by changes to the home and medication environment, to achieve those goals.
- **EnhanceFitness:** A low-cost, evidence-based group falls prevention and physical activity program developed specifically for older adults. The exercises have been packaged into a formal regimen focusing on four key areas important to the health and fitness of mature participants: low impact cardiovascular; dynamic/static balance work, strength training and stretching. Classes meet three times a week, an hour each session, providing social stimulation as well as physical benefits.
- **FallsTalk:** An individual program for anyone who has experienced a fall or regular loss of balance, regardless of walking ability, medical condition, mobility or fitness level. The program begins with a personal FallsTalk Interview in-home or community space to discuss their unique situation. The intervention consists of initial and follow-up interviews with a trained facilitator, daily personal reflection (2-3 minutes), three brief weekly calls, and then monthly check-in calls. Clinical trials and community results provide evidence that FallsTalk significantly reduces falls compared to untreated fallers.
- **FallScape:** A customized program for anyone who has experienced a fall or regular loss of balance, regardless of walking ability, medical condition, mobility, cognitive or fitness level. FallScape consists of one or two training sessions with a set of brief (less than 1 minute) multimedia vignettes that are selected specifically to help an individual prevent falls in their own unique situation. FallScape is offered in-home or in a community space in conjunction with FallsTalk. Research shows that participants achieve maximum benefit with the addition of this multimedia training.
- **Fit & Strong!:** A physical activity/behavior change intervention for older adults who have lower extremity joint pain and stiffness related to osteoarthritis. Fit & Strong! blends a multiple component exercise program with group problem solving/education using a curriculum designed to facilitate arthritis symptom management, confidence in the ability to exercise safely with arthritis, and commitment to lifestyle change. Before the end of the 8-week Fit & Strong! program, participants meet with the instructor to develop individualized exercise plans that foster ongoing maintenance of a balanced physical activity routine.



- **Healthy Steps for Older Adults:** An evidence-based falls prevention program for adults ages 50 and over. The program is designed to raise participants' fall prevention knowledge and awareness, introduce steps they can take to reduce falls and improve their health and well-being and provide referrals and resources. Two 2-hour workshops are offered to interested individuals in the community at facilities such as senior community centers and health care organizations.
- **Healthy Steps in Motion (HSIM):** An exercise program designed for people of all fitness levels. The program is a one-hour session twice a week for eight weeks, and is taught by certified instructors; it starts with a warm-up, followed by strength & balance exercises and ends with a cool-down stretch. There are three levels so participants can continue HSIM for as long as they like. HSIM strives to reduce the risk of falling by building body strength, increasing flexibility, and improving balance. HSIM can be offered at senior centers, older adult living centers, recreation centers, hospitals, YMCAs/YWCAs, and more.
- **The Otago Exercise Program:** The Otago Exercise Program (OEP) is a series of 17 strength and balance exercises delivered by a Physical Therapist or a Physical Therapy Assistant in the home, outpatient or community setting that reduces falls between 35 and 40% for frail older adults. This evidence-based program calls for Physical Therapists to assess and progress older adults through an 8-week clinical phase, and then the older adult is transitioned to a self-management phase for 4 - 10 months. During this time, the older adult is supported by monthly phone calls and check-ins at months 6 and 12 if needed. There are opportunities for Physical Therapists to collaborate with community providers to support dissemination and implementation of the OEP.
- **Stay Active and Independent for Life (SAIL):** A strength, balance, and fitness program targeted toward community-dwelling adults 65 and older. SAIL is offered 2-3 times a week in a one-hour class. Exercises can be done standing or sitting and can accommodate people with mild levels of mobility (e.g. people who are occasional cane users).
- **Stepping On:** A multifaceted program that offers community-dwelling older adults information, strategies and exercises to reduce falls and increase self-confidence in situations where they are at risk of falling. The program content covers: falls and risk; strength and balance exercises; safe footwear and walking; vision and falls; home and community safety; medication review and management; bone health; and coping after a fall.
- **Stopping Elderly Accidents, Deaths, and Injuries (STEADI) Toolkit:** Developed by the Centers for Disease Control and Prevention, this toolkit provides instructional videos and online training for health care professionals, fall risk screening tools, and educational materials for older adults and their families.
- **Tai Chi for Arthritis:** Tai Chi for Arthritis helps people with arthritis to improve all muscular strength, flexibility, balance, stamina, and more.
- **Tai Ji Quan: Moving for Better Balance:** Tai Ji Quan: Moving for Better Balance™ is an evidence-based falls prevention program delivered in two one-hour sessions each week for 24 weeks. Each session consists of warm-up exercises; core practices, which include a mix of practice of forms, variations of forms, and mini-therapeutic movements; and brief cool-down exercises.
- **YMCA Moving for Better Balance:** A 12-week instructor-led group program designed to improve strength, mobility, flexibility, and balance for enhanced overall physical health and better functioning in daily activities. Participation in the program may also result in better mental health, reduced stress, improved memory and cognition, and increased self-esteem. The program, based on the principles of Tai Chi, teaches eight movements modified especially for falls prevention. The program is targeted toward individuals 65 years or older who are physically mobile with impaired stability and/or mobility, or individuals 45 years or older with a condition that may impact stability and/or mobility. A YMCA membership is not required to participate in the program.



## Appendix B: References

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