Webinar Overview

I. Falls Prevention Awareness Day (FPAD) 
   Introduction and Background

II. FPAD Advocacy

III. CDC Helping Older Adults Age Without Injury

IV. FPAD Resources

V. FPAD Events and Activities
Presenters

• Kathleen Cameron, MPH, Senior Director, Center for Healthy Aging, National Council on Aging
• Chelsea Gilchrist, MGS, Senior Program Manager, Center for Healthy Aging, National Council on Aging
• Jennifer Tripken, PhD, Associate Director, Center for Healthy Aging
• Robin Lee, PhD, MPH, Team Lead – Home and Recreational Injury Prevention CDC/NCIPC/Division of Unintentional Injury Prevention/ Home
Presenters

• Juliet C. Simone, MPH, MBA, The Oasis Institute
• Tia Gulley, MA, Ohio Department of Aging
• Jo Rhodes, Founding Member of the Indiana Fall Prevention Coalition
• Nora Kramer, RN, Thomas Jefferson University
• Nicolle Miller, North Carolina Center for Health and Wellness at UNC Asheville
• Regina Creech, M.S., CHES, Medical University of South Carolina
• Christine Hamacher, SAGES Theater, Inc.
• Lori Collins, Pinellas County 9-1-1- Center
• Arlene Grosso, CAPS SRES, Pasco Pinellas Area Agency on Aging
Who We Are

We believe every person deserves to age well

OUR VISION
A just and caring society in which each of us, as we age, lives with dignity, purpose, and security

OUR MISSION
Improve the lives of millions of older adults, especially those who are struggling

OUR STRATEGY
- Talk About and Measure Aging Well
- Innovate and Curate Proven Solutions
- Scale Through Policy, Partners, and Social Enterprise
Since 1950, our passion and our mission has been improving the lives of older adults.

We are the longest-serving national organization focused on aging.
NCOA’s Center for Healthy Aging

- **Goal:** Increase the quality and years of healthy life for older adults and adults with disabilities

- **Two national resource centers funded by the Administration for Community Living**
  - Chronic Disease Self-Management Education (CDSME)
  - Falls Prevention

- **Other key areas:** Behavioral health, physical activity, immunizations, oral health
National Falls Prevention Resource Center

• Increase public awareness about falls prevention

• Serve as the national clearinghouse for tools and resources

• Support and stimulate evidence-based programs and strategies

www.ncoa.org/healthy-aging/falls-prevention/
Older Adult Falls

Falls are common

- Falls are the leading cause of both fatal injury and nonfatal trauma-related hospital admissions among older adults.
- One in four Americans aged 65+ falls each year; 20% are injured.
- Every 11 seconds, an older adult is treated in the emergency room for a fall; every 19 minutes, an older adult dies from a fall.

Falls are costly

Personal: Serious injuries, significant impact on quality of life,
Financial: In 2015, the total cost of fall injuries was $50 billion; 75% paid by Medicare and Medicaid. Costs are expected to reach $101 billion by 2030.

Falls are predictable

Modifiable physical, behavioral, and environmental risk factors

Falls are largely preventable

Everyone has a role to play and can make a difference within their own sphere of influence.

Source: CDC
https://www.cdc.gov/homeandrecreationsafety/falls/adultfalls.html
National Falls Free ® Initiative

• A network of partners dedicated to falls and injury prevention
  • Administration for Community Living and the Aging Network
  • CDC’s National Center for Injury Prevention and Control
  • National professional and consumer organizations
  • State and local public health entities

• National Action Plan developed in 2005; updated in 2015

• Falls Free® is a critical effort to meet Healthy People 2020 goals of reducing older adult fall-related ED visits by 10%

• 43 State Falls Prevention Coalitions
State Falls Prevention Coalitions

https://www.ncoa.org/resources/list-of-state-falls-prevention-coalitions/
National Fall Prevention Awareness Day (FPAD)

- FPAD is held each year on the first day of fall: September 23, 2019
- Raise awareness about how to prevent falls and fall-related injuries among older adults.
  - Education
  - Action
Falls Prevention Awareness Day
Advocacy Initiatives
National FPAD Senate Resolution: Since 2008, the U.S. Senate has obtained bipartisan sponsorship declaring the first day of fall FPAD for the purpose of education, support, and awareness of evidence-based programs and interventions that help communities fight back against falls.

The 2019 Senate Resolution was presented to the U.S. Senate Aging Committee and it is important to continue to have bipartisan support. Individuals are encouraged to educate and advocate for this resolution and falls solutions.

Share your Story
Increase Awareness of Falls across the U.S.

Congress has identified a need for stories of older adults and falls.

Stories may include:

- A personal story of an older adult who has fallen. It can be anonymous or have the name changed, but please make it clear what community in the state the person is from, and what local organizations assisted, to make it relevant to each Senator.
- Details of the success that a clinical intervention and/or evidence-based falls prevention program has had for that senior, or could have had if the intervention had happened in time. If you submitted your own comments to the Committee, perhaps the story can highlight one of your recommendations.

A good example is Sandy’s story, from MaineHealth Matter of Balance. Or Marjorie Franck’s story from Greenville, North Carolina.

Share your story with us: stories@ncoa.org

Education and Advocacy in Your State: Governor’s Proclamation

If you haven’t done so already, engage your state in a Governor’s Proclamation recognizing Falls Prevention Awareness Day (or Week).

In 2018:

- 68% of states obtained a Governor’s Proclamation
- 18% of states conducted a falls prevention demonstration or education session for elected officials
- 14% of states met with elected officials

NCOA’s recommendations were submitted in response to the Senate Special Committee on Aging’s request for input related to older adult falls and falls prevention. This input was based on the National Falls Prevention Action Plan, the latest research findings, as well as our extensive experience in working with health care providers, as well as states and local communities.

- **Cross-Agency Federal Effort** that would build upon and leverage HHS programs and other federal efforts to help change the trajectory of falls and injuries among older adults.
- **Integration of falls into Community Health Needs Assessments**
- **Universal Tools** for Assessment, Screening, and Discharge
- **Use CMMI funding** for a demonstration project
- **Mandate Medicare Part D Prescription Drug Plans expand Medication Therapy Management Services**
- **Add second falls** as a Hospital Readmission Reduction Program

For the full NCOA response: [https://www.ncoa.org/resources/senate-aging-committee-letter/](https://www.ncoa.org/resources/senate-aging-committee-letter/)
CDC Helping Older Adults Age Without Injury

Robin Lee PhD MPH
RLee3@cdc.gov
Team Lead – Home and Recreational Injury Prevention
Centers for Disease Control and Prevention

NCOA Falls Prevention Awareness Day Webinar – August 15, 2019
Overview of NEW CDC Resources

• Data on older adult falls
  • Trends in fall death rates (Hartholt 2019)
  • Trends in psychoactive medication use (Haddad 2019)

• Tools for fall prevention
  • Coordinated Care Plan to Prevent Older Adult Falls
  • Evaluation Guide for Older Adult Clinical Fall Prevention Programs
  • Refreshed STEADI algorithm
  • STEADI-Rx
  • MyMobility Plan

• Interactive state maps
  • Percent of falls reported
  • Fall death rates
  • Medical cost estimates
NEW CDC Data on Older Adult Falls

Age adjusted fall mortality among U.S. adults aged 75 years and older, 2000 - 2016.

### NEW CDC Data on Older Adult Falls

#### Crude mortality rates and the annual percent change by age group, 2000 – 2016.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Year 2000 Mortality Rate per 100,000</th>
<th>Year 2016 Mortality Rate per 100,000</th>
<th>Annual Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>75 – 79</td>
<td>22</td>
<td>42</td>
<td>3.5</td>
</tr>
<tr>
<td>80 – 84</td>
<td>44</td>
<td>89</td>
<td>3.8</td>
</tr>
<tr>
<td>85 – 89</td>
<td>84</td>
<td>171</td>
<td>3.7</td>
</tr>
<tr>
<td>90 – 94</td>
<td>150</td>
<td>368</td>
<td>5.4</td>
</tr>
<tr>
<td>≥ 95</td>
<td>218</td>
<td>631</td>
<td>6.4</td>
</tr>
</tbody>
</table>

* Significant in all groups at P< 0.001.

Psychoactive medication use between 1996 and 2013 among older adults (≥ 65).

NEW CDC tools for fall prevention

- Refreshed STEADI algorithm emphasizes how to screen, assess, and intervene to reduce falls.

- The Coordinated Care Plan describes how health systems and providers can implement a STEADI-based clinical fall prevention program.

- The Evaluation Plan describes how to evaluate a STEADI-based clinical fall prevention program.
NEW CDC tools for fall prevention

STEADI-R\textsubscript{x} offers tools for community pharmacists on how to screen, assess, and intervene to reduce fall risk.

MyMobility Plan helps older adults plan for how they will get around as they age. The focus is on taking action to reduce fall and motor vehicle crash risk.
NEW Interactive State Maps

Three interactive maps will highlight state data on:

- Percent of falls reported\(^1\)
- Fall death rates\(^2\)
- Total medical costs by payer\(^3\)

Maps will be available in early September at www.cdc.gov/homeandrecreationalsafety

---


Cost of Older Adult Falls

Falls among adults age 65 and older is very costly, each year about $50 billion is spent on non-fatal fall injuries and $754 million is spent on fatal falls.¹

For non-fatal falls:
- $29 billion is paid by Medicare
- $12 billion is paid by Private or Out of Pocket payers
- $9 billion is paid by Medicaid

As the number of adults, age 65 and older, grows we can expect fall injuries and the cost to treat these injuries to increase.

Cost of Older Adult Falls by State Payer Type

How Are State Costs Calculated?

Draft thumbnail of the proposed cost map in development. Data and text are subject to change.
Questions?
For more information, please contact:
RLee3@cdc.gov

Centers for Disease Control and Prevention
National Center for Injury Prevention and Control
Home and Recreation Team
Robin Lee PhD, MPH – Team Lead & Epidemiologist
Gwen Bergen PhD – Behavioral Scientist
Elizabeth Burns MPH – Epidemiologist
Jas Legha MD MPH – Medical Officer
Terri Head – Public Health Advisor
Yara Haddad PharmD, MPH – Contract Pharmacist
Briana Moreland MPH – Epidemiology Fellow
Sameer Kakara MPH – Epidemiology Fellow
Iju Shakya MPH – Project Management Fellow
Janice Marks DNP, RN, FNP-BC – AACN Nursing fellow

Division Liaisons to the Team
Meghan Frey MA, MPH – Policy and Partnership Team
Erin Bruner – Communications Team

The findings and conclusions in this report/presentation are those of the authors, and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

Improving the lives of 10 million older adults by 2020 | © 2019 National Council on Aging
Falls Prevention Awareness Day
Resources
Falls Prevention Awareness Day Resources

- General Resources
- Marketing & Media
- Past Activities
- Advocacy
- How to Get Involved
- Visit www.ncoa.org/FPAD

Marketing & Media

Spread the word about falls prevention with these tips and tools.

- Promotional Materials
- PowerPoint Presentation Toolkit
- Media Toolkit
Infographics and Handouts

- Falls Prevention Conversation Guide for Caregivers
- Home Safety Assessment Tools, Home Modification Programs, and Home Modification Funding Sources
- Falls Prevention Fact Sheet
- 6 Steps to Prevent a Fall Infographic
- 6 Steps to Protect Your Loved One from a Fall
- Winterize to Prevent Falls
- Osteoarthritis and Falls
- Osteoporosis and Falls
- Falls Prevention Programs: Saving Lives, Saving Money Infographic
Videos

• 6 Steps to Prevent a Fall
• You Have the Power to Prevent a Fall
• Navigating Outdoor Fall Hazards
• 18 Steps to Modify Your Home
• Falls Free ® Video Contest Winners
Marketing & Media

- **PowerPoint Presentation Toolkit**
- **Promotional Materials**
  - Falls Free® Ribbons
  - Event Flyer Template
- **Media Toolkit**
  - Sample Social Media Messages
  - Media Tip Sheet
  - Press Release
  - Media Alert
  - Falls Prevention Success Stories & Testimonials
2019 FPAD Social Media Events

- **FPAD Facebook Video Broadcast:** Sept. 23 @ 12:00 p.m. ET

- **FPAD Twitter Chat:** Sept. 24 @ 1:00-2:00 p.m. ET. Use the hashtag #FPAD2019 to share resources and tips of your own.
State and Local FPAD Activities

View the FPAD Impact Reports for event, activity, and partnership ideas

- Public awareness activities
- Professional education
- Physical activity events
- Falls risk screening fairs
- Medication review
- Enrolling older adults in evidence-based falls prevention programs
- State and local advocacy activities
- Proclamations – state and local
State and Local FPAD Activities

View the FPAD Impact Reports for event, activity, and partnership ideas

- Public awareness activities
- Professional education
- Physical activity events
- Falls risk screening fairs
- Medication review
- Enrolling older adults in evidence-based falls prevention programs
- State and local advocacy activities
- Proclamations – state and local
Evidence-Based Falls Prevention Programs

- A Matter of Balance
- CAPABLE
- EnhanceFitness
- FallsTalk/FallScape
- Fit & Strong!
- Healthy Steps for Older Adults
- Healthy Steps in Motion
- Otago Exercise Program
- Stay Active and Independent for Life (SAIL)
- Stepping On
- Stay Safe, Stay Active
- Tai Chi for Arthritis
- Tai Ji Quan: Moving for Better Balance
- YMCA Moving for Better Balance

Full list of programs and program details available at: https://www.ncoa.org/resources/select-evidence-based-falls-prevention-programs/
Find a Program Near You

- Area Agencies on Aging
- State Falls Prevention Coalitions
- ACL State and Tribal Evidence-Based Falls Prevention Program Grantees

NCOA Falls Prevention Photo Contest

- Open to all! Instructions and rules available [here](#)
- Looking for high quality, action photos
- Need signed [NCOA consent forms](#)
- Prizes are: 1st prize: $300; 2nd prize: $250; 3rd prize: $200
- Submit entries online by October 31st at 11:59pm ET
- Questions? Contact Ellen Schneider: ellen.schneider@ncoa.org
Falls Prevention Awareness Day
Activities and Events
Pay Attention to Falls Prevention
St. Louis Oasis

Event or Activity: Oasis rented two large rooms at a brand new community center that is central in the St. Louis Metro area. We hosted about 25 vendor-style tables, raffled off home improvement prizes, offered a variety of falls prevention-related screenings and a light lunch.

Partners: Area Agency on Aging, Athletico (therapy company), Rebuilding Together, Walgreens Pharmacy, Visiting Nurses Association, Missouri Baptist Hospital, Washington University Occupational Therapy, BJC Homecare, St. Louis College of Pharmacy, University of Missouri Extension, AARP Safe Driving, Connect Hearing, Inc, Grab Bar Guys, Center for Hearing and Speech and other local therapy groups.

Key Successes:
• [1] 150 older adults were screened for a variety of falls risk including physical fitness and polypharmacy
• [2] First time securing $500 corporate sponsorship from Athletico
• [3] Had a great turnout even by changing the location from the previous year

Lessons Learned:
• [1] Need to return to a free venue!
• [2] It’d be helpful to cross-reference fall 2018 falls prevention class enrollment against FPAD attendance roster
Pay Attention to Falls Prevention
St. Louis Oasis

Links to Resources:

- [1] https://www.oasisnet.org/National-Programs/Health-Programs/Fall-prevention
- [2] https://www.youtube.com/watch?v=Eaqj1X3bUho

Contact Information:

- Juliet Simone, MPH, MBA
- National Health and Program Manager, The Oasis Institute
- jsimone@oasisnet.org
**Event or Activity:** 10 Million Steps to Prevent Falls

- The campaign recruits community partners to host walking groups or events to raise awareness of older adult falls and the many things (such as regular physical activity) older Ohioans can do to reduce their risk.

- We set a statewide goal of at least 4,000 participants walking at least one mile each in the name of falls prevention. At an estimated, 2,500 steps per mile, that equals 10 million steps.
### 10 Million Steps to Prevent Falls
**Ohio Department of Aging – STEADY U Ohio**

**Partners:**

<table>
<thead>
<tr>
<th>Senior Centers</th>
<th>Community Action Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area Agencies on Aging</td>
<td>YMCAs</td>
</tr>
<tr>
<td>County offices on Aging</td>
<td>Hospital wellness programs</td>
</tr>
<tr>
<td>Municipal office on Aging</td>
<td>Doctor Offices</td>
</tr>
<tr>
<td>Alzheimer’s Association Chapters</td>
<td>PT/OT Practices</td>
</tr>
<tr>
<td>Community wellness programs</td>
<td>Senior housing communities</td>
</tr>
<tr>
<td>Local health departments</td>
<td>Nursing homes</td>
</tr>
<tr>
<td></td>
<td>Assisted living facilities</td>
</tr>
<tr>
<td></td>
<td>Falls Prevention Coalition</td>
</tr>
<tr>
<td></td>
<td>Ohio Department of Health</td>
</tr>
<tr>
<td></td>
<td>Ohio Bureau of Workers’ Comp.</td>
</tr>
<tr>
<td></td>
<td>Local Schools</td>
</tr>
<tr>
<td></td>
<td>Colleges and Universities</td>
</tr>
<tr>
<td></td>
<td>Other state agencies</td>
</tr>
</tbody>
</table>
10 Million Steps to Prevent Falls
Ohio Department of Aging – STEADY U Ohio

Key Successes:
• [2015] 57 groups/events; 4,424 participants; 5,325 miles walked; 13.3 million steps
• [2016] 53 groups/events; 3,512 participants; 6,797 miles walked; 17.0 million steps
• [2017] 57 groups/events; 4,935 participants; 22,474 miles walked; 22.4 million steps
• [2018] 106 groups/events; 16,099 participants; 39,126 miles walked; 97.8 million steps
• Having partners create community events that address multiple areas that prevent falls – farmer’s market, shoe stores, assistive devices vendors, AAA, home modification, health and wellness programs

Lessons Learned:
• Reach out to your community partners! Organizations/groups are eager to own this event; use it as recruitment/outreach
• 2018 jump in participation due to partnership with five Alzheimer’s Association walks
• Don’t try to do too much – allow partners to create the events they think will work best for their community
10 Million Steps to Prevent Falls

Ohio Department of Aging – STEADY U Ohio
10 Million Steps to Prevent Falls
Ohio Department of Aging – STEADY U Ohio

Links to Resources:  https://aging.ohio.gov/steadyu/10millionsteps

Contact Information:

Tia Gulley
Population Health Program Administrator
tgulley@age.ohio.gov
Safe at Home Event
Safe at Home Event
Fall Prevention Awareness Activity

Half day of volunteer service to senior homeowners and people with disabilities.

- 183 senior households impacted
- 150-200 volunteers annually
Safe at Home Event
Criteria for Assistance

Half day of volunteer service to senior homeowners and people with disabilities.

➢ 60 + years old or with a disability
➢ Own home
➢ 250% of poverty level or below
   (1 person $31,225 per year,
    2 persons $42,275 per year)
➢ Identified fall risk in the home
SAFE AT HOME EVENT

PROJECTS AND ACTIVITIES

➢ Install grab bars in bathrooms; handheld shower units
➢ Install banisters in stairwells and hallways
➢ Install handrails on outdoor steps
➢ Step transitions
➢ Install motion detection lighting
➢ Install smoke detectors
➢ Yard: Clean, organize and remove trash and yard debris when approved by owner
Safe at Home Event
For More Information

➢ Brief video https://cicoa.org/events/safe-at-home-event/
➢ Indiana Fall Prevention Coalition https://www.infallprevention.org/
➢ CICOA Safe At Home Program https://cicoa.org/services/safe-at-home/

Safe At Home Event Coordinator:

Dan Amonett, MA, MIS
Certified Aging in Place Specialist (CAPS)
Director | Safe at Home
damonett@cicoa.org | www.cicoa.org
Event or Activity: Our event was an Awareness and Educational outreach program accompanied by a flash mob promoting prevention

Partners: Thomas Jefferson University School of Physical Therapy

Key Successes:
• We successfully screened over 150 staff, visitors, and patients in Falls Risk
• We provided Educational information on evidence based fall prevention programs
• Many participants acknowledged a better understanding of Falls Prevention

Lessons Learned:
• Many people who were screened, were surprised to learn that there was such a screening tool, and that they may have been a higher risk than originally thought.
• There is a need for increased participation in the evidence based falls prevention programs.
National Falls Prevention Awareness Day
Thomas Jefferson University Hospital and University

Contact Information:
• Nora Kramer RN, MS
• Trauma Education and Injury Prevention Community Outreach
• nora.kramer@jefferson.edu
**Event or Activity:** NCCHW hosted a 1-day Healthy Aging NC Summit, which included a falls prevention track. The day focused on presentations about linking clinical and community providers to address healthy aging. Panelists ended the day sharing their successes and challenges in collaborating across sectors.

**Partners:** Funding partners included the NC Division of Aging (SUA), UNC Geriatric Workforce Enhancement Program (through a Mental Health Coalition, and the regional Area Health Education Center. Planning partners included the NC Division of Public Health Injury and Violence Prevention Branch
North Carolina Healthy Aging Summit
NC Center for Health and Wellness at UNC Asheville

**Key Successes:** (Identify 2-3 successful aspects of the event, e.g. 200 older adults were screened for fall risks and 50 older adults enrolled in a community-based fall prevention program.)

- 200 professionals attended the conference and brought ideas back to their organization
- The Summit initiated a partnership between NCCHW and two trauma centers to form a regional Falls Prevention Coalition

**Lessons Learned:** (What would you do differently next time? Any advice for those who want to try this in their community?)

- Start planning early and develop a steering committee to help divide and conquer tasks
- Allow times for people to connect and network with each other throughout the day
North Carolina Healthy Aging Summit
NC Center for Health and Wellness at UNC Asheville

Links to Resources: http://ncfallsprevention.org/nc-summits/

Contact Information:
• Nicolle Miller, Director of State and Community Collaborations
• NC Center for Health and Wellness at UNC Asheville
• nmiller2@unca.edu
South Carolina FPAD Activities
Trauma Assoc. of S.C. & Medical Univ. of S.C.

Event or Activity: Trauma Centers across the state conducted activities to support FPAD. Partners provided fall risk screenings, vision/hearing screenings, medication reviews, tai chi, Matter of Balance, SLIP, SAIL, Remembering When, and other programs.

Partners: 15 participating trauma centers, senior centers, university students, fire departments, EMS, parks and recreation centers, Lt. Governor’s Office on Aging, South Carolina AARP, S.C. Department of Health and Environmental Control, and AAA’s.

Key Successes:
• 755 People Reached with 162 Screenings at Community Events
• 1,224 People Reached at FPAD Activities
• 340 Hours of EB Programs Offered
• 157 Participants in Society of Trauma Nurses (STN) Senior Living for Injury Prevention (SLIP)
• Fall Prevention Toolkit & “How To Get Up From A Fall” brochure

Lessons Learned:
• Create a uniformed document for outcomes tracking
• Connecting with non trauma center activities
South Carolina FPAD Activities
Trauma Assoc. of S.C. & Medical Univ. of S.C.

Links to Resources: (Please share links to information about the event/activity, and/or resources you developed, such as marketing flyers, brochures, scripts, etc.)
- http://www.sc-trauma.org/prevention

Contact Information: (Please add your contact information so attendees can contact you for further information)
- Regina Creech
- Injury Prevention Outreach Coordinator, Medical University of S.C., Level 1 Trauma Center
- creec@musc.edu
Statewide Activities

State of South Carolina

Governor’s Proclamation

WHEREAS, approximately 15.2 percent of South Carolinians are 65 years of age or older; and

WHEREAS, falls are a common cause of injury and death among the older population, with two out of ten admissions to trauma centers attributed to patients aged 65 and over with fall-related injuries; and

WHEREAS, while falls have many contributing factors including age, gender, history of falling, prior health conditions, physical limitations, environment, medications, and alcohol use, falling is not a natural part of aging; and most falls can be prevented; and

WHEREAS, older adults can reduce their risk of falling by exercising, knowing the side effects of their medications, having their vision checked, wearing proper shoes, and improving the lighting both inside and outside of their homes; and

WHEREAS, the Trauma Association of South Carolina, South Carolina Lieutenant Governor’s Office on Aging, and South Carolina Department of Health and Environmental Control are working together in an effort to raise awareness of preventing falls and the availability of evidence-based programs such as Tai Chi for Arthritis, Staying Independent for Life, Better Choices Better Health, Arthritis Foundation Exercise Program, A Matter of Balance, and other opportunities designed to significantly reduce falls among older adults.

NOW, THEREFORE, I, Henry McMaster, Governor of the great State of South Carolina, do hereby proclaim September 22, 2018, as

FALLS PREVENTION AWARENESS DAY

throughout the state and encourage all South Carolinians to learn more about the risks for falls and strategies to prevent them.

Henry McMaster
Governor
State of South Carolina
STANDING OVATIONS: ACT II
Impact Your Community with Senior Theater
Claire’s Demise

DENIAL

DENIAL

DENIAL
WHO needs to be involved?

- Fire Rescue
- Emergency Management Services
- Fall Prevention Professionals
- Area Agency on Aging
- Commission on Aging
- Parks & Recreation

Community Theater
OUR AMAZING OUTCOMES!

- Immediate reduction in falls for older adults in areas where performed
  - 911 reported an average of 14% fewer falls in local communities
  - Drop in 911 calls in Pinellas County for the first time in 5 years

- Stronger collaboration between public, private, & non-profit agencies
  - Partner on coordinated events and support each other’s community efforts
  - Spread the word to the public about available resources more effectively

- Increased fall prevention awareness among the public
  - Higher attendance at follow up programs and continued references to play
  - Expand media coverage through newspaper, radio, television (documentary)

- Life-changing sense of purpose among seniors involved
  - Different casts and volunteers for each area
  - Encouraged advocacy and discussion without stigma
SAGES
Plays with Purpose
SAGEStheater.org
More Information

• Visit www.sagestheater.org to watch video clips of the play and find information on how to secure kits to bring this play to your community.

• Watch the trailer for the play documentary at www.thrivinginplace.net.

• Email playswithpurpose@sagestheater.org with any questions.
Prevent the Fall, Prevent the Call
Pinellas County, FL Regional 9-1-1 Center

Event or Activity: 86 out of the top 100 users of the 9-1-1 system by address in Pinellas County are ALF’s, Rehabilitation Centers or Nursing Homes. Out of those top users the highest type of call was for falls.

Partners: Area Agency on Aging, BLS Falls Committee, SAGES Theater, 9-1-1, Fire Departments and Emergency Medical Services.
Prevent the Fall, Prevent the Call

Pinellas County, FL Regional 9-1-1 Center

Key Successes:

• Track Statistics for all top 100 users to show what types of calls are coming in. Most agencies do not know how many calls their facility is generating, let alone what types of calls. Once they know where they are on the top 100 list, they realize the impact they are having on the County EMS system and work to do better.

• Provide training to all administration, care and nursing staff, maintenance staff and residents on falls prevention to over 65 facilities to date, with every single one reducing falls and calls to 9-1-1. Average reduction of falls and calls 14%, one facility has a 60% reduction in falls. We are currently working to train and assist all facilities in Pinellas County.

• Work with our partner agencies to provide additional statistics to monitor call types and call times to assist facilities with falls prevention tips and ideas. We track 65 facilities by time of day, day of week, month and year.

Lessons Learned:

• Work with your community fire departments and 9-1-1 centers to find the data on your community and facilities to determine who needs training and assistance in preventing falls in their facilities and helping residents live falls free. We utilize a fall prevention traveling trunk with outlines, handouts and props to present an interactive program to prevent falls.
Prevent the Fall, Prevent the Call
Pinellas County, FL Regional 9-1-1 Center

Contact Information:
• Lori Collins, Public Educator, Pinellas County 9-1-1 Center
• llcollins@pinellascounty.org
“Saving Claire” A Falls Prevention Documentary Premiere

Better Living For Seniors Falls Prevention Coalition

Falls Prevention Month Event – Premiere Documentary Screening 9/15/19 at Pinellas Park Performing Arts Center – Audience 500

Partners Included:
- Area Agency On Aging Pasco/Pinellas
- Better Living For Seniors
- Falls Prevention Coalition Members
- Ames Productions
- Pinellas Park Fire Department
- Florida Physical Therapy Association,
- Congressional Representative and former Governor Charlie Crist
- Regional 911, EMS, County Fire Department
- Eckerd College

Key Successes: Scalable….Actionable….Effective

- Must include one “path to action” (fall-hazard assessment, medication & supplement review)
- Key message that falls are preventable along with empowering messages of how to avoid them are clearly communicated throughout the film and reinforced by distribution pathways.
- Work with 911 to track the data for 12 months after roll out in a zip code to quantify results. This will enable us to focus our evidence-based education where it is needed and shows what worked.
“Saving Claire” A Falls Prevention Documentary Premiere
Better Living For Seniors Falls Prevention Coalition

Falls Prevention Month Event – Premiere Documentary Screening 9/15/19 at Pinellas Park Performing Arts Center

➢ All audience members receive a Resource Guide within the Program for help with preventing falls.
➢ Screening Events can be held for 25-600 people. The number of attendees will determine the amount of audience interaction.
➢ Eckerd College screening on September 25th will give college credit to students that attend the Screening. They will fill out a survey designed to give us needed input.

Lessons Learned:
➢ Target Audience: Age 55+ and their families, care providers, service providers, businesses organizations, clubs, and government agencies
➢ Organizations such as FPC to design and set up screenings, promote the project and gather advisors and experts for each event.

Screening Hosts and Sponsors
➢ Social Media, Press Releases, Media Campaign (Radio, TV) Flyer Distribution
“Saving Claire” A Falls Prevention Documentary Premiere

BLS Falls Prevention Coalition – Pasco/Pinellas

Links to Resources: Falls Prevention Coalition of BLS – Facebook page
BLSPinellas.org - website look for Sept 15th Event information

Contact Information:
• Arlene Grosso
• Chairperson, BLS Falls Prevention Coalition Pasco/Pinellas
• arlene@accessanddesignfl.com
Questions?
Please type your question into the chat box.
Thank you!