

**2012-2013 North Carolina Falls Prevention Coalition Action Plan**

**Goal:** Reduce the unintentional falls mortality rate (per 100,000 population). From 8.9 (2009) to 8.0 by December, 2013.

Strategies, Objectives, and Timeline		Who is Responsible
Strategy 1	Build and strengthen regional/local falls prevention (FP) coalitions.	NC Falls Prevention Coalition (NCFPC) Steering Committee (SC) and Local Coalitions (LC)
Timeline for Objectives	<ul style="list-style-type: none"> <li>a) By 2013, establish periodic conference calls with the regional/local coalitions to exchange ideas and information and provide technical assistance.</li> <li>b) By 2013, hold a falls prevention symposium if funding and resources are available.</li> <li>c) By 12/2013, establish at least two additional FP coalitions in the state.</li> </ul>	<p>SC</p> <p>SC/UNC Institute on Aging (IOA), NC Injury and Violence Prevention Branch (IVPB), Carolinas Geriatric Education Center (CGEC), NC Division of Aging (DOA)</p> <p>SC/LC</p>
Strategy 2	Develop and disseminate evidence based falls prevention programs.	NCFPC, UNC IOA, NC DOA, AAAs
Timeline for Objectives	<ul style="list-style-type: none"> <li>a) Ongoing: Promote the dissemination of A Matter of Balance in proposals and through referrals to the program.</li> <li>b) By 12/2013, promote Otago to physical therapists and educate them about the availability of the program via CGEC's online training.</li> <li>c) By 12/2013, explore potential and methods for statewide retraining of Tai Chi instructors in evidence based methods.</li> </ul>	<p>NC DOA, Be Active North Carolina</p> <p>NCFPC Provider Education Workgroup (WG2), CGEC, NC DPH, NC DOA, CGEC, SC</p>
Strategy 3	Increase access, timeliness and understanding of falls prevention data.	NC IVPB
Timeline for Objectives	<ul style="list-style-type: none"> <li>a) Annually, within three months of new falls data becoming available from the State Center for Health Statistics, compile the data and upload it on the NC Division of Public Health's website. The link will be promoted on the NC Falls Prevention website and to regional/local FP coalitions</li> </ul>	NC IVPB

	<p>through listservs.</p> <p>b) Annually, create a data highlights newsletter.</p> <p>c) By 2013, provide training to local coalitions or lead agencies on where data can be found and what it means; conduct the training via webinar.</p> <p>d) Annually, obtain and publish data to website regarding falls prevention capacity in each county/community.</p> <p>e) Throughout funding cycle of IVPB's CDC Surveillances Quality Improvement Project (2010-2015), promote better coding of falls data and data linkages between systems, such as emergency department data, EMS, and hospital discharge.</p>	<p>NC IVPB</p> <p>NC IVPB, SC, NCFPC WG2, UNC IOA, CGEC</p> <p>SC, NC IVPB</p>
Strategy 4	Ensure that each community or county has an array of resources essential for falls prevention.	SC, LCs, UNC IOA, CGEC, NC IVPB
Timeline for Objectives	<p>a) Annually, recommend that each community complete capacity assessment and set concrete goals for filling gaps.</p> <p>b) Ongoing, hold conference calls as a venue for sharing ideas and information.</p> <p>c) Ongoing, update and promote FP coalition website.</p> <p>d) Ongoing, write and promote success stories.</p>	<p>SC, LCs</p> <p>SC, LCs</p> <p>UNC IOA, CGEC</p> <p>UNC IOA, CGEC, NC IVPB</p>
Strategy 5	Educate and communicate with key constituencies about falls prevention.	NCFPC, NC IVPB, CGEC, LCs
Timeline for Objectives	<p>a) By 8/2012 Educate providers about available reimbursement for fall prevention assessments/activities, the STEADI tool, and the availability of community programs.</p> <p>b) Each year, develop and disseminate educational materials to at least one new discipline or group, e.g., Certified Aging in Place Specialists, EMS, etc.</p> <p>c) Ongoing, promote the Falls Prevention Speakers Bureau.</p> <p>d) Twice per year, speak to key stakeholder groups that focus on or are interested in older adult health.</p> <p>e) Each year increase number and diversity of organizations and communities observing Falls Prevention Awareness Week (FPAW).</p> <p>i) Annually, conduct FPAW survey of NC Falls Prevention Coalition, local/regional falls prevention coalition members, and others who</p>	<p>NCFPC—WG2</p> <p>NCFPC, LCs</p> <p>NCFPC, LCs</p> <p>NCFPC</p> <p>SC, NCFPC Policy and Communication Workgroup (WG1),</p> <p>NC IOA, CGEC, NC</p>

	<p>observed FPAW.</p> <p>ii) Ongoing, promote FPAW.</p> <ul style="list-style-type: none"> <li>(1) Begin work on FPAW by April of each year; prompt FPC members to start planning.</li> <li>(2) Obtain Governor’s Proclamation at least two months prior to FPAW.</li> <li>(3) Ongoing, promote NCOA FPAW materials.</li> <li>(4) By 7/2012, engage Brad Allen (NC FP spokesperson).</li> </ul> <p>f) By January, 2013, create a portfolio/family of products that reflect the work of the Coalition. Examples include the following:</p> <ul style="list-style-type: none"> <li>i) Fact sheets</li> <li>ii) List of accomplishments</li> <li>iii) Brochure</li> <li>iv) FP education and policy slide sets</li> <li>v) FPAW proclamations</li> <li>vi) Newspaper coverage</li> <li>vii) Assessment guide</li> <li>viii) FPAW information and resources</li> <li>ix) Falls policy document created by Capstone students</li> <li>x) Handouts with county level data</li> <li>xi) Solicit input from coalition members for other products.</li> <li>xii) Walkability audits</li> <li>xiii) PSAs</li> </ul> <p>g) Continually collect and disseminate information about FP funding that is available.</p> <ul style="list-style-type: none"> <li>i) Ongoing, encourage members to forward information to the Coalition about funding opportunities.</li> <li>ii) Ongoing, post funding opportunities on the website.</li> </ul>	<p>IVPB, NC DOA</p> <p>NCFPC WG1, NC IOA, CGEC</p> <p>SC, NCFPC</p> <p>SC</p> <p>SC</p> <p>SC, NC IOA, CGEC, NCFPC WG1</p> <p>NCFPC members, SC, LCs</p> <p>NC IOA, CGEC</p>
Strategy 6	Cultivate relationships with key new partners in NC.	NCFPC, SC, LCs

Timeline for Objectives	<ul style="list-style-type: none"> <li>a) By 6/2012, create conflict of interest policy and promote to statewide and local coalitions to ensure for-profit members roles are understood.</li> <li>b) Ongoing, solicit new coalition members.</li> <li>c) Ongoing, encourage businesses to become members or contributors of the coalition.</li> </ul>	<p>NCFPC WG1</p> <p>SC, LCs, NCFPC</p>
Strategy 7	Use policy as a prevention tool.	<p>NCFPC WG1, SC, UNC IOA, CGEC, NC IVPB, NC DOA</p>
Timeline for Objectives	<ul style="list-style-type: none"> <li>a) By 9/2012 create a policy agenda, including statewide legislative policy actions; use the NCOA policy toolkit for guidance.</li> <li>b) Ongoing, engage targeted stakeholders to include falls prevention in their organizational plans.</li> <li>c) Continue to align NC FPC objectives with other statewide plans relevant to falls prevention (Healthy North Carolina 2020, State Aging Services Plan, Injury and Violence Prevention State Strategic Plan).</li> <li>d) Ongoing, explore organizational-level policy changes that may prevent falls, such as in assisted living facilities or hospitals.</li> <li>e) Ongoing, develop falls prevention advocates by providing them data, marketing materials, and connecting them to appropriate networks.</li> </ul>	<p>UNC IOA, CGEC</p> <p>SC, NC FPC</p> <p>SC</p> <p>NCFPC Provider Education and Education and Communication Workgroups; LCs</p> <p>NC IVPB, UNC IOA, CGEC, NCFPC</p>