



## **NC Falls Prevention Coalition Meeting**

September 1, 2011

Triangle J Council of Governments, RTP, NC

### **Attendees**

Jane Armstrong, Triangle J

Kim Bailey, Duke Trauma Center

Crystal Bristow, Liberty Home Care and Hospice

Cris Clarke, Carolina Geriatric Education Center

Alan Dellapenna, NC DPH Injury and Violence Prevention Branch

Audrey Edmisten, NC Division of Aging and Adult Services

Sandra Jean Evans, Duke Raleigh Hospital Wellness Center

Julie Henry, Public Information Officer, NC Division of Public Health

Rebecca Hunter, NC Healthy Aging Network

Jennifer Lanier, Pitt County Community Schools and Recreation

Cheryl Ledford, Safe Guilford/Safe Kids Assistant

Joseph Libera, Physical Therapist

Debbie Miller, Guilford County EMS/Safe Kids

Brenda Moore, Liberty Home Care and Hospice

Jan Parker, NC Division of Insurance

Joan Pelletier, Triangle J

Scott Proescholdbell, NC DPH Injury and Violence Prevention Branch

Kate Queen, Physician

Marlys Ray, UNC Institute on Aging

Christa Ann Rhodes, Liberty Home Care and Hospice

Lesley Richmond, Be Active NC

Ellen Schneider, UNC Institute on Aging/Carolina Geriatric Education Center

Tiffany Shubert, Carolina Geriatric Education Center

Rochelle Stracher, AARP NC

Jan White, NC Division of Mental Health, Developmental Disabilities and Substance Abuse Services

Jennifer Woody, NC DPH Injury and Violence Prevention Branch

## **Welcome, Introductions and Housekeeping**

Rebecca Hunter, NC Healthy Aging Network

The meeting was called to order at approximately 11:10am by Becky Hunter, who thanked Triangle J for providing the meeting venue.

## **NC Falls Prevention Awareness Week Discussion**

Ellen Schneider, UNC Institute on Aging/Carolina Geriatric Education Center

Ellen Schneider discussed preparations for NC Falls Prevention Awareness Week (FPAW), slated for September 19-24, 2011. It was noted that although the week begins on a Saturday, to coincide with the first day of Fall, the momentum of a planned week of activities statewide should counterbalance any issue around some events taking place on the weekend.

Ellen handed out a new flyer associating osteoporosis with falls and broken bones. The flyer is a joint message from the National Association of Chronic Disease Directors/National Osteoporosis Council, the Falls Free Coalition, and the NC Falls Prevention Coalition.

Ellen also distributed a draft page from the survey being conducted by the states participating in national Fall Prevention Awareness Day (September 23, 2011). The survey of activities in various states will provide information to enhance *State Coalitions on Fall Prevention: A Compendium of Initiatives*

(<http://www.healthyagingprograms.org/content.asp?sectionid=98&ElementID=746>), a resource from the NCOA and the State Coalitions on Fall Prevention Workgroup. Ellen noted that the Workgroup has grown substantially from previous years, and this year 43 states, D.C., and Puerto Rico will be participating in national Fall Prevention Awareness Day. Some examples of planned state activities include: a “falling monologue” using older actors on local access television in California; a webinar for health professionals in Florida; falls information distributed as utility bill “stuffers” in Nebraska; events on the state capitol lawn in Kansas; and distributing nightlights to seniors in New York and Rhode Island.

Ellen also showed winning photographs from a national photo contest held in anticipation of Fall Prevention Awareness Day. These photos are available to view at <http://www.ncoa.org/improving-health/falls-prevention/falls-prevention-awareness.html>.

Members of the NC FPC then shared their activity plans for NC FPAW, and other news:

- Jennifer Lanier will be involved with the falls prevention expo in eastern NC, which was attended by over 200 people in 2010;
- Joe Libera has an article on the effect of falls prevention programs on hospitalization rates which he can share;
- Cheryl Ledford reported that letters to the editor are being used in Guilford County to raise awareness;
- Jennifer Woody is involved in the Raleigh walkability audit and bike/pedestrian plan;
- Rochelle Stracher reported that AARP will be using volunteers and literature to distribute information at health fairs;
- Cris Clarke has already received a sample PSA which Buncombe County will be using for FPAW;
- Ellen Schneider received an email from a Kmart pharmacist wanting a physical therapist to assist her on Fall Prevention Awareness Day, and looking for a model consent form to use for people receiving balance assessments. Tiffany Shubert suggested directing the inquiry to university physical therapy schools;
- Kate Queen reported for Lori Schrodt, on behalf of the Western Carolina Falls Prevention Coalition, that the Coalition is in the process of validating a training process for fall risk screening. Kate also summarized activities in Haywood County. A free strength, balance and mobility assessment for older adults is being offered during FPAW. The local chapter of the American Physical Therapy Association is starting a personalized referral program for older adults needing to develop an exercise routine. Dr. Queen emphasized an important aspect of such a program, which is to initiate health behavior changes by participants. Ellen Schneider echoed the thought, noting that one of the next big areas of focus in falls prevention needs to be how to change the mindset of people with fall risk. Tiffany Shubert added that a recent theme at the XPAC physical therapy conference was how to engage older adults in physical activity meaningful to them. It was suggested that a summary of literature in this area would be a good topic for a future NCFPC meeting;

- Jan White reported that in the area of traumatic brain injury, offices in 4 cities are focusing on fall prevention activities.

Ellen Schneider and Becky Hunter closed this part of the meeting by noting that it's important to show impact of fall prevention activities by reporting them to the NCFPC via the survey that will be distributed after FPAW, especially if media coverage was involved. That will give us the ability to consolidate the information into a concise post-event message.

### **Falls Practice Improvement Network/Community Fall Prevention Training**

Tiffany Shubert, Carolina Geriatric Education Center

The Western NC Falls Prevention Coalition recently trained 20 community health care providers to screen older adults for fall risk, and 155 older adults have been screened. The cost savings as a measure of equivalency to a physical therapist's time need to be calculated.

The CGEC has created a manual for download by senior centers on how to partner with a health care professional in fall prevention. It is currently "in beta" for the remainder of 2011 and should go live in 2012, with the hope of an endorsement by the NC Physical Therapy Association.

A fall prevention dissemination meeting in mid-September at the CDC will have participation from a number of NCFPC members.

The Otago exercise program which originated in New Zealand is being vetted for endorsement by the CGEC, CDC and APTA so that it can be disseminated by physical therapists.

NC AAA Area L in Rocky Mount is offering training for home health aides on their role in assessing and preventing fall risk.

The Moses Cone health system is conducting falls practice improvement training in October and November.

Lori Schrodts and Tiffany Shubert will present to the NC Physical Therapy Association in late October on community/physical therapy/public health partnerships in fall prevention.

Tiffany has just heard from Rex Hospital's falls committee, which wants to become involved in the NC FPC.

## **Matter of Balance Update**

Leslie Richmond, Be Active NC

MOB had 200 participants in August. A new group of coaches was trained in western North Carolina. Leslie has extensive statistics available on the program.

## **Other Business**

Ellen Schneider reminded everyone that we need good photos taken during FPAW. Be sure to get appropriate permissions for their use from any identifiable human subjects. Perhaps the NC FPC should have its own photo contest.

Rochelle Stracher has media connections (WRAL) and will try to work that angle for media coverage in the future. It was suggested that we investigate how to participate in the NC State Fair, perhaps offering screenings at a Senior Day breakfast.

Use of Facebook and Twitter was discussed. Approximately a half dozen of the attendees at today's meeting have an organizational page on Facebook.

## **Featured Speaker: Julie Henry, NC DPH Public Information Officer**

### **Maximizing Media Coverage When Your Resources and Theirs Are Thin**

Julie is a former reporter for NBC 17, has worked in hospital PR for WakeMed, and has been a freelance video producer and writer.

The theme of her talk was that the media and news delivery revolution of the past decade has combined with cuts in manpower in conventional media outlets (newspaper and television), to make it necessary to create our own news and push it to reporters who can give it page space/air time.

Pew recently reported that 47% of consumers now get their news from mobile computing/communications devices, and newsrooms have lost 30% of their staff since 2000. [Pew State of the News Media 2011.]

Social media use by the 50-64 age group was up 88% from 2009-2010; for the 65+ group it was up 50%. Fifty percent of internet users have looked for health information via social media.

Among Hispanics, 2/3 are online, and 25% have used a mobile phone to get health information.

Today's television reporter is a "one man band", carrying his/her own equipment and performing the reporting, shooting, editing, writing (including web copy) and airing functions.

However, television news programming is adding airtime, with 4-5 hours of local news coverage per day, and they need content.

If we want to reach the media, we need to know how to package our story and use visuals. Get to know a reporter and be their source for one-stop coverage in what's going on in your area of expertise. Know all aspects of a topic, not just your piece. If you can develop any kind of a relationship with a reporter, try things like sending them tweets about related news that you have picked up. If you can find individual stories to tell to illustrate the "human interest" side of your topic area, you can create news that media may be interested in. Niche reporters and freelance columnists may be more interested than beat reporters.

You may be responsible for developing your own format for the delivery of news you want to convey. If your organization is still very reliant on the traditional press release, try something like making it into a 30-second "interview" with your CEO or Director by having him or her read the release, or excerpts, and capturing it on video, then putting it on YouTube. Use Skype for interviews so a reporter with a full truck of video equipment does not have to come to you.

Think about whether your information is accessible via the media and devices people are using; how useful is it if someone can't easily use your content via a handheld device?

If you are taking photos or video of human subjects outside of your organization, be sure to get written consent to use their image at the time you do the shooting.

Ms. Henry's presentation slides are attached.

### **CDC Falls Prevention Grantee and Partner Meeting, September 12-14**

Alan Dellapenna, NC DPH Injury and Violence Prevention Branch

The CDC Falls Prevention Grantee and Partner meeting will have demonstrations of programs ready to launch to encourage attendees to learn how to disseminate them. The programs that will be implemented via the new CDC grant include

Otago, Stepping On, Tai Chi: Moving for Better Balance, and a new “STEADI” falls prevention toolkit for physicians that is being developed by the CDC. North Carolina attendees at the meeting will include Alan Dellapenna, Ellen Schneider, and Tiffany Shubert, and Carol Siebert.

There was some discussion of why North Carolina is considered to have good accomplishments in falls prevention but did not become a grantee state under the falls portion of the recent CDC core injury and prevention grant. The three states chosen for the grant are NY, OR, and CO.

Becky Hunter and Kate Queen emphasized that we need some strategies to move forward, such as program placement mechanisms in place for at-risk patients referred by providers. Also needed is a way to transition participants who have done an activity like Tai Chi into programs at the next level; this might require cross-training instructors in something evidence based.

It was suggested that more support be sought for some existing programs like Matter of Balance, as long as they are evidence based.

### **Congressional Falls Prevention Briefing by NCOA, September 21<sup>st</sup>**

Ellen Schneider, UNC Institute on Aging and Carolina Geriatric Education Center

Senator Kohl of Wisconsin, sponsor of national Falls Prevention Awareness Day, is also sponsoring the Congressional Falls Prevention Briefing. Lynn Beattie, National Council on Aging, will moderate. Representatives from the CDC and Administration on Aging will discuss their roles and accomplishments in falls prevention. Maine and Wisconsin will present on implementation of falls prevention initiatives.

**Coalition Workgroup Breakouts**- The Advocacy and Community and Provider Education committees met.

### **Next meeting**

The next meeting of the NC Falls Prevention Coalition will be held on December 7<sup>th</sup> at the Triangle J Council of Governments.