



## Falls Prevention Special Interest Group

### APTA NC Fall Prevention Special Interest Group 3<sup>rd</sup> Annual Falls Prevention Challenge 2020

The Falls Prevention SIG sponsors an annual challenge for NC PT and PTA academic programs to develop and provide falls awareness and prevention during the Nation Falls Prevention Week or as is convenient. Due to the COVID 19 Pandemic, this year's Falls Prevention Challenge will be a video message to a target audience of the schools choice (caregiver, community member/patient, PT/PTA, political law maker, for example) that details the importance of fall prevention awareness efforts. The video is limited to a three minute presentation. The video should produce a Public Service Announcement (PSA) /"elevator presentation" on the topic of falls risk awareness and prevention that captures the attention and importance of understanding the critical elements of falls risks and how to prevent falls.

NCPTA Falls Prevention Challenge Objectives:

- To provide a well-organized, interesting and accurate falls prevention video message for their designated target audience.
- To experience community service learning/ volunteer opportunities for PT and PTA students in Falls Prevention among all populations
- To expand the knowledge of the target audience in falls risk and prevention through creative methods with use of colors, angles, and views that demonstrate creativity, yet are pleasing to the eye.
- To learn professional collaboration with classmates, colleagues and even multiple disciplines as appropriate yet maintaining the video to only 3 minutes.

APTA NC Falls Prevention Special Interest Group (FPSIG) encourages all the Physical Therapist and Physical Therapist Assistant programs in North Carolina to participate in the third annual Falls Prevention Challenge. For more information, the National Council on Aging's National Falls Prevention Awareness Week is September 21-25. <https://www.ncoa.org/healthy-aging/falls-prevention/falls-prevention-awareness-week/>

The North Carolina Falls Prevention Coalition also has local resources for falls prevention and for observance of Falls Prevention Day. <https://www.ncoa.org/uncategorized/north-carolina-falls-prevention-coalition/> and <https://ncfallsprevention.org/about-us/>

The challenge is for students in PT or PTA Programs to create a 3 minute video. Each school must have a **faculty representative** to sponsor the video development. Examples of targeted populations include: other health care professionals (MD, DO, NPA, RN, Psychologist, etc.), para professionals or direct care staff; visitors to a senior center, or an assisted living or skilled nursing facility; local, state and national political leaders, etc. Competition will be judged based on the above objectives (see attached judging rubrics). A team of three non-affiliated PTs will judge the program submission.

Sponsoring PT and PTA Faculty must submit the Falls Prevention Challenge Video and below Form to enter the competition. Forms and Videos must be submission is no later than 5 p.m. Friday, Oct. 16, 2020.

The NCPTA FPSIG will recognize all participating schools on the APTA NCP web page by November 1, 2020. All PT and PTA schools entering the challenge will receive a participation certificate by Google Docs to recognize their efforts. The top three videos will be awarded 3<sup>rd</sup> Annual Falls Prevention Challenge Winner, Second and Third place, with each receiving plaques via mail. Plans for other recognition are in the works.



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Please submit the video and form no later than 5 p.m. Friday Oct. 16, 2020 to <https://drive.google.com/drive/folders/1KOoHNLji0Tfx-EUiJV-RXjVNfWMIJwCh>

### NCPTA FPSIG Falls Prevention Challenge Form for PT and PTA Schools

Name of school: \_\_\_\_\_

Faculty sponsor name: \_\_\_\_\_

Faculty Signature: \_\_\_\_\_

Faculty sponsor email address: \_\_\_\_\_

Target Audience: \_\_\_\_\_

Number of students: \_\_\_\_\_ Student Team Leader Name/ initials: \_\_\_\_\_

Student Team Leader's Email: \_\_\_\_\_

Names of PT/ PTA students: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

References: (optional) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Student reflections on their participation: (could be used as a tie breaker)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Please submit this form and video to:**

<https://drive.google.com/drive/folders/1KOoHNLji0Tfx-EUiJV-RXjVNfWMIJwCh>

**Form title** by School Initials, team leader's initials as below:

EXAMPLE: Form\_LFS\_UHK\_Fall2020

**Video title** by School Initials, team leader's initials as below:

EXAMPLE: Video\_LFS\_UHK\_Fall2020

Example of school initials: University of Hard Knocks (UHK); Team leader initials: Lynn Frances Smith (LFS)



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## 2020 Fall Prevention Challenge Judging Rubrics: Video Message

Naming convention:

Form\_Team Leader Initials\_ School Initials\_ Fall2020 : \_\_\_\_\_

Video\_Team Leader Initials\_ School Initials\_ Fall2020: \_\_\_\_\_

Provide a video message to a target audience of your choice (caregiver, community member/patient, PT/PTA, political law maker, for example) that details the importance of fall prevention awareness efforts. The following rubric will be utilized to judge the merits of your video.

	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>Total</b>
<b>Presentation</b> The information is well organized, interesting, accurate, and reflects an understanding of the topic.	The video presentation did not seem hurried or too slow. The information was clear and distinct.	The video presentation seemed slightly hurried or too slow. The information was clear most of the time.	The video presentation seemed very hurried or too slow. The information was clear and distinct only some of the time.	The video presentation was not clear most of the time.	
<b>Message</b> The message conveyed in the video appropriately communicates to the target audience	The audience's interests are piqued and well considered. The message is appropriate and engaging to the target audience.	The audience's knowledge level and interests have been considered. The message is engaging and somewhat matches the target audience.	Some opportunities for addressing the interests of the audience have been missed. The match to the target audience is weak.	The knowledge level of the audience has not been considered. The message does not match the target audience.	
<b>Creativity</b> The use of colors, angles, views in the video presentation shows creativity. The overall result is pleasing to the eye.	Images, pictures, and artistry are appropriate to the topic. Video scene flows well, shows creativity, and is pleasing to the eye.	Images, pictures, and artistry are mostly appropriate to the topic. Video scenes show some degree of creativity but is not organized logically and/or is cluttered.	Most images and artistry are appropriate. The video shows little creativity and/or is not organized logically or cluttered.	Images are inappropriate and artistry shows little, if any, creativity. The video is messy, disorganized or cluttered.	
<b>Time limit</b> Presenter respects the 3- minute limit	The video presentation was the appropriate length.			The presentation was too long or too short.	

Total points \_\_\_\_\_

Judge's Name \_\_\_\_\_