

North Carolina Falls Prevention Coalition

Strategic 5-Year Action Plan *Guiding Principles*

Please consult this checklist as you create and evaluate action plan resources and materials.



Guiding Principles

Ideas, Notes,
Thoughts,
Questions?

INCREASE ACCESSIBILITY

- Use varied communication channels, assistive technology, and formatting to better serve people with sensory disabilities who are also at risk for falls.
- Incorporate audience appropriate literacy levels, including availability in different languages (where needed.)

INCORPORATE CONSISTENT MESSAGING

- Incorporate consistent falls prevention messaging (Refer to Consistent Messaging [document](#) for ideas.)
- Refer to Consistent Messaging Guidelines for how to communicate with different partners.
- Ensure accurate health equity messaging that highlights strategies for enhancing equity across all populations; disseminate communication plans to decision-makers, communities, and partners.

ENGAGE & INCLUDE PARTNERS ACROSS A BROAD CONTINUUM OF CARE IN PREVENTION

- Include multidisciplinary partners that work at each level of prevention (primary, secondary, and tertiary.)
- Promote, support, and use evidence-based/informed strategies
- Commit to engaging with cultural humility.
- Work with multidisciplinary partners that authentically represent diverse populations.
- Use the Shared Risk and Protective Factor Framework to engage new partners

ENSURE DIVERSITY, EQUITY, AND INCLUSION & SHARE POWER WITH COMMUNITIES

- Identify disparities through disaggregated data, life experiences and other data sources.
- Engage communities who have been underserved (e.g. surveys, town hall meetings, focus groups etc.)
- Ensure that voices of the populations experiencing health inequities are at the table.
- Promote, support, and use culturally competent falls prevention services and community-based resources
- Ask what groups lack access to falls prevention services, why, and how access can be improved (e.g., rural, lack of transportation.)
- Share decision-making power with the communities.
- Consult community members to avoid unintended adverse impacts of policies & programs.
- Ask, "What evidence is needed/missing?"

USE DATA-INFORMED DECISION MAKING

- Identify, synthesize, and translate falls prevention data to inform policy makers.
- Use data on the social determinants of health to inform falls prevention planning and decision making.
- Identify information and resource gaps to inform developing new partnerships.