

| STRATEGIC GOAL 1: Enhance opportunities for collaboration & networking among falls prevention partners   |  |   |
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| Objective 1A: By the end of 2023, create opportunities to share innovation, evaluation results, and best practices that includes developing a Community of Practice with multidisciplinary partners such as researchers, practitioners, and community members from across the continuum of care through the NCFPC.   |  |   |
| Action Steps   | Process Evaluation Questions   | Data sources  |
| <p>1A1. By the end of 2022, identify currently utilized communication channels within NCFPC for sharing best practices and latest research (e.g. newsletter, focus group, virtual statewide meetings).</p> <ul style="list-style-type: none"> <li>● Develop a Community of Practice (Research &amp; Practice) to lead this work.</li> <li>● Review Community of Practice membership annually to include wide representation across the continuum of care.</li> </ul> | <p>Do we have a list of identified communication channels? How many have we used to share best practices? How frequently?</p>          | <ul style="list-style-type: none"> <li>● Communication database <ul style="list-style-type: none"> <li>○ List of communication channel resources</li> <li>○ Best practices resources distributed</li> <li>○ Date shared</li> <li>○ Listserv of small group membership &amp; coalition membership</li> </ul> </li> </ul> |
| <p>1A2. By the end of 2022, leverage existing coalition meetings to <b>host half-day meetings to spotlight innovation and state and national level best practices</b>, including integrating lessons learned and outcomes from the Community of Practice.</p>  | <p>Did we host a half-day meeting? To what extent did we spotlight innovation and best practices?</p>                                  | <ul style="list-style-type: none"> <li>● List of innovative programs and best practices <ul style="list-style-type: none"> <li>○ Metrics to assess innovation and best practices</li> </ul> </li> <li>● Meeting agenda</li> <li>● Meeting attendees</li> </ul>  |
| <p>1A3. By the end of 2022, integrate evaluation measures and host discussion on how we are moving the needle with FP programs and initiatives.</p>  | <p>Have we integrated evaluation measures into FP programs and initiatives? Have we hosted a discussion on how to move the needle?</p> | <ul style="list-style-type: none"> <li>● Agenda of Steering committee and APIC meetings</li> <li>● “Tracking database” through template</li> </ul>  |
| <p>1A4. By the end of 2022, and annually thereafter, engage in state and national learning and sharing opportunities (e.g. Safe States Alliance, Falls Free, etc.)</p>   | <p>To what extent have we explored a mechanism to engage in learning opportunities and sharing across states?</p>                      | <ul style="list-style-type: none"> <li>● Abstracts submitted</li> <li>● Presentations</li> <li>● Conferences</li> <li>● List of Speakers</li> </ul>   |

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|   | Have we identified opportunities? Have we participated in opportunities?   |   |
| 1A5. By the end of 2023, conduct a focus group with researchers and practitioners to determine the most effective channels to increase bi-directional communication/collaboration.  | Did we conduct a focus group with researchers and practitioners? To what extent did we identify the most effective channel? To what extent did we increase bi-directional communication? | <ul style="list-style-type: none"> <li>● Agenda for focus group</li> <li>● Participant list for focus group</li> <li>● Analysis of focus group</li> </ul> |
| Intermediate Evaluation Questions: Is there an increase in sharing innovation? Are there increases in the number of stakeholders? Are there increases in the representation of different professions among stakeholders? Are there any reported increases in knowledge and awareness of innovation and best practices among stakeholders? |  |   |
| Intermediate Evaluation Data sources: Post-survey, membership listservs, gap analysis of membership representation,   |  |   |
| Long-term Evaluation Questions  |  |   |

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| <b>STRATEGIC GOAL 1: Enhance opportunities for collaboration &amp; networking among falls prevention partners</b>  |  |  |
| <b>Objective 1B: By end of 2023, strengthen the NCFPC as a platform to connect with regional falls prevention coalitions and to enhance connection between coalitions.</b> |  |  |
| <b>Action Steps</b>  | <b>Process Evaluation Questions</b>  | <b>Data sources</b>  |
| 1B1. By the end of 2021, review the process for bidirectional information sharing between state and local coalitions   | Did we review processes? What conclusions were drawn from this review?                               | <ul style="list-style-type: none"> <li>● Processes used for bidirectional information sharing</li> <li>● Gap analysis &amp; recommendations for improvement</li> <li>● Meeting Minutes</li> </ul>  |
| 1B2. By the end of 2021, explore free/low cost technology that can enhance communication between state-regional coalitions and between regional coalitions.                | To what extent did we explore technology to enhance communication? What did we identify as feasible? | <ul style="list-style-type: none"> <li>● List of free/low cost technology for communication</li> <li>● Meeting to discuss technology</li> <li>● Basecamp tutorial</li> </ul>   |
| 1B3. By the end of 2021, develop and implement processes/pathways for bi-directional communication.  | Did we develop a new pathway? Have we implemented this pathway? How frequently? With what audience?  | <ul style="list-style-type: none"> <li>● Processes used for bidirectional information sharing</li> <li>● Gap analysis &amp; recommendations for improvement</li> <li>● List of attendees during meeting</li> <li>● Satisfaction review/survey</li> </ul> |

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| 1B4. By the end of 2023, conduct an annual meeting on best practices shared among all regional Falls Prevention Coalitions that aligns with the state/national best practices half-day meeting 1A2. | Was this meeting conducted? With what audience? Was it aligned with state/national best practices meetings? | <ul style="list-style-type: none"> <li>● Meeting agenda</li> <li>● Attendee list</li> <li>● “Tracking database”</li> </ul> |
| Intermediate Outcomes Evaluation Questions: Has there been an increase in the number of regional falls prevention coalitions represented at NCFPC?  |   |  |
| Intermediate Outcomes Data Sources: Regional member engagement at NCFPC, Coalition member #s at NCFPC,  |   |  |
| Long-term Evaluation Questions  |   |  |

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| STRATEGIC GOAL 1: Enhance opportunities for collaboration & networking among falls prevention partners.  |   |   |
| Objective 1C: By the end of 2022, develop at least 3 new resources that can be tailored for each regional coalition and are adaptable to local/regional needs.   |   |   |
| <b>Action Steps</b>  | <b>Process Evaluation Questions</b>   | <b>Data source</b>  |
| 1C1. By the end of 2021, inventory existing material on the state coalition website for each regional coalition.   | Do we have a process for developing an inventory of material? Is it complete?   | <ul style="list-style-type: none"> <li>● Inventory of existing materials (excel)</li> </ul>   |
| 1C2. By the end of 2021, collaborate with each regional coalition to understand their awareness, education and advocacy material needs.  | Have representatives of the state coalition met with regional coalitions? What were the lessons learned? What emerged as recommendations to improve collaboration and enhance state support of regional coalitions?                           | <ul style="list-style-type: none"> <li>● Meeting agenda</li> <li>● meeting presentation/materials</li> <li>● meeting minutes</li> <li>● Recommendations to meet the identified needs of regional coalitions</li> </ul>  |
| 1C3. By the end of 2022, based on needs identified 1C2, develop at least 3 new resources that can be tailored for each regional coalition and adaptable to local needs.<br>Sub-step:<br>1C3-1: Add the resources to the state website and other pathways identified in 1B3 | To what extent have we developed new resources? To what extent have they been tailored to each coalition?<br>To what extent have new resources been added to the website? How often have they been accessed/downloaded? Can we evaluate them? | <ul style="list-style-type: none"> <li>● Resources/templates created for regional coalitions</li> <li>● “Pop up tracker” <ul style="list-style-type: none"> <li>○ Evaluation questions for the resources (+open ended questions) downloaded from NCFPC website</li> </ul> </li> </ul> |
| Intermediate Outcomes Evaluation Questions: Have the resources been developed? Used? By who, how frequently, and for what purpose? Do the resources strengthen collaboration as reported by users?   |   |   |

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| Intermediate Outcomes Data Sources: Resources/templates, Pop up tracker, 2x/year meetings with regional leads |
| Long-term Evaluation Questions  |

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| Objective 1D: By the end of 2022, connect all 100 counties to a regional coalition.  |  |  |
| Action Steps   | Process Evaluation Questions   | Data sources   |
| 1D1. By the end of 2021, create a list of counties not connected to or active in a regional coalition.   | Did we identify counties not connected to a regional coalition?  | <ul style="list-style-type: none"> <li>List of counties</li> </ul>   |
| 1D2. By the end of 2022, assess available data on engagement and crosswalk identified counties.  | To what extent did we assess the data? What conclusions were drawn?  | <ul style="list-style-type: none"> <li>Resources by region</li> <li>Level of involvement by counties</li> <li>Assessment of data</li> </ul>  |
| 1D3. By the end of 2022, make a checklist of possible falls prevention partners and resources in these counties.   | Did we make a checklist of possible partners? To what extent did we include resources from all counties?         | <ul style="list-style-type: none"> <li>Checklist of partners</li> <li>List of resources identified</li> </ul>  |
| 1D4. By the end of 2023, connect limited falls prevention resource counties with new partners and regional coalitions.   | To what extent have limited falls prevention resource counties been connected with new partners?                 | <ul style="list-style-type: none"> <li>Phone call/email to regional leads</li> </ul>   |
| 1D5. By the end of 2024, identify a champion in each of those counties.  | Have we identified a champion in each county?  | <ul style="list-style-type: none"> <li>List of champions and their information</li> </ul>  |
| 1D6. By the end of 2024, provide technical assistance and resources on best practices for establishing and maintaining a coalition.  | To what extent have we provided TA and resources on best practices for establishing and maintaining a coalition? | <ul style="list-style-type: none"> <li>Literature searches on developing, maintaining, and sustaining coalitions</li> <li>Technical assistance/resources created by the state for regional coalitions</li> <li>Resources/presentations on NCFPC website</li> </ul> |
| Intermediate Outcomes Evaluation Questions: Are all 100 counties connected to a regional coalition? Do these counties participate in meetings? Is there a reported increase in networking? |  |  |
| Intermediate Outcomes Data sources: Map of NC counties, meeting agendas, surveys   |  |  |
| Long-term Evaluation Questions   |  |  |

| STRATEGIC GOAL 1: Enhance opportunities for collaboration & networking among falls prevention partners   |  |   |
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| Objective 1E: By the end of 2023, ensure that the state and each regional coalition engages clinical and community providers and caregivers from across the continuum of care.   |  |   |
| Action Steps   | Process Evaluation Questions   | Data source   |
| 1E1. By the end of 2023, ensure the integration of the continuum of care definition with the SRPF framework.   | Are the SRPF framework and the continuum of care definition included in the shared values checklist?   | <ul style="list-style-type: none"> <li>● crosswalk COC Definition and SRPF framework</li> </ul>   |
| 1E2. By the end of 2023, develop resources to educate coalition members on the SRPF framework and continuum of care.   | How many and what type of resources have been developed to educate coalition members?  | <ul style="list-style-type: none"> <li>● Education Resources</li> <li>● Presentation at Quarterly Coalition Meeting</li> <li>● Education on Agenda</li> </ul>   |
| 1E3. By the end of 2023, use the SRPF framework and data collected via 3A2 & 3A3 to identify populations who have been underserved and their providers   | Are underserved populations identified using data? Is the SRPF framework used to identify these populations? Are their providers identified?                                 | <ul style="list-style-type: none"> <li>● Disaggregated data</li> <li>● List of underserved populations</li> <li>● List of providers</li> </ul>  |
| 1E4. By the end of 2023, utilize the SRPF framework (2A) to identify new providers who have not traditionally worked in falls prevention across the continuum of care.   | To what extent have we recruited new partners? How have they participated in falls prevention across the continuum of care?<br>***See Intermediate Evaluation Question in 1A | <ul style="list-style-type: none"> <li>● List of new providers</li> </ul>   |
| 1E5. By the end of 2023, prioritize and recruit at least four new non-traditional partners from those identified in 1E3 and 1E4 to engage in the state and regional coalitions.  | To what extent have we prioritized four new partners? Are they engaged in the state and regional coalitions?   | <ul style="list-style-type: none"> <li>● Prioritized list of new non-traditional partners</li> <li>● Meeting notes to recruit partners</li> <li>● Email/survey questions to regional leads</li> <li>● State coalition participation roster</li> </ul> |
| 1E5. By the end of 2023, identify falls prevention champions to conduct outreach to and engagement within their focus areas.   | Have we identified falls prevention champions? To what extent have they conducted outreach within their focus areas?   | <ul style="list-style-type: none"> <li>● List of champions and their focus areas</li> <li>● Relationships with champions <ul style="list-style-type: none"> <li>○ Emails/conversations</li> </ul> </li> </ul>   |
| Intermediate Outcomes Evaluation Questions: To what extent have clinical and community providers and caregivers from across the continuum of care been engaged in Falls Prevention work at the regional level? At the state level? |  |   |
| Intermediate Outcomes Data Sources: Regional/State meeting rosters (participation), listserv, contact form in NCFPC  |  |   |
| Long-term Evaluation Questions   |  |   |

| STRATEGIC GOAL 2: Prevent falls through comprehensive and coordinated clinical and community integration   |   |  |
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| Objective 2A: By the end of 2024, utilize a shared risk and protective factor framework to prevent falls and fall-related injuries.  |   |  |
| Action Steps   | Process Evaluation Questions  | Data sources   |
| 2A1. By the end of 2021, engage subject matter experts (SME) to identify shared risk and protective factors that are common across issues related to falls to create the framework.  | To what extent have we engaged experts in identifying risk and protective factors common across issues?                         | <ul style="list-style-type: none"> <li>List of SMEs</li> <li>List of Risk and Protective Factors by topic areas</li> </ul>   |
| 2A2. By the end of 2022, assess risk and protective factors to determine and prioritize shared risk and/or protective factors in order to reduce falls and related issues.   | To what extent have we assessed risk and protective factors? Have we determined and prioritized factors?                        | <ul style="list-style-type: none"> <li>List of prioritization criteria</li> <li>List of prioritized risk and protective factors</li> <li>“visual” concept map</li> <li>Meeting notes</li> </ul>                        |
| 2A3. By the end of 2023, identify and align at least 1-2 strategies with strategies used by providers who focus on other related issues based on prioritized shared risk and/or protective factors (see 2A2).  | Have we aligned strategies with strategies used by providers focusing on other related issues?                                  | <ul style="list-style-type: none"> <li>List of strategies used by providers in other related issues</li> <li>1-2 strategies that will be used</li> <li>Meeting notes/discussions about “strategy alignment”</li> </ul> |
| 2A4. By the end of 2024, develop materials based on SRPFs to engage new partners identified in 1E4 in falls prevention work who traditionally have not included falls prevention in their work.  | To what extent have we developed materials based on SRPF? To what extent have we engaged new partners in falls prevention work? | <ul style="list-style-type: none"> <li>List of materials based on SRPF</li> <li>Listserv of new partners from 1E4</li> <li>Meeting notes</li> </ul>  |
| Intermediate Outcomes Evaluation Questions: Has there been an increase in knowledge among clinical and community partners about the SRPFs related to falls prevention? Has there been an increase in implementation/use of falls prevention methods among clinical and community partners? |   |  |
| Data sources: Survey and/or focus group  |   |  |
| Long-term Evaluation Questions   |   |  |

STRATEGIC GOAL 2: Prevent falls through comprehensive and coordinated clinical and community integration

| Objective 2B: By the end of 2025, ensure that consistent and quality falls prevention information and resources are available for providers across the continuum of care.   |   |  |
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| Action Steps  | Process Evaluation Questions  |  |
| 2B1. By the end of 2021, identify and inventory existing provider-centered and patient-centered best practices toolkits.  | Have we created an inventory of toolkits?   | <ul style="list-style-type: none"> <li>● Inventory of toolkits by levels of care</li> <li>● Meeting notes/discussions</li> </ul>   |
| 2B2. By the end of 2022, review for consistent messaging and add context to toolkits identified in 2B1.   | To what extent have we reviewed this for consistent messaging?  | <ul style="list-style-type: none"> <li>● Consistent messaging document</li> <li>● Meeting notes</li> <li>● Updated one-pager for each toolkit, if needed</li> </ul>  |
| 2B3. By the end of 2023, add any additional context and/or content to existing toolkits for specific population needs and settings identified in 1E3 & 3A2.   | To what extent have we modified or added context to existing toolkits for specific needs and settings? Are the specific population needs and settings being incorporated into the existing toolkits or context? | <ul style="list-style-type: none"> <li>● Consistent messaging document</li> <li>● Meeting notes</li> <li>● Updated one-pager for each toolkit, if needed</li> </ul>  |
| <p>2B4. By the end of 2023, hold focus groups with providers across the state through regional coalitions for input on education materials identified in 2B1 and 2B3.</p> <p>Sub-steps:</p> <p>2B4.1 Identify regional coalitions who can lead focus groups</p> <p>2B4.2 Identify providers across the continuum of care who can participate</p> <p>2B4.3 Create discussion questions for focus groups</p> <p>2B4.4 Transcribe and analyze qualitative data.</p> <p>2B4.5 Identify new provider-centered toolkits needed based on focus group feedback.</p> | Did we hold focus groups? How many participants? How many stakeholders were represented? What are the results/findings?   | <ul style="list-style-type: none"> <li>● Discussion questions for focus group</li> <li>● Attendee's list of providers at focus groups</li> <li>● Transcription and analysis of focus group (data)</li> <li>● List of new toolkits</li> </ul> |
| 2B5. By the end of 2024, incorporate SRPF language and partners into new toolkits, and add additional context to existing toolkits.   | Have we intentionally incorporated SRPF language into toolkits?   | <ul style="list-style-type: none"> <li>● New toolkits with SRPF language added/additional context to existing toolkits</li> </ul>  |

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| 2B6. By the end of 2025, develop the new toolkits needed identified in 2B4-2B5 to contribute to provider and patient awareness and education.  | Have we developed new materials? | <ul style="list-style-type: none"> <li>• List of new toolkits</li> <li>•</li> </ul> |
| Intermediate Outcomes Evaluation Questions: Are there resources available for a variety of providers across the continuum of care? Has there been an increase in knowledge among providers across the continuum of care about the SRPFs related to falls prevention? Do we have a review process for this and what are the results? To what extent have we increased public awareness? |                                  |   |
| Intermediate Data Sources: List of Resources by continuum of care providers/levels of care,  |                                  |   |
| Long-term Evaluation Questions   |                                  |   |

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| STRATEGIC GOAL 2: Prevent falls through comprehensive and coordinated clinical and community integration   |  |   |
| Objective 2C. By the end of 2025, increase access to and awareness of falls prevention materials for health care providers across the continuum of care.   |  |   |
| Action Steps   | Process Evaluation Questions   |   |
| 2C1. By the end of 2022, identify and inventory existing platforms and information access points for health care providers.  | Have we created an inventory of platforms and information access points?   | <ul style="list-style-type: none"> <li>• Inventory of platforms and information access points</li> </ul>  |
| 2C2. By the end of 2023, identify fall prevention information and educational materials (2B) for health care providers and how to access them.   | To what extent have we identified information and educational materials? To what extent have we provided links to platforms? | <ul style="list-style-type: none"> <li>• materials</li> <li>• links to platforms</li> </ul>   |
| 2C3. By the end of 2025, educate providers across the COC about how to access information and educational materials.   | Have we educated providers across the COC?   | <ul style="list-style-type: none"> <li>• Education materials</li> <li>• list of providers to educate</li> <li>• Meeting minutes and agenda</li> </ul> |
| Intermediate Outcomes Evaluation Questions: To what extent has there been an increase access to and awareness of falls prevention materials for providers across the continuum of care through existing resource hubs? |  |   |
| Long-term Evaluation Questions   |  |   |

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| STRATEGIC GOAL 2: Prevent falls through comprehensive and coordinated clinical and community integration   |                              |               |
| Objective 2D: By the end of 2025, promote falls prevention through outreach to regional, state, and/or national professional organizations as an integral part of core competency training and/or certification. |                              |               |
| Action Steps   | Process Evaluation Questions | Data sources: |



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| 2D1. By the end of 2021, and ongoing thereafter, conduct outreach to 3-5 state professional organizations.  | Have we conducted outreach? How have we done so?   | <ul style="list-style-type: none"> <li>● list of state professional organizations</li> <li>● outreach methods</li> <li>● outreach materials</li> <li>● meeting minutes and agenda</li> </ul>  |
| 2D2. By the end of 2021, and ongoing thereafter, invite 3-5 professional organizations to at least one NCFPC meeting per year on an on-going basis to educate about the links between falls risk and other health conditions.   | Have we invited # professional organizations to at least one NCFPC meeting? How many attended, who attended, and what organizations did they represent? Have the organizations continued to attend meetings? | <ul style="list-style-type: none"> <li>● list of professional organizations and affiliates</li> <li>● meeting minutes and attendees</li> </ul>  |
| 2D3. By the end of 2023, identify avenues for incorporating falls prevention into core competency training (e.g. workforce development, state professional orgs.)   | To what extent have we identified avenues and partners for FP?   | <ul style="list-style-type: none"> <li>● state professionals organizations and regional organizations (Boards)</li> <li>● core competency trainings</li> <li>● WFD avenues</li> </ul>   |
| 2D4. By the end of 2025, use the SRPF framework to promote the integration of falls prevention into core competency training(s) (2D3).<br>Sub-steps:<br>2D4.1 Create a sub-group to work on the falls prevention curriculum<br>2D4.2 Identify existing curricula to develop a falls prevention curriculum/modules.<br>2D4.3 Integrate SRPF into the curriculum. | To what extent have we used the SRPF Framework to promote falls prevention? Have we identified existing curricula? Do we have a list of core competencies?   | <ul style="list-style-type: none"> <li>● sub-group to work on curriculum</li> <li>● meeting minutes and notes with sub group</li> <li>● existing curricula</li> <li>● list of core competencies</li> <li>● modified curriculum/lessons</li> </ul> |
| Intermediate Outcomes Evaluation Questions: Has there been an increase in knowledge and awareness of falls prevention materials for providers? How many curricula have newly integrated falls prevention or SRPFs?  |  |   |
| Intermediate Data Source:   |  |   |
| Long-term Evaluation Questions  |  |   |

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| <b>STRATEGIC GOAL 2: Prevent falls through comprehensive and coordinated clinical and community integration</b>  |
| Objective 2E. By the end of 2025, promote effective referral pathways to evidence-based falls prevention programs (EBFPP) across the entire continuum of care. |

| Action Steps  | Process Evaluation Questions   | Data sources:  |
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| 2E1. By the end of 2022, identify current technologies, processes, and resources that assist in referrals to EBFPPs and that bridge gaps along the continuum of care (Transportation and other social determinants of health, HANC, NC211, NCCARE360).                                    | <p>To what extent have we identified current technologies, processes, and resources? To what extent have we identified technologies, processes, and resources that assist in referrals to EBFPP?</p> <p>To what extent have we identified sustainable reimbursement, such as value-based payment models, for EBFPP through third-party payers?</p> | <ul style="list-style-type: none"> <li>● survey to evidence-based coordinators</li> <li>● survey analysis</li> <li>● list of technologies, processes, and resources that assist in referrals to EBFPP</li> <li>● referral pathways sub-group meeting minutes</li> <li>● sustainable reimbursements models</li> </ul> |
| 2E2. By the end of 2021, develop and initiate biennial education of NC211 call center staff on falls and referring to EBFPP.  | <p>Have we provided education? Have we provided the education sufficient enough? How have we done so, and to what audiences?</p>   | <ul style="list-style-type: none"> <li>● Educational presentations and materials</li> </ul>  |
| 2E3. By the end of 2022, provide consistent search terms (taxonomy) for EBFPP to CBO/direct service providers collaborate and provide education to providers about referral pathways/platforms.   | <p>To what extent have we ensured that CBO/direct service providers collaborate and have consistent search terms (taxonomy) for EBFPP?</p> <p>To what extent are direct service providers on referral platforms?</p>   | <ul style="list-style-type: none"> <li>● list of search terms for EBFPP</li> <li>● list of providers for collaboration</li> <li>● education to providers</li> <li>● educational material on referral pathways/platforms</li> </ul>   |
| 2E4. By the end of 2025, house and link local and regional resource directories on TBD referral platform (NCFPC, NC211, NCCARE360, etc.)  | <p>To what extent are local and regional resource directories housed on TBD platform?</p>  | <ul style="list-style-type: none"> <li>● resource directories</li> <li>● identified referral platforms</li> </ul>  |
| 2E5. By the end of 2025, identify and promote successful state models of community paramedicine through at least one venue and promote expansion of the model as one means of bridging the gap.   | <p>What constitutes a successful state model of community paramedicine?</p> <p>Have we identified one or more successful models of community paramedicine?</p>   | <ul style="list-style-type: none"> <li>● list of successful models of community paramedicine</li> <li>● venues</li> </ul>  |
| <p>Intermediate Outcomes Evaluation Questions: Has there been an increase in referrals in the identified referral platforms? To what extent have Call Center Staff, CBO/direct service providers reported increases in knowledge and awareness of falls prevention referral pathways?</p> |  |  |

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| Intermediate Data Source: # of referrals, pre/post survey |
| Long-term Evaluation Questions                            |

| STRATEGIC GOAL 3: Increase public awareness efforts and statewide advocacy for policies and systems.   |   |   |
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| Objective 3A: By the end of 2025, gather and analyze NC data about falls prevention from multiple sources annually to inform public awareness and advocacy efforts.  |   |   |
| Action Steps   | Process Evaluation Questions  |   |
| 3A1. By the end of 2022, identify what data are collected, who is gatekeeper/collector of data, how frequently data is updated (i.e., when/where fall happens/trauma).   | To what extent have we assessed what data are collected and who is the gatekeeper of such data?                               | <ul style="list-style-type: none"> <li>● data</li> <li>● gatekeepers of data</li> </ul>   |
| 3A2. By the end of 2022, based on data collected in 3A1, determine top populations and counties at higher risk of falls and/or who are underserved.  | Do we have a list of criteria?  | <ul style="list-style-type: none"> <li>● list of top populations/counties at higher risk of falls</li> </ul>  |
| <p>3A3. By the end of 2023, based on top populations identified in 3A2, conduct listening sessions to engage communities to increase awareness, inform advocacy, and develop resources.</p> <p>Sub-steps:</p> <ul style="list-style-type: none"> <li>● 3A3.1 Prioritize populations to include in the listening sessions.</li> <li>● 3A3.2 Identify champions in these populations/communities to help with the recruitment process</li> <li>● 3A3.3 Create an internal timeline and communication guidelines (i.e. recruitment survey/flyers, questions (see 3C2), format of community conversation, location, consent, interpreters etc.)</li> </ul> | How many community listening sessions have been hosted? How many attendees participated? What organizations were represented? | <ul style="list-style-type: none"> <li>● list of attendees</li> <li>● organizations/champions to help with recruitment</li> <li>● questions for listening sessions</li> <li>● communication guidelines</li> <li>● transcription of data</li> <li>● recommendations for future sessions</li> </ul> |

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| <ul style="list-style-type: none"> <li>● 3A3.4 Transcribe and analyze qualitative data.</li> <li>● 3A3.5 Make recommendations for public awareness, advocacy efforts, and future listening sessions based on analysis.</li> </ul> |  |   |
| 3A4. By the end of 2025, synthesize the data collected to inform/educate the public and decision-makers.  |  | <ul style="list-style-type: none"> <li>● transcription of data</li> <li>● education material to public</li> </ul> |
| Intermediate Outcomes Evaluation Questions: Have we gathered an analyzed data about falls prevention from multiple (#?) sources?  |  |   |
| Long-term Evaluation Questions  |  |   |

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| STRATEGIC GOAL 3: Increase public awareness efforts and statewide advocacy for policies and systems.   |   |   |
| Objective 3B: <b>By the end of 2023, leverage regional coalitions to ensure that consistent and quality falls prevention information and resources are available for the general public (older adults, caregivers, senior centers, those at risk for falling, etc.)</b>  |   |   |
| Action Steps   | Process Evaluation Questions  |   |
| 3B1. By the end of 2021, create consistent messaging to be included/evaluated across provider and public materials.  | To what extent have we developed consistent messaging for public materials?                         | <ul style="list-style-type: none"> <li>● consistent messaging document</li> </ul>   |
| 3B2. By the end of 2022 (Not complete to knowledge), identify and inventory existing public awareness and education evidence-informed/best practice materials.<br>Sub-steps:<br>3B2.1 Review public materials using the guiding principles checklist<br>3B2.2 Create and disseminate a public awareness materials list | To what extent have we inventoried existing public awareness and education best practices toolkits? | <ul style="list-style-type: none"> <li>● inventory of public awareness and education best practices toolkit</li> </ul>                              |
| 3B3. By the end of 2023, based on populations identified in 3A3, engage regional coalitions in identifying champions and co-leading the listening sessions.  | To what extent have we used stakeholder input for public awareness efforts?                         | <ul style="list-style-type: none"> <li>● list of regional coalitions leads</li> <li>● listening sessions</li> <li>● list of stakeholders</li> </ul> |

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| 3B4. By the end of 2023, incorporate Shared Risk and Protective Factor (SRPF) Framework into new materials developed and use it to add context into existing materials.  | To what extent have we incorporated Shared Risk and Protective Factor (SRPF) language and partners into toolkits? | <ul style="list-style-type: none"> <li>new materials</li> </ul>     |
| 3B5. By the end of 2023, use data from 3A3 to identify, develop, and modify materials needed for specific needs and settings to contribute to public awareness and education.  | To what extent have we used data for developing new materials/toolkits needed and modifying existing toolkits?    | <ul style="list-style-type: none"> <li>data for material</li> </ul> |
| Intermediate Outcomes Evaluation Questions: To what extent have consistent and quality falls prevention information and resources been disseminated among regional partners? To what extent have regional partners reported increases in knowledge of fall prevention information? |   |   |
| Long-term Evaluation Questions   |   |   |

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| <b>STRATEGIC GOAL 3: Increase public awareness efforts and statewide advocacy for policies and systems.</b>   |   |  |
| <b>Objective 3C: By the end of 2025, increase access to and awareness of falls prevention materials for the general public.</b>   |   |  |
| <b>Action Steps</b>   | <b>Process Evaluation Questions</b>   |  |
| 3C1. By the end of 2021, and annually thereafter, inventory and recommend updates every 4th quarter for information on coalition website: <a href="http://ncfallsprevention.org">ncfallsprevention.org</a>  | Is there a process for reviewing and updating the website? Has this process been implemented? | <ul style="list-style-type: none"> <li>inventory of information to add to website</li> <li>process for reviewing/updating website</li> </ul> |
| 3C2. By the end of 2022, identify and inventory existing platforms and information access points for the general public (NCCARE 360, NC 211, <a href="http://ncfallsprevention.org">ncfallsprevention.org</a> , etc.)<br><br>Sub-step:<br>3C2.1 Create questions for listening sessions in 3A3 about how older adults access information. | To what extent have we inventoried existing platforms and information access points?          | <ul style="list-style-type: none"> <li>existing platforms and access points</li> <li>questions for listening sessions</li> </ul>             |
| 3C3. By the end of 2023, recommend top access points to use for a statewide resource  |   | <ul style="list-style-type: none"> <li>recommendations/report for top access points</li> </ul>   |

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| hub based on inventory and listening sessions (see 3A3)   |   |  |
| 3C4. By the end of 2024, house all information and educational materials (3B2) in a statewide accessible resource hub and multiple platforms as inventoried above.  | To what extent is information housed?   | <ul style="list-style-type: none"> <li>statewide accessible resource hub</li> <li>platforms</li> </ul> |
| 3C5. By the end of 2025, educate the general public through regional falls coalitions, the aging network, and other access points, e.g., doctors' offices, about how to access information and educational materials. | To what extent have we created and implement and education (awareness) program? | <ul style="list-style-type: none"> <li>education materials to public</li> </ul>                        |
| Intermediate Outcomes Evaluation Questions: To what extent has there been an increase in access to and awareness of falls prevention materials for the general public?  |   |  |
| Long-term Evaluation Questions  |   |  |

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| STRATEGIC GOAL 3: Increase public awareness efforts and statewide advocacy for policies and systems.  |  |  |
| Objective 3D: By the end of 2024, promote and publicize Falls Prevention Awareness Week (FPAW) to the general public through multiple channels. |  |  |
| Action Steps  | Process Evaluation Questions   |  |
| 3D1. By the end of 2021, and annually thereafter, recognize existing FPAW activities and programs.  | To what extent have we recognized existing activities and programs?                      | <ul style="list-style-type: none"> <li>FPAW activities and programs</li> </ul>                           |
| 3D2. By the end of 2022, identify new potential FPAW partners to help connect with the community  | To what extent have we identified potential partners?                                    | <ul style="list-style-type: none"> <li>list of multi-sector partners in the community</li> </ul>         |
| 3D3. By the end of 2023, identify and develop FPAW marketing messaging that can be used across cross multiple channels (See 3E2)                | To what extent have we identified marketing messaging for multimedia education campaign? | <ul style="list-style-type: none"> <li>marketing messaging</li> <li>campaign</li> </ul>                  |
| 3D4. By the end of 2024, develop and secure at least one new sponsorship to support FPAW publicity efforts.                                     | To what extent have we implemented a publicity campaign?                                 | <ul style="list-style-type: none"> <li>list of sponsors</li> <li>outreach/marketing materials</li> </ul> |
| Intermediate Outcomes: To what extent has the general public reported awareness of Falls Prevention Awareness Week (FPAW)?                      |  |  |
| Long-term Evaluation Questions  |  |  |

| STRATEGIC GOAL 3: Increase public awareness efforts and statewide advocacy for policies and systems.  |  |   |
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| Objective 3E: By the end of 2025, develop a research-based social marketing campaign that will promote healthy aging and falls prevention using consistent messaging.   |  |   |
| Action Steps  | Process Evaluation Questions   |   |
| 3E1. By the end of 2023, convene an advisory group with a range of partners to collaborate in the development and dissemination of the social marketing campaign.   | Did we convene an advisory group with a range of partners?<br>To what extent did we collaborate in the development and dissemination of the social marketing campaign? | <ul style="list-style-type: none"> <li>● advisory group and partners</li> <li>● dissemination plan for social marketing campaign</li> <li>● meeting minutes and agenda</li> </ul> |
| 3E2. By the end of 2023, compile research on effective messaging and social marketing campaigns for FP and identify best practices.   | To what extent did we leverage academic health science programs to compile existing research conducted?  | <ul style="list-style-type: none"> <li>● research materials and literature searches</li> <li>● effective messaging and social marketing campaign materials</li> </ul>             |
| 3E3. By the end of 2023, analyze existing social marketing campaigns specifically targeting older adults and examine lessons learned.   | To what extent did we analyze applicable social marketing campaigns specifically targeting older adults and examine lessons learned?                                   | <ul style="list-style-type: none"> <li>● analysis of social marketing campaigns</li> <li>● examination of lessons learned</li> </ul>  |
| 3E4. By the end of 2024, identify spokespersons and champions to promote the campaign through identified distribution channels.   | Have we identified spokespersons and champions? Have we identified various distribution channels?  | <ul style="list-style-type: none"> <li>● list of spokespersons and champions</li> <li>● emails/communication</li> </ul>   |
| 3E5. By the end of 2025, through identified spokespersons in 3E4, secure sponsorships to develop and disseminate the social marketing campaign, based on guidance from the advisory group (See 3D4)                 | To what extent have we secured sponsorships to develop and disseminate the social marketing campaign?  | <ul style="list-style-type: none"> <li>● sponsorships</li> </ul>  |
| Intermediate Outcomes Evaluation Questions: Have we develop a research-based social marketing campaign? How have we disseminated messages? To what extent do stakeholders report changes in the outdated viewpoint? |  |   |
| Long-term Evaluation Questions  |  |   |

STRATEGIC GOAL 3: Increase public awareness efforts and statewide advocacy for policies and systems.

| Objective 3F: By the end of 2025, create opportunities for the NCFPC to serve as a resource hub for falls prevention advocacy.   |   |  |
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| Action Steps   | Process Evaluation Questions  |  |
| 3F1. By the end of 2022, educate the aging network about the value of reporting and sharing data about availability and participation in evidence-based falls prevention programs (EBFPP) and participant outcomes.  |   | <ul style="list-style-type: none"> <li>● education materials</li> <li>● meeting minutes</li> <li>● list of attendees</li> </ul>      |
| 3F2. By the end of 2024, develop a mechanism within the coalition to promote the work that NCFPC partners are doing around advocacy.   | Do we have a promotion campaign plan? To what extent have we implemented it?  | <ul style="list-style-type: none"> <li>● promotion campaign plan</li> <li>● advocacy</li> </ul>                                      |
| 3F3. By the end of 2024, update/enhance the resource page on the NC Falls coalition website for advocacy.  | Is there a resource page on the NC Falls coalition website for advocacy?  | <ul style="list-style-type: none"> <li>● resource page</li> </ul>  |
| 3F4. By the end of 2024, continue to develop relationships with advocacy groups and professional associations (i.e. NCIOM) to identify priority issues related to FP (e.g., reimbursement, ROI/cost-savings/outcomes.)                                       | To what extent have we developed relationships with advocacy groups and professional associations? To what extent are these relationships focused on educating legislators on issues? What efforts have been made to educate legislators? | <ul style="list-style-type: none"> <li>● list of advocacy group pages</li> <li>● meeting minutes</li> <li>● communication</li> </ul> |
| 3F5. By the end of 2025, based on issues identified in 3F4, support state and federal activities that affect coverage and services for older adults (e.g., advocacy action alerts.)  | To what extent have we developed plans to continue to support state and federal activities?   | <ul style="list-style-type: none"> <li>● advocacy coverage and services</li> </ul>   |
| 3F6. By the end of 2025, based on 3A1, advocate for the inclusion of falls in existing data collection.  |   | <ul style="list-style-type: none"> <li>● data</li> </ul>   |
| Intermediate Outcomes Evaluation Questions: To what extent have we identified potential opportunities for the NCFPC to serve as a resource hub for falls prevention advocacy? To what extent have we served as a resource hub for falls prevention advocacy? |   |  |
| Long-term Evaluation Questions   |   |  |