EXECUTIVE SUMMARY | 2021-2025 ACTION PLAN

The North Carolina Falls Prevention Coalition (NCFPC) 2021-2025 action plan outlines a comprehensive, multi-year strategy to strengthen collaboration, integrate clinical and community systems, and elevate public awareness and advocacy to prevent falls and fall-related injuries statewide. Across three strategic goal areas, the coalition has made substantial progress since 2021 — establishing strong communication pathways, expanding regional and statewide partnerships, advancing shared frameworks such as Shared Risk and Protective Factor Framework (SRPF), improving access to evidence-based resources, and increasing visibility of falls prevention through conferences, toolkits, and public platforms.

Key achievements include the growth of regional coalitions, hosting three annual statewide conferences, development and dissemination of adaptable resources, implementation of referral tools and taxonomies, integration of falls prevention into provider education, and the creation of an accessible public resource hub. At the same time, the plan identifies several critical opportunities for continued growth, including deeper engagement of caregivers and non-traditional partners, completion of needs assessments and listening sessions, expansion of SRPF-aligned training and toolkits, and more systematic use of data to inform advocacy and policy change.

With committed volunteer partners, 83% or 65 of the original 78 action steps, were completed, which NCFPC considers a success given this extensive 5-year action plan. Action step progress was monitored and evaluated annually. Based on annual progress, some action steps were modified and/or prioritized depending on staff/volunteer capacity and evolution of the plan over time.

Together, this action plan positions the NCFPC as a central connector, convener, and resource hub for falls prevention in North Carolina. Progress made over the last five years sets a clear direction for the next phase of work focused on sustainability and system-level impact.

Annual updates available on our website:

- 2025 Accomplishments
- 2024 Accomplishments
- 2023 Accomplishments
- 2022 Accomplishments
- 2021 Accomplishments

STRATEGIC GOAL 1 SUMMARY

Enhance opportunities for collaboration and networking among falls prevention partners.

NCFPC significantly strengthened statewide and regional collaboration by formalizing communication channels, convening multidisciplinary partners, and expanding opportunities for shared learning. Through three annual conferences, quarterly meetings, a new monthly newsletter, a new public facing website, StandingStrongNC.org, and Facebook page, and regular inter-regional coalition connections, the state coalition created consistent opportunities for sharing innovation, partnership development, research, and best practices.

Progress toward building a Community of Practice has begun through research-practice collaboration embedded in conferences and early workgroups, though opportunities remain to further formalize bi-directional communication mechanisms and sustainability. NCFPC also successfully connected 94 of our 100 counties to regional coalitions, launched a county champion initiative, and provided technical assistance to support coalition development—resulting in the formation of two new regional coalitions. These enhanced opportunities led to successful statewide participation in STEPtember for Falls Prevention Awareness Week in 2025.

Additionally, NCFPC developed adaptable tools and templates for regional use, strengthened connections across the continuum of care using the Shared Risk and Protective Factor (SRPF) framework, and expanded engagement with state and national learning networks. Action items not completed include sustained partnerships with regional coalitions to promote active involvement of participating counties, compiling caregiver resources, recruiting additional non-traditional partners, and strengthening structured feedback loops between researchers, practitioners, and communities.

STRATEGIC GOAL 2 SUMMARY

Prevent falls through comprehensive and coordinated clinical and community integration.

Under Strategic Goal 2, NCFPC advanced a systems-based approach to falls prevention by aligning clinical and community efforts around shared risk and protective factors. The development and application of the SRPF framework represented a major milestone, supporting alignment with health care providers addressing related health and social issues and engagement of new partners.

The coalition made substantial progress in improving the quality and consistency of provider resources through toolkit inventories, messaging alignment, provider focus groups, and expanded access points via multiple platforms, such as trainings via AHECs, NC211, NCCARE360, ncfallsprevention.org, and StandingStrongNC.org. Referral pathways were strengthened through partnering with NC211 and NCCARE360 for a standardized taxonomy, education of NC211 staff, development of a prescription (Rx) for Falls tool, SRPF tools for the public and providers, promotion of a successful community paramedicine model and a integrating and aligning a falls prevention training with the core competencies for Community Health Workers.

While many foundational elements are in place, future work may focus on developing SRPF-integrated toolkits, aligning strategies with non-traditional providers, expanding referral platform integration, and fully embedding falls prevention into core competency training across professions.

STRATEGIC GOAL 3 SUMMARY

Increase public awareness efforts and statewide advocacy for policies and systems.

NCFPC made notable strides in public awareness, data use, and advocacy infrastructure. The coalition developed consistent public messaging, expanded statewide resource hubs (e.g., ncfallsprevention.org, StandingStrongNC.org, NC211), and supported Falls Prevention Awareness Week annually through coordinated outreach, partner engagement, and marketing tools.
Data efforts resulted in the creation of a North Carolina falls data handbook and identification of high-risk populations and counties, informing targeted outreach and SRPF resource dissemination, and continued collaboration with the epidemiologists at the Injury and Violence Prevention Branch. Advocacy capacity was strengthened through enhanced website resources, newsletters, partnerships with advocacy organizations, and integration of falls prevention into broader aging and health policy conversations, such as the NC Institute of Medicine Healthy Aging Task Force, the multi-sector plan for aging - All Ages All Stages, and the State Aging Plan, and the Trauma System Strategic Plan (p.11).

Key gaps remain in completing listening sessions, synthesizing qualitative data, fully operationalizing social marketing campaigns, and advancing policy advocacy related to data collection and reimbursement. Addressing these areas would further position NCFPC as a trusted statewide voice for falls prevention policy and systems change.

PARTNER INVOLVEMENT

To assess partner involvement over the last 5 years, we disseminated a brief survey. From the results, we learned the following:

Top ways that respondents interacted with action plan:

- Participation in a workgroup
- Shared relevant products and resources created from the plan's objectives
- Connected new partners to this work based on plan objectives
- Engaged in advocacy for falls prevention

Most used resources from action plan:

- New Shared Risk and Protective Factor flyers
- Coalition partners across the continuum of care and county champions
- Other: OT and PT handouts, data, Falls Prevention Checklist and instructor trainings

LESSONS LEARNED

- **It takes all of us** to move this initiative forward.
- **Simplify**! Focus on one or two high-priority areas at a time, and identify a few achievable short-term goals within those areas.
- **Education about falls prevention was an impactful part** of the Action Plan, such as the annual conferences.

NEXT STEPS

The NCFPC action plan reflects a strong foundation built through collaboration, innovation, and shared commitment across sectors. With many core structures now established, the next phase of work should prioritize depth, dissemination, and sustainability.

Key next steps include:

- **Strengthening SRPF implementation** by aligning strategies with non-traditional partners for material dissemination and education, expanding training materials, and embedding the framework across toolkits and curricula.

- **Advancing data-driven advocacy**, including and promoting data to inform policy priorities and funding decisions.
- **Enhancing sustainability** through sponsorship development, clearer maintenance plans for tools and directories, and shared ownership with regional coalitions.
- **Deepening impact at the local level** by supporting regional coalitions and translating statewide strategies into community-specific action.

By building on demonstrated successes and intentionally addressing remaining gaps, NCFPC is well positioned to lead the next generation of falls prevention efforts—reducing injuries and deaths from falls, improving quality of life, and promoting healthy aging for all North Carolinians.