



MV Falls Prevention Coalition 2022

March 15, 2022

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Agenda:

- Discussion of Matter of Balance/Next steps
- Falls Prevention Month 2022
 - Review of Falls Prevention National results
 - Discussion with Melissa Knowles – Falls Prevention Activities
- Store Safety Modification status update
- Spring Action Plan

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Our Mission

The Falls Prevention Coalition mission is to collectively **raise island-wide awareness of the risk of falling as one ages**, to **educate Older Adults on fall prevention strategies**, and to **empower** Older Adults to take action to reduce their fall risk and, when they do fall, recover more quickly.

Our 2022 Goals

- Getting into the community more frequently (awareness)
- Exploring the need and opportunity for new Evidence based programs such as Matter of Balance (education)
- Taking the Home Modification Program to the next level
- Moving forward the Store Safety Modification Program (?)
- Increasing the impact of Falls Prevention month & re(using) assets
- Continue to develop our metrics

Goal #1 – Getting into the community more frequently (awareness)

Actions we have identified

- Participation in the MVH Health Fair – (not happening)
- Other community events (VCM etc.)
- Getting a balance program available on a rotational basis at the COAs
- Raising awareness and normalizing reduction in balance as we age (something fun like "Do you know your Tippling Point") - do this at the Y and the Fair
- Do we want to make our videos we have more available for others?

All FP members will support this goal

Goal #2 – Exploring the need and opportunity for new Evidence based programs such as Matter of Balance (education)

Actions we have Identified

- what is available on the island and other resources on balance programs?
- explore how to get a Matter of Balance Program up and running on the island, how to sustain it, and get it into the community

Victoria has offered to lead this group

- Cheryl Kram (offering to become a trainer as well)
- Susan Sanford/VCM
- Kathleen Samways, IHC
- Others?

Goal #5: Planning for Falls Prevention Month (with a goal of increasing impact) and getting our assets out

Actions we have Identified

- Review current assets, what else do we need
- What have other communities done?
- Plan calendar/schedule for September)

Cindy will lead

FP members for this group-

Michele

Susan Sanford (nominated)

Cindy

Cheryl

Joyce Stiles-Tucker

Megan (nominated)

Goal #5: What have other communities done?

Falls Prevention 2021 Impact Report (NCO)

- 98% communities involved in education, 50% providing fall risk screenings, 31% participated in advocacy activities (Grassroots reach total = 294 respondents, 44 states, 5.9 Million adults reached)
- Engaging Fire Department and Emergency Medical Services in Falls Prevention
 - EMS/FD provide home safety modification audits/home repairs
 - EMS/FD contact when they observe a fall for follow up education/screening
- Engaging Tribal Communities
- Introducing Falls Prevention programs (demonstrating *Bingocize* in Elderly housing, Matter of Balance and Walk with Ease)
- Falls Free Check-up (provided by NCOA)
- Enlisting support of local partners (AAA, AARP, town elected officials, hospital, outreach/nursing)
- Coordinating in person-events (at state fair, health care event etc)

Goal #5: New assets/activities

Melissa Knowles

Goal #4: Moving the Store Safety Modification Pilot Program Forward

- Conducted a walking audit with an Edgartown Older Adult (Feb, 2022)
- 30+ entrances are high risk for falls
- Common problems are lack of handrails, steep and uneven stairs, and uneven thresholds (both going in and out), lack of grab bars




Goal #4: Moving the Store Safety Modification Pilot Program Forward

- Need to tell this story
- Connect with board of trades and building owners
- Edgartown – test case



Store Safety Modification Program

Pilot Program	Objective	Goal	Status	Partners
<p>Store Safety Modification Program</p> 	<p>The objective of the Store Safety Modification Pilot Program is to improve the safety and accessibility of store/business entrances on Martha’s Vineyard, creating an inclusive and welcoming environment for Older Adults. The program will provide an opportunity for a store/business/building owner to participate voluntarily, learn about falls prevention best-practices, participate in an audit, and make “low cost, high impact” entrance (only) improvements that don’t require town approval such as grab bars and handrails.</p>	<p>Older Adults and those with cognitive or mobility impairments will feel more confident in entering and exiting stores and office buildings, reducing the likelihood of falling, and offering greater access to all.</p>	<p>Seeking funding for Year 1 to cover costs of a part-time project coordinator - \$15,000. (In-kind contributions from Fall Prevention coalition members and HAMV).</p>	<p>Fall Prevention Coalition: Chilmark Board of Health Consumer Activists Edgartown COA Elder Services of Cape Cod and the Islands Island Health Care MVCS MVH NAACP Oak Bluffs COA Tisbury Board of Health Tisbury COA Up Island COA Vineyard Complimentary Medicine Vineyard Haven Library VNA of Cape Cod - Martha's Vineyard Office YMCA Healthy Agers</p>

Our Coalition Assets

Fall Prevention Month Assets	Purpose	Distribution
Updated Falls Prevention Brochure (printed)	Awareness Education Empowerment	Available for all Coalition members to distribute
NCOA Myths One pager (printed) and other social media assets	Awareness Education	Reprinted copies from NCOA available for all Coalition members to distribute; content can be used for PSA's, newsletter articles, websites etc.
Public Service Announcements-MVTV	Awareness Education Empowerment	Links will be available to PSAs
Home Safety Modification Brochure (printed)	Empowerment	Available for all Coalition members to distribute
Assessment of Fall risk checklist (printed)	Education Empowerment	Available for all Coalition members to distribute
Exercise cards to prevent falling	Education Empowerment	Available for all Coalition members to distribute
Pain-free Screening (VCM provided)	Education Empowerment	Available for all Coalition members to distribute
Zoom recording on what to do if you fall (getting up from a fall)	Education Empowerment	Information on these zoom sessions will be provided on a 1 pager for you to distribute
Zoom recording on balance assessment/prevent falls	Education Empowerment	
MVY radio interview	Education Empowerment	Links will be available to show

Our September 2021 Calendar of Activities

Action/Event	When	How
Distribute printed material: Falls Prevention Brochure Home Safety Modification Falls Self-Assessment Exercise cards	Sept 7 -30	COAs, MVH, VCM, Island Health Care, Vineyard Health Care Access, VNA, Meals on Wheels, Elder Services, Food Pantry, VNA, MVCS, C4L, YMCA, libraries, Opticians
PSAs on MVTV	All month	MVTV
10 Myths of Falling PSAs	All month	MVY Radio
Awareness/Educational Advertising Campaign	All month	MV Times/Gazette
Education/information sessions	Sept 20-24 (Falls Prevention Week)	Zoom sessions: What to do when you fall (Catie Blake/Tisbury COA) Balance exercises to prevent a fall (Natasha Snowden/YMCA Healthy Agers) Fall Prevention Exercises (VCM)
VCM Pain Free screening	Sept 22 (Falls Prevention Day)	Free 20 minute evaluation that is open to the public. Screenings can be conducted in their clinic, in their outside clinic room and by Tele-health. Visit https://vcmppt.com/upcoming-events/ or call 508-693-3800 to schedule your screening
55+ MV Times article	Sept 30	Feature article in this section
Interview on MVY Radio	SUNDAY, OCTOBER 3rd at 7pm SUNDAY October 10th at 11pm	Nightcasts

Current Falls Prevention Coalition Members*



Broad representation from island organizations but always room for more!

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