



MV Falls Prevention Coalition 2022

Jan 18, 2022

ctrish@hamv.org

508 693-7900 ext.455



Agenda:

- Sharing any updates/new members
- Update on Home Safety Modification program
- Store Safety Modification status update
- Setting Our Goals for 2022
- Creating An Action Plan
- Revisiting our Work Groups

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.

HSMPP Metrics – Client Overview (Year 1)

	Nov, 2020 – July 2021	August, 2021- Oct, 2021	First Year Summary
Number of clients referred /applications completed	24	7	31
Average age of clients & range	80 average age (63-102)	78 average age (71-89)	77 average age (63-102)
Average income	\$51,089	\$12,010	
Location of clients	Aquinnah - 2 Chilmark - 1 Edgartown - 6 Oak Bluffs - 3 Tisbury - 7 West Tisbury - 5	Edgartown- 3 Tisbury - 3 West Tisbury - 1	Aquinnah - 2 Chilmark - 1 Edgartown - 9 Oak Bluffs - 3 Tisbury - 10 West Tisbury - 6
Household size	1 – 9; 2 – 14; 3 - 1	1 – 3; 2 - 4	1 – 12; 2 – 18; 3 - 1
% who qualified for full subsidy (100%)	75%	67%	73%
% who qualified for partial subsidy (paid \$100)	8.33%	-	6.89%
% who qualified for partial subsidy (20% of total)	16.66%	33%	20%

HSMPP Metrics – Program Status (Year 1)

	Nov, 2020 – July 2021	Aug 2021 – Oct 2021	First Year Summary
Work completed	14	7	21
Work to-be-completed (one client died before work started & 2 cancelled)	7	1	no significant delays
Modifications fall outside program scope and referred to other programs	2	0	2
Average project cost and range	\$1,898 (\$512 - \$5,518)	\$1,673 (\$565 - \$3,112)	\$1,707 (\$512 - \$5,518)
Average time to complete work (from application to complete)	3.2 months (2 - 5 months)	1.1 months (.5 – 1.5 months)	2.5 months (.5 – 5 months)
Average age of home	55 years	49 years	53 years

HSMPP metrics – Modification types (Year 1)

Type of modification (completed projects)	% of participants
Grab bars	90%
Stairwell Banisters	75%
Outdoor Railings	50%
Lighting	15%
Smoke/fire detectors	30%
Taping down rugs	15%
Other	45%
% who had outside work completed	95%

HSMPP metrics- Client Survey results

Survey results (pre/post) – Year 1 (n=8)	% of participants
Reported falls on property before modification completed	63%
Reported falls on property since modification completed	0%
Ever treated for a fall either as an outpatient or hospitalized	38%
Experience with project (strongly agree with the following statements)	
-I was kept informed	100%
-I was treated with respect by everyone	100%
-Modifications made to my home have increased my safety	100%
-I believe these modifications will allow me to stay in my home as I age	100%
-I would recommend this program to my friends and homeowners who are 65 and older	100%

Falls and Feeling Safer

- Although we don't have proof currently that the modifications are eliminating falls (some participants had very few past falls, but were concerned about future falls), we do know that people are very happy to have had the modifications made.
- *“Before the grab bars were put in my shower, I was always afraid I might fall when I closed my eyes when I was washing my hair”*
- *“it is wonderful living with these safety improvements now”*
- *“perfect!”*
- All participants surveyed expressed confidence the modifications will allow them to stay in their homes as they age.

HANDRAIL EXAMPLE

Handrails added to both sides of the staircase. Handrails – inside or outside, and sometimes both - were provided to 75% of the participants.



OUTSIDE WORK

New stairs and
handrail to deck



ANOTHER EXAMPLE OF OUTDOOR WORK


Grab bar for the
outdoor shower



Falls and Feeling Safer

- Although we don't have proof currently that the modifications are eliminating falls (some participants had very few past falls, but were concerned about future falls), we do know that people are very happy to have had the modifications made.
- *“Before the grab bars were put in my shower, I was always afraid I might fall when I closed my eyes when I was washing my hair”*
- *“it is wonderful living with these safety improvements now”*
- *“perfect!”*
- All participants surveyed expressed confidence the modifications will allow them to stay in their homes as they age.

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 2022 Goals

Starting list from our last conversation:

- 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

2022 Action Plan/Work Groups

Thinking about our 5 work groups and priority areas

- Do these groups make sense for 2022?
- If so, what does each work group “own” in terms of priorities for 2022?

Education/ Prevention	Strengthening Healthcare Connection	Improving Safety in our Homes and Communities	Digital Access	Metrics of Success
----------------------------------	--	--	-----------------------	-------------------------------



Falls Prevention Coalition 2021 Objectives and Work Groups

We've identified our focus areas for 2021



- Education/Prevention
- Strengthening healthcare connection
- Improving safety in homes and our communities
- Digital access
- Metrics of Success

....and the work groups as well!



Updated Focus Area Work Groups

Education/ Prevention	Strengthening Healthcare Connection	Improving Safety in our Homes and Communities	Digital Access	Metrics of Success
Lead: Tanya Larsen	Lead: Thaddeus Thompson	Lead: Megan Panek	Lead: Betty Robie	Lead: Ian Campbell
Joyce Stiles-Tucker	Cindy Doyle	Catie Blake	Lorna Andrade	Bob Laskowski
Suzanne Robbins	Lori Perry	Cheryl Kram	Anne McDonough	Kathleen Samways
Valci Carvalho	Marina Lent	Victoria Haeselbarth	Cindy Trish	
Lila Fischer	Lisa Hollander	Michele LeBlanc		
Rose Cogliano				



Education/Prevention Focus Area



Community education

- Identifying the right content (and do we want to update our current brochure?)
- Defining the audience
- Communications campaign - frequency of messaging
- Delivery Methods (print, digital TV, radio)
- Falls Prevention Month (Sept) - how do we want to participate?

Prevention

- An audit -what prevention programs currently exist on the island?
- Investigation of evidence-based programs (including Matter of Balance which has gone quiet)
- Selection and implementation of a prevention programs (if identified as a need)



Strengthening Healthcare Connections Focus Area



Purpose: Leveraging the strengths and talents of all island organizations and increase the visibility of coalition

- Map the connection points between different organizations for falls prevention/recovery (as an example, hospital care for a fall followed up by participation in a YMCA program)
- Communicate and raise awareness of these connection points and coalition's role
- Use this knowledge to identify gaps and where the coalition can “lean in”



Improving Safety in our homes and communities



Advocacy, Awareness and Facilitation

- Advocate for those who have a need for falls prevention efforts
- Create awareness for programs/information to increase safety
- Facilitation – bringing together different organizations to provide an integrated approach to improving safety (look for overlap with Disabilities Coalition)

- Identify programs for the home – e.g. home audits
- Look for “low hanging” fruit in the community



Digital Access Focus Area



Dedicated to improving safe, accessible, affordable digital access to Fall Prevention training, information, resources for older adults

- Identify hardware and software needs and local resources available
- Create local, (e.g. Disabilities Coalition and schools), state and national partnerships sharing this vision
- Explore funding sources/implementation



Metrics of Success Focus Area



Create an annual message/story to demonstrate effectiveness

- Stories (qualitative) of impact of falls prevention on community members
- 1-2 standard metric (quantitative) tracked at the state level (TBD)
- Economic savings from falls prevention (TBD)
- Multiple modes of delivery (video, press releases, newspaper articles)

Identified Sources of information – a starting list

- Screening data from the hospital (collected during wellness visits, falling history/likelihood of falling)
- Home Safety Modification Program pre/post survey data
- Older Adult 2020 Survey data, EMS data, what else?



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!

Lorna Andrade, drlorna.andrade@hotmail.com
Alexis Babaian, ababaian@ihimv.org
Catie Blake, cfuller@tisburyma.gov
Ian Campbell, ICAMPBELL4@partners.org
Valci Carvalho, vcarvalho@partners.org
Leslie Clapp, lesliec@mvcenter4living.org
Rose Cogliano, rcogliano@oakbluffsma.gov
Cindy Doyle, cdoylema@me.com
Lila Fischer, lfischer@ihimv.org
Victoria Haeselbarth, vhaeselbarth@edgartown-ma.us
Bethany Hammond, coa-outreach@westtisbury-ma.gov
Lisa Hollander, lisahollander@comcast.net
Cheryl Kram, ckram@capecodhealth.org

Bob Laskowski, laskowskiadvisors@gmail.com
Michele LeBlanc, mleblanc@mvcommunityservices.org
Marina Lent, boh@chilmarkma.gov
Anne McDonough, amcdonough@clamsnet.org
Megan Panek, megan.panek@escci.org
Lori Perry, lperry@ihimv.org
Betty Robie, brobie@ymcamv.org
Suzanne Robbins, SROBBINS5@partners.org
Kathleen Samways, ksamways@ihimv.org
Susan Sanford, susan@vcmppt.com
Joyce Stiles-Tucker, jstucker@tisburyma.gov
Thaddeus Thompson, tthompson3@partners.org
Cindy Trish, ctrish@hamv.org