



MV Falls Prevention Coalition 2023

Feb 28, 2023

ctrish@hamv.org

508 693-7900 ext.455



Agenda

- Review our 2023 objectives
- Identify our work groups
- Creating a plan of action
- Sharing out our plan

Our 2023 Goals – let's go for straight A's

- ✓ Getting into the community more frequently (awareness)
- ✓ Moving forward the Store Safety Modification Program
- ✓ Increasing the impact of Falls Prevention month & re(using) assets
- ✓ Continue to develop our metrics

In order 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.



We have identified 4 work groups

Falls Prevention Coalition 2023			
Group 1: Education & Prevention	Group 2: Strengthening Healthcare connections	Group 3: Improving safety in our homes and communities	Group 4: Metrics of Success
Oversees falls prevention month and getting into the community more often: MOB and other programs	How well we are working with healthcare providers, awareness of our work/programs	Includes Home Safety Modification/Store Safety Modification, evaluating technology options	How do we determine success? What are the metrics we can use?
Members			
Leslie Clapp, MVC4L	Lorna Andrade, NAACP Healthy Equity	Carolina Cooney, Chamber of Commerce	Ian Campbell, MVH
Rose Cogliano, Oak Bluffs COA	Cheryl Kram, CapeCod Health	Victoria Haeselbarth, Anchors	Alexis Babaian, IHC
Meris Keating, Anchors	Michele LeBlanc, MVCS CORE	Lori Perry, IHC	Marina Lent, BOH Aquinnah
Sue Merrill, UPICOA	Anna McCaffery, BOH Chilmark	Cindy Trish, HAMV	
Joyce Stiles Tucker, Tisbury COA	Susan Sanford, VCM	Allyson Malik, OB library	
Barbara Welsh, VCM	Suzanne Robbins, MVH	Sue Silk, Consumer Activist	
Anne McDonough, Vineyard Haven library	Kathleen Samaways, IHC	Catie Blake, BOH	
Nina Lombardi, YMCA			
Lew Laskaris, MVH Retired			
Zonica Simpson, MVH			



Creating an Action Plan

- Create 3-5 action steps that reflect key priorities for each group
 - We want to do X in order to achieve Y
- Identify a high-level timeline over the next 12 months
 - Using quarters (Q1, Jan-March, Q2 April-June, Q3, July-Sept, Q4, Oct-Dec)
- Who can do what?
- Do you need a budget to achieve this?



To Prime the Pump

Ideas/information for each group



Group 1 - We want to broaden our audience; suggestions for education/prevention

We have discussed on how we can expand our audience in 2023 as well as expanding our programs/outreach beyond Falls Prevention Month (Sept). Suggestions include:

- libraries - a channel to reach Older Adults who don't visit a COA
- lunch n' learn (offer food) at the COAs - we discussed funding a lunch at a COA
- piggyback on more popular events or regularly scheduled events
- making sessions interactive when possible
- YMCA has raised their hand to host any event (as they did with the hospital on the Balance program)
- Public health nurses monthly visit to the COAs and libraries - could we partner/piggyback on these wellness clinics?



Group 1 – 2023 MOB plans underway

- April workshop (8 sessions) at Up Island COA
 - Contact Sue Merrill to register participants
 - Accepting up to 15 participants
- Second workshop to be held at Tisbury Senior Center
 - Starting date week of July 10th
- Transportation can be provided
- Comprehensive marketing program underway
 - MVTV and MVY PSA, newspapers, brochure dissemination
- Need help from healthcare providers to identify candidates who would benefit from this program



Questions for Group 1

- What do we want Falls Prevention Month to look like this year?
- How do we deliver on being in the community more often?



2022 Falls Prevention Schedule of Activities

Martha's Vineyard Falls Prevention Coalition

September 2022 Schedule of Events

The Martha's Vineyard Falls Prevention Coalition is proud to announce the following events for the upcoming September Falls Prevention Month. Most of the events, screenings and workshops will be held in-person so our citizens can interact with their community and the speakers.

Presentations will circulate to every Council on aging Center in September. All presentations, workshops and screening are free to the public and all are welcome.

Medication and Falls Risk: *What you should know and what you can do* presented by **Lewis Laskaris**, a retired MVH Pharmacist. The presentation will include topics on prescription and over-the-counter medication side effects, their fall risks to older adults and how to prepare and cope with problems associated with risks. 1 hour

- **Tuesday September 6, 10 AM** at the Edgartown Council on Aging, The Anchors 10 Daggett Street Edgartown (508) 627-4368 Meris Keating
- **Tuesday September 13 2 PM** Tisbury Senior Center 34 Pine Tree Road Vineyard Haven, (508) 696-4205 Joyce Stiles-Tucker
- **Tuesday September 20, 10 AM** Oak Bluffs Council on Aging at (in-person and zoom) 21 Wamsutta Avenue (508) 693-4509 ext. 3 Rose Cogliano
- **Tuesday September 27 10 AM** at the Up-Island Council on Aging Howes House 1042A State Road West Tisbury (508) 693-2896 Susan Merrill

The Martha's Vineyard Hospital Physical Therapy Department will present **Safety Tips for using and Cane or Walker** *in-person interactive session* on Wednesdays at Island Council on Aging Centers.

- **Wednesday September 7 at 9:30 AM** at the Up-Island Council on Aging Howes House 1042A State Road West Tisbury (508) 693-2896 Susan Merrill
- **Wednesday September 14 at 9:30 AM** at the Tisbury Senior Center 34 Pine Tree Road Vineyard Haven, (508) 696-4205 Joyce Stiles-Tucker



- Wednesday September 21 at 11 AM** Edgartown Council on Aging, The Anchors 10 Daggett Street Edgartown (508) 627-4368 Meris Keating
- Wednesday September 28 at 10 AM** Oak Bluffs Council on Aging at (in-person and zoom) 21 Wamsutta Avenue (508) 693-4509 ext. 3 Rose Cogliano

Tisbury COA Falls Prevention Day Program September 20
34 Pine Tree Road Vineyard Haven, (508) 696-4205 Joyce Stiles-Tucker



10-11 AM	How to Recover from a Fall w/Catie
11-12 AM	How Poor Vision can Cause a Fall w/ Dr. Shea *
1-2 PM	Home Safety Checks w/ Lila Fischer
2-3 PM	Emergency Alert/ Response System *
	* waiting for confirmation

The Women’s Club of Martha’s Vineyard will host a talk on *Everything you wanted (or didn't want) to know about fall risks and falls prevention*

By Cindy Trish, HAMV September 19 at noon An hour long session to raise awareness of fall risks as we age, how we can minimize our fall risk and recover more quickly. Educate yourself on the myths of falling, exercises to prevent falling, and learn of all the resources we have here on the island to educate and empower each of us when it comes to falling, a natural part of life as we age. If you wish, share your "fall story" with us! St. Andrews Church 51 Winter Street Edgartown

Vineyard Complementary Medicine will provide **Pain-Free Movement and Balance Screening Wednesday, September 28th all day** 9:00am - 7:00pm 238 Edgartown-Vineyard Haven Road, Edgartown for more information info@vcmppt.com or call 508-693-380**Reservation Required:** <https://vcmppt.com/clinics-screenings/>

A Matter of Balance is an evidence-based interactive program to educate, connect, and support our older adults who have experienced a fall or who are in fear of falling after having fallen. This program is an 8 week course 2 hours per week taught by 2 Coaches trained in A Matter of Balance curriculum. The Edgartown Council on Aging (The Anchors) will be hosting the **first course launching Thursday September 28 – November 17** at 9:30-11:30 AM at the Anchors. Registration required please contact trogers@hamv.org or your Council on Aging for more information.



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

Our Coalition Assets (found on HAMV website)

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

Group 1 – Last Year’s Suggestions for Education/Prevention Focus Area-To Get you going

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)



Group 2 – Last Year’s Suggestions for Strengthening Healthcare Connections

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”



Group 3 - Last Year's suggestions for 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



Group 3 Getting Store/Building Safety off the ground

What we've done so far:

- Explored the need/concept with various key stakeholders (2021)
- Completed a walking audit of Edgartown (Feb 2022)
- Worked with Preservation Trust on building entrances (Dec 2022)
- Met with the Chamber of Commerce to explore a voluntary program with business owners (last week)-how they can help?
- Have met with Island Disability Coalition – want to join forces on this



Some topics to explore

How to move this forward:

- What is keeping building owners from making improvements?
- Various levels of accessibility (including wheelchair access) – what are we willing to address?
- What could messaging look like –
 - Economic loss of revenue to store owners
 - MV wants to be an inclusive island
- What else do we need to know?



What a program could look like

Building entrance
audit- referral to
contractors for
improvements

Education on Falls
Prevention
(beyond entrance)

Recognition of
participation in
this program – “I
care”

Doorbell program
how to connect
with those who
can't enter



Group 4- Metrics and Telling our Story

How can we most effectively use metrics?

- Telling our story of the impact of falls on our island
- Determining the impact of our actions – can we expect these numbers to go down?
- Using metrics to connect those in need with programs such as MOB
- Using the data we have
 - Epic Data, Home Safety Modification Data, MediAlert data, others?
- How can we get our story out?



Group 4 – Last Year’s suggestions for Metrics of Success

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?



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
Carolina Cooney, Carolina@mvy.com
Ian Campbell, ICAMPBELL4@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
Meris Keating, mkeating@edgartown-ma.us
Cheryl Kram, ckram@capecodhealth.org

Michele LeBlanc, mleblanc@mvcommunityservices.org
Lewis Laskaris, llaskaris@icloud.com
Marina Lent, boh@chilmarkma.gov
Nina Lombardi, nlombardi@ymcamv.org
Allyson Malik, amalik@clamsnet.org
Anna McCaffery, boh@chilmark
Anne McDonough, amcdonough@clamsnet.org
Susan Merrill, coa-outreach@westtisbury-ma.gov
Megan Panek, megan.panek@escci.org
Lori Perry, lperry@ihimv.org
Suzanne Robbins, SROBBINS5@partners.org
Kathleen Samways, ksamways@ihimv.org
Susan Sanford, susan@vcmppt.com
Zonica Simpson, ZSIMPSON1@partners.org
Joyce Stiles-Tucker, jstucker@tisburyma.gov
Cindy Trish, ctrish@hamv.org
Barbara Welsh, marketing@vcmppt.com



*Updated 2/2023

