



MV Falls Prevention Coalition 2022

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Agenda:

- Introductions of new members
 - Update/discussion on Matter of Balance/other programs and next steps
 - Falls Prevention Month Plan Update/Discussion
 - Anything else on your mind
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MATTER OF BALANCE

Work Group: Victoria Haeselbarth, Susan Sanford, Kathleen Samways,
Cheryl Kram, Ian Campbell

What is Matter of Balance?

- ▶ It helps participants create “balance” between the risk/fear of falling and the need for movement and social engagement.
- ▶ It reduces the fear of falling through teaching fall-risk reduction strategies.
- ▶ It teaches participants how to get up from a fall, addresses environmental risk, etc.
- ▶ It is not an exercise class.

Initial Steps for Program Implementation

- ▶ Find funding
- ▶ Find a host agency. Host agency is fiscal agent, responsible for reporting, accounting, BAA, etc
- ▶ Host agency finds trainer
- ▶ Host agency may have license, Master Trainer may have license.
- ▶ Host agency finds Participants (can work with facilities, PHN, other partnerships)

Funding

- ▶ We determine our costs: marketing, training and paying a master trainer, administrative costs, in-class refreshments and handouts.
- ▶ Elder Services Grant: supports evidence -based programs, is appr. \$6000 a year, and will cover part of (required) 2 yearly sessions
- ▶ Elder Services runs RFP in the summer for an Oct.-Sept. Cycle, BUT has some unused funds from 2021-2022 due to cancellations from COVID.

Hosting

- ▶ HAMV locates a hosting agency which will take on the program.
- ▶ Finding funding first may incentivize prospective hosts.
- ▶ Possible host agencies include Healthy Aging MV, MV Center for Living, Island Health Care, Elder Services and MV Hospital.

Host Requirements

- ▶ Licensure.
- ▶ Selection and training of a Master Trainer. Master Trainer Training is 2-days, held off island.
- ▶ Master Trainer is paid an hourly rate.
 - ▶ Master Trainer trains Coaches, who work together in pairs to facilitate sessions.
- ▶ Workbooks (snacks and prizes can be purchased/supplied by host site).
- ▶ Fulfillment of reporting requirements by hosting agency.

LICENSURE

- ▶ Details can be found at HealthyLiving4Me.org, (978-946-1211), which administers the program.
- ▶ Website maintains a calendar for its two-day, off-island trainings and offers tool kit to get the program started.
- ▶ Host must ensure that programmatic guidelines are followed, eg. minimum of 14 attendees and holding 2 classes per year.

Participant Recruitment

- ▶ Home Care Agencies
- ▶ The Hospital
- ▶ Physical Therapists
- ▶ Physician Offices/Community Health Center
- ▶ Center for Living
- ▶ Senior Centers
- ▶ Caregiver Support groups

Pros

- ▶ Matter of Balance is evidence-based.
- ▶ Its proven techniques reduce falls and enhance safety.
- ▶ Healthy Living also offers a Tai Chi program for those less vulnerable.
- ▶ There are no other local programs that are similar.
- ▶ The need is growing as our population ages.
- ▶ People who have taken the series really enjoy it and learn a lot, share information with their friends
- ▶ Research has shown the biggest factor in safety for person with dementia is caregiver knowledge about fall reduction and assisting another following a fall.

Cons

- ▶ Hosting agency must find biannual funding.
- ▶ Hosting agency (typically) contributes 25% of the operating costs.
- ▶ Coach recruitment may be difficult
- ▶ Federal reporting requirements are time consuming.
- ▶ May be difficult to find 12-14 participants.
- ▶ Gathering vulnerable older adults in one room for a prolonged period may be unsafe.

Update from the Falls Prevention Month Planning work group

Work Group: Cindy Trish, Joyce Stiles-Tucker, Megan Panek, Michele LeBlanc, Alexis Babaian, Lila Fischer, Lewis Laskaris, Susan Merrill

Falls Prevention Month (Sept) Planning

Discussion recap:

- We want to be able to do more in person this Fall than we did last year.
- We recognize that we need to reach out to Older Adults in other ways as well (such as distributing information via Wheels on Meals etc.)
- We see the COAs as an important partner in hosting some of these events, which could be cycled through each COA.
- We want to leverage plans of healthcare partners (VCM, IHC, MVH).
- We want to amp up the aspect of medications and fall risk.
- We have a "treasure trove" of assets already available that we can hand out as part of various sessions as well as other channels.

A possible new lens for Falls Prevention Education

- We recognize that there can be some resistance to having an Older Adult see herself/himself as a "fall risk" and this may contribute to lack of transparency when an Older Adult has fallen and their willingness to engage in post-fall support.
- We discussed the idea of a learning module around "**Living well after a Fall**" and creating some assets/approaches that can address this.

Living Well After a Fall Learning Module Ideas

Some of the ideas what could be included in a "Living Well after a Fall" include:

- Risk assessments for falling again
- Medication/fall risk awareness
- Sessions on how to use a cane/walker most effectively (as Joyce had done with MVH/Ian at Tisbury COA last year)
- Expressing concern about falling and the experience of falling in a more creative way
- Education on how to fall and how to recover from a fall
- In-person support session for discussing their fall experiences
- Introduction of Matter of Balance program (designed for those who have fallen)

Expression of fear of falling ideas (from Melissa)

Day-in-the-Life Documentary Photography

- **Exhibit:** Melissa Knowles would create a photo and text-based exhibit for the Falls Prevention Coalition to raise awareness of falls prevention.

What it will Take: We would need to identify a small group of Older Adults and members of the coalition who provide services willing to participate in this project. She would follow each Older Adult/service provider around for the day, capturing their activities as they naturally unfold. She would interview each Older Adult/service provider to collect their experiences around fear of falling, falls prevention, etc.

- Discussions beforehand with the coalition to gather background material, and develop exhibit themes, would be incredibly helpful as she develops this project. Older Adults/service providers participating in the project would receive digital photos from the day and prints available upon request.

Next Steps: Do we want to pursue this? If so, we need to identify a budget, location for exhibit and partners.

Next Steps for Falls Prevention Planning Group

Next steps/To Dos:

1. Create an agenda of in-person/virtual education modules (1-2 sentence description of each module, speakers/facilitators, session time) (June)
2. Explore the interest of COAs, libraries, MVH, health care providers etc. to host these sessions on a weekly basis in September. Determine how to better involve the tribe, EMTs, Fire Departments. (June)
3. Identify ways to reach home-bound Older Adults and information to get to them (from our existing assets) (July-August)
4. Create a budget & communications plan for the month (July-August)

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)

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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