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
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

<table>
<thead>
<tr>
<th>Fall Prevention Month Assets</th>
<th>Purpose</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Updated Falls Prevention Brochure (printed)</td>
<td>Awareness Education Empowerment</td>
<td>Available for all Coalition members to distribute</td>
</tr>
<tr>
<td>NCOA Myths One pager (printed) and other social media assets</td>
<td>Awareness Education</td>
<td>Reprinted copies from NCOA available for all Coalition members to distribute; content can be used for PSA’s, newsletter articles, websites etc.</td>
</tr>
<tr>
<td>Public Service Announcements-MVTV</td>
<td>Awareness Education Empowerment</td>
<td>Links will be available to PSAs</td>
</tr>
<tr>
<td>Home Safety Modification Brochure (printed)</td>
<td>Empowerment</td>
<td>Available for all Coalition members to distribute</td>
</tr>
<tr>
<td>Assessment of Fall risk checklist (printed)</td>
<td>Education Empowerment</td>
<td>Available for all Coalition members to distribute</td>
</tr>
<tr>
<td>Exercise cards to prevent falling</td>
<td>Education Empowerment</td>
<td>Available for all Coalition members to distribute</td>
</tr>
<tr>
<td>Pain-free Screening (VCM provided)</td>
<td>Education Empowerment</td>
<td>Available for all Coalition members to distribute</td>
</tr>
<tr>
<td>Zoom recording on what to do if you fall (getting up from a fall)</td>
<td>Education Empowerment</td>
<td>Information on these zoom sessions will be provided on a 1 pager for you to distribute</td>
</tr>
<tr>
<td>Zoom recording on balance assessment/prevent falls</td>
<td>Education Empowerment</td>
<td></td>
</tr>
<tr>
<td>MVY radio interview</td>
<td>Education Empowerment</td>
<td>Links will be available to show</td>
</tr>
</tbody>
</table>
# Our September 2021 Calendar of Activities

<table>
<thead>
<tr>
<th>Action/Event</th>
<th>When</th>
<th>How</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribute printed material:</td>
<td>Sept 7 -30</td>
<td>COAs, MVH, VCM, Island Health Care, Vineyard Health Care Access, VNA, Meals on Wheels, Elder Services, Food Pantry, VNA, MVCS, C4L, YMCA, libraries, Opticians</td>
</tr>
<tr>
<td>Falls Prevention Brochure</td>
<td></td>
<td></td>
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<tr>
<td>Home Safety Modification</td>
<td></td>
<td></td>
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<tr>
<td>Falls Self-Assessment</td>
<td></td>
<td></td>
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<tr>
<td>Exercise cards</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PSAs on MVTV</td>
<td>All month</td>
<td>MVTV</td>
</tr>
<tr>
<td>10 Myths of Falling PSAs</td>
<td>All month</td>
<td>MVY Radio</td>
</tr>
<tr>
<td>Awareness/Educational Advertising Campaign</td>
<td>All month</td>
<td>MV Times/Gazette</td>
</tr>
</tbody>
</table>
| 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://vcmpt.com/upcoming-events/](https://vcmpt.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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*Updated 5/2022