



Southern Arizona Falls Coalition Meeting  
Meeting Minutes, Thursday, August 15, 2019  
9:00am-11:00am  
Abrams Public Health Center, Rm. 3110, 3950 S Country Club Rd

**Attendance:**

Adina Wingate, Pima Council on Aging	Nicholas Cogdall, Pima County Health Department
Allan Tractenberg, Tucson Police Department	Krista R. Cardenas, Pima County Health Department
Andrea Seach, University of Arizona	Sami Fetterly, Pima County Health Department
Debbie Adams, Pima Council on Aging	Shi Martons, Southeastern Arizona Governments Organization
Jennifer Bea, UA Cancer Center	Susan Kasle, Jewish Family Community Services
Lee Itule-Klasen, Pima County Health Department	Tangye Beddran, RRMFD
Liz Cozy, United Way	Tawab Saljuqu, UofA Surgery
Michelle Faddoul, Banner Alzheimers	

**Welcome & Introductions:**

Debbie Adams, Pima Council on Aging, welcomed and thanked everyone for coming to the meeting.

**Report on AZ Falls Prevention Coalition & other Counties**

Lee Itule-Klasen, Pima County Health Department received an email from the Senate Aging Committee that the coalition has an opportunity to provide information to support national efforts to raise awareness for falls prevention in September. The Senate Aging Committee wants to collect stories from individuals that have fallen (one story per chapter). The group discussed potential stories and data to provide on behalf of the Southern Chapter.

Debbie reached out to case managers at Pima Council on Aging to see if they can get a story to submit. Tangye, St. Joe's Balance Center will also try to get a falls story.

The coalition also discussed the importance of sharing falls statistics with the group to better understand the outcomes of falls. If you have any falls statistics, please send them to the group. Nic Cogdall, Pima County Health Department, will see if he can pull facts and figures from the county health profile.

**Falls Prevention Community Events Planning**

The Arizona Falls Prevention Coalition will be holding a planning event on September 27, 2019. Lee will send the flyers out to everyone with information.

Adena Wingate, Pima Council on Aging informed the group that the City of Tucson and Pima County will be issuing proclamations to recognize September as fall prevention month. The Pima County Board of Supervisors will present its proclamation on Tuesday, September 3, 2019 at 9am. Lee and Debbie will be present to represent the coalition. Richard Alias will present the plaque. The Tucson City Council will present its proclamation on Wednesday, September 4, 2019. Debbie invited group to join these meetings. Anyone who would like to attend is more than welcome.

Debbie thanked everyone for all the behind the scenes work on planning the September 27, 2019 falls event with Banner University Medical Center. This is the first time these partners are hosting the event and hope to get as many participants as possible. There will be programs and presentations by key



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experts and the trauma department and two introductory demonstrations on tai-chi and matter of balance. The coalition can promote the event to get older adults there.

The September event flyer was reviewed by the group. All the Southern Chapter partners are listed. Tucson Medical Center asked not to be listed as participants have to register for the event. Once the flyer is finalized, Debbie will share with the group.

The event is open for tabling by sponsors. Sami Fetterly, Pima County Health Department, shared some of the tabling organizations. She is currently reaching out to the Pima County Sheriff's Department and local fire departments about tabling at the event. Green Valley and El Rio have not confirmed if they can table. The group is also working with Tucson Estates participation in the event.

Lee is working to secure a segment on the Morning Blend to promote the event and asked Dr. Joseph to provide a presentation for the segment. Once the segment is confirmed, she will send information out to everyone. The segment is planned for September 23, 2019.

A social media toolkit will be sent to all coalition partners so there is consistent messaging about the falls coalition and the September event. Adena will draft a press release and send it around to group for review. Adena also mentioned that the Arizona Daily Star has a health news page. She will work with them to post information about the September event.

The event will also be advertised on the Healthy Pima website and through Healthy Pima social media.

Shi Martons, Southeastern Arizona Governments Organization informed the group that her organization added two events this year to her program. Also, a new data system will not be available until after the September event to add data. If data is going to be used for research then they need to develop a protocol to do so.

#### **Announcements**

Nic presented a tagline he is pitching for the falls prevention work at the Pima County Health Department. The proposed tagline is "Southern Arizona: we don't have a fall and neither should you."

The current task for the group is to get the word out about all the events and get lots of participants. The first event is at Ellie Town on September 12, 2019.

#### **Next Meeting**

The next meeting will be held at the Abrams Public Health Center on Thursday, September 19 at 9:00am.

#### **Adjourn**