



Community Health Improvement Planning
Southern Chapter of the Arizona Falls Prevention Coalition
Meeting Minutes – Thursday October 18, 2018
9:00-11:00 AM
Abrams Public Health Center Room 3110, 3950 S. Country Club Rd. Tucson, AZ

In-Person Attendance

Debbie Adams, *Pima Council on Aging*

Brooke Reaves, *Carondelet - St. Joseph's Hospital*

Jennifer Bea, *University of Arizona Cancer Center*

Karla Bennington, *Banner Health*

Kim Ohl, *Pima County Health Department*

Kristin Robinson-Lund, *Pima County Health Department*

Kristina Eriksen, *Pima County Health Department*

Marcia Woodburn, *Banner Health*

Mary Kinkade, *Pima County Health Department*

Maya Luria, *Tucson Medical Center*

McHaley Haeflinger, *Encompass Health Northwest*

Ruth Taylor-Piliae, *UA College of Nursing*

Vicki Buchda, *Arizona Hospital and HealthCare Association*

Welcome and Introductions

Debbie Adams, Pima Council on Aging, welcomed everyone in attendance and thanked those on the phone for joining in. A round robin of introductions was done both in person and by those on the phone.

Report on Meeting with Pima County Medical Society

Lee Itule-Klasen, Pima County Health Department, and Debbie met with Dennis Carry who is the Executive Director of the Pima County Medical Society. The Medical Society use the have a magazine called the Sombero. The paper magazine is no longer circulating but in January they will start with an electronic version. Dennis said he would be willing to publish a health article from the coalition related to fall prevention. Coalition members who are able to work on the article should let Debbie know. Debbie, Lee and Denis also discussed partnering with the Medical Society to host a training/presentation for providers on fall prevention. The Medical Society could assist with advertising as well.

Debbie asked the group what their interest is in hosting an educational event for providers. Feedback from the group included:

- Providers would be more inclined to attend an educational event if continuing education credits was offered.
- A sub-group within the coalition could be formed to work on the article. The article could then be sent to a physician for review or to provide a quote. The group suggested Dr. Garcia could co-write the article or provide a quote.
 - The coalition could send the article out to other medical monthly newsletters as well.
 - The article needs to be complete by the first week of December to be ready for publishing in January.
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- The Office of Disease Prevention and Health Promotion recently published updated guidelines ([Physical Activity Guidelines](#)) with a section on strength and balance for older adults. The group could incorporate some of these elements into the presentation for physicians or into the article.
 - Guidelines suggested that people with low physical activity should take “small steps” and that the average physical activity rate among U.S. residents is around 70%.

Proposed Coalition Calendar Feature

Mary Kinkade, Pima County Health Department, spoke about the new [Google Calendar](#) on the [Healthy Pima website](#). The new calendar lists all the Healthy Pima meetings in addition to upcoming webinars and events in Pima County. If coalition members have events, webinars, news articles, reports, etc. they would like posted to the Healthy Pima website and/or shared on Healthy Pima’s social media pages (Facebook and Twitter), please e-mail the information to: HealthyPima@pima.gov



Community Messaging – Targeting Family Caregivers over the Holidays

Many volunteers and family members spend time with older adults over the holidays. Debbie asked the group if they would be interested in reaching out to families and older adults about fall prevention efforts over the holiday season (November/December). Comments from the group included:

- Older adults do a lot of traveling during the holidays and should be encouraged to create a plan for traveling safely. (E.g., traveling to a home with small children, moving in and out of a car, and walking up steps).
- It was suggested that the coalition could develop a slogan or message to promote safety over the holidays. An idea for messaging was: “Give the gift of safety by _____, _____, and _____.” The coalition could then develop 3-key safety points. Another idea was: “Give the gift of safety by completing the fall risk assessment tool with someone you love.”
- The coalition can partner with the Pima Council on Aging and Pima County Health Department Communication teams to develop materials and messaging. Debbie will coordinate with Mary and Lee as well as Adina Wingate who is the Director of Marketing & Public Relations for the Pima Council on Aging.

Future Agenda Items

Debbie asked the group what agenda items they would like for next month and/or next year. Comments from the group included:

- More impactful (“bigger”) agenda items and planning for September falls prevention efforts as soon as possible. The group could even start at the beginning of next year (2019).
- The group should focus on contacting physicians that work with the older adult population and do more outreach efforts.
- The group could develop targeted messaging for snowbirds. Many snowbirds don’t return to their home state until late November which means they may miss the September fall prevention events.
 - Tucson has a lot of older Canadian adults who come to Tucson for 6-months periods, since that is all the time their Green Card will allow.
- Hosting the fall prevention events in September but doing another push to target physicians in November and December.
- It was suggested that the group recruit a student intern to assist with the coalition’s activities. Mary offered to recruit a student intern that would start in January. Examples of assignments the student could work on would include:
 - Identifying physician groups in Tucson including their contact information, if possible.
 - Co-developing articles that members could share with their contacts.
 - Work with the group to develop messaging for fall prevention efforts in September.
 - Working with Pima Council on Aging and Pima County Health Department Communication to develop promotional flyers.
 - Assisting with activities to promote National Osteoporosis Month in May.
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A group discussion was held around the Mini-Expo Recap handout that Rebecca O'Brien, Pima County Health Department, presented at last month's meeting. The handout provided feedback on the three events held by the coalition. A question was posed why Tucson Medical Center (TMC) was not included. It was noted that the coalition only collected evaluation forms at the three events they held and that they did not have access to the feedback collected at the TMC event nor the other events held during September. Additional questions can be sent to Rebecca for additional clarification at: Rebecca.O'Brien@pima.gov

General Updates

- Debbie informed a group of the "[Finding Meaning and Hope Facilitator Training](#)" session on December 5, 2018 in phoenix. The training is for professionals and caregivers to become trained facilitators of Duet's new "Finding Meaning and Hope" video discussion series. Free lunch is included. For more information contact Janet at richards@duetaz.org, (602) 274-5022, ext. 141. [View video series trailer](#)
- PWR!Gym is interested in learning more about helpful hints and tips to help prevent falls and fall injuries. If anyone would like to present at their Wellness Series lectures every 3rd Thursday of the month from 4-5:30PM, please contact Hannah Kleinbart at hkleinbart@email.arizona.edu
- Mary encouraged the group to provide their feedback on what the new priority health needs should be for Pima County by either participating in the upcoming Community Health Needs Assessment (CHNA) Forum or by completing the CHNA survey. Group members (and the public) can complete the survey through [this link](#). The survey closes Friday, November 16th. The forum will be held on Friday, November 30th from 9-11am at Abrams. To register, please follow the [link here](#). Registration closes November 23rd.
- Tucson Medical Center is looking for methods to engage families of older adults in fall risk assessments. They are also looking to prevent falls in the hospitals.

Next Meeting

The next meeting is scheduled for Thursday, December 20, 2018 at 9:00AM at the Abrams Public Health Building located at 3950 S. Country Club Tucson, AZ. You can also join by phone 520-222-1111 using the access code 9572950#.

If you have any agenda items for the next meeting, please e-mail them to Debbie at: DAdams@pcoa.org

Adjourn