



Community Health Improvement Planning
Southern Chapter of the Arizona Falls Prevention Coalition
Meeting Minutes – Thursday December 20, 2018
9:00-11:00 AM
Abrams Public Health Center Room 3110, 3950 S. Country Club Rd. Tucson, AZ

In Attendance

Adina Wingate, <i>Pima Council on Aging</i>	McHaley Haeflinger, <i>Encompass Health Rehab Hospital</i>
Brooke Reaves, <i>Carondelet Saint Joseph's Hospital</i>	Rachel Peterson, <i>UA Center on Aging</i>
Debbie Adams, <i>Pima Council on Aging</i>	Rebecca O'Brien, <i>Pima County Health Department</i>
Jen Bea, <i>UACC</i>	Renee Wentworth, <i>Pima County Health Department</i>
Marcia Woodburn, <i>Banner</i>	Tracy Koslowski, <i>Drexel Heights Fire District</i>
Mary Kinkade, <i>Pima County Health Department</i>	

Welcome and Introductions

Debbie welcomed everyone in attendance and a round robin of introductions were done.

Meeting with TOMF

Debbie and Adina had a very productive meeting with Steve Nash, the Executive Director from the Tucson Osteopathic Medical Foundation (TOMF), who is excited about the work the coalition is doing. At the meeting they discussed how the TOMF could support the coalition's efforts by connecting the coalition with regional physician groups, such as Arizona Community Physicians and Northwest Allied Physician Group, as well as local hospital and healthcare center executives.

- Debbie and Adina plan to set-up meetings with local physicians/physician groups to discuss ideas for partnering. If any members of the group are interested in sitting in on the meetings, please let Debbie know.
- Steve mentioned that falls are on the physician's radar and that physician groups are very interested in hearing about any resources/materials they can provide to their older adult patients around falls.
- Adina also mentioned that the TOMF - East Office, located on the first floor of the TMC Orthopaedic and Surgical Tower on Grant, is a great outpatient clinic for fractures.

TMC, Mayo Clinic and TOMF are partnering to host the [28th Annual Southwestern Conference](#) on Medicine, May 2-5, 2019 and the TOMF is interested in incorporating a "fall-prevention theme."

- If any members of the group are interest in presenting at the conference or know of any potential speakers, please contact Debbie.

ESombrero Update

A subgroup within the coalition developed and submitted an article to the Pima County Medical Society e-newsletter, called the [Sombrero](#), on fall-prevention. Once the article has been published, it will be shared with the group.

Action Plan Review

Mary provided the group with a brief overview of the group's action plan items and updates over the past year:



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Action Item	Status	Progress and Updates since December 2018
Coalition Recruitment	Ongoing	Recruitment packet developed, new logo developed, new members recruited, new page on Healthy Pima website.
Create a Multi-Sector Referral System	In Progress	Working with Banner to prepare grant proposal.
Funding for Marketing	Ongoing	Marketed falls prevention campaign in September via radio ads and the Morning Blend.
Assessment Tool	In Progress	Created and distributed 5,000+ copies of the assessment tool in English and Spanish. Next steps are to evaluate tool's effectiveness and also increase distribution.
Fall Prevention Messaging / Events	Ongoing	3 events held by the coalition in September (8+ events held by community partners). New intern will start in January to assist the group with messaging for 2019.
Speaker Bureau	Not Started	New intern will start in January to assist the group with building a speaker's bureau for 2019.

Mary reminded the group that all action planning items are available on the coalition's Healthy Pima webpage and asked the group to send her materials, resources, class information, etc. the group would like posted to the website (www.healthypima.com/falls). Suggestions for website revisions are also welcomed and can be e-mailed to Mary at: Mary.Kinkade@pima.gov

Mary will also bring copies of the webpage to the January meeting for the group to review and provide feedback.

Coalition Intern

Ella Mazurek is a student at the University of Arizona: College of Public Health and will be conducting her internship with the coalition from January to May of 2019.

A group discussion was held around activities Ella could work on. Ideas included:

- Develop a resource packet for physicians and a resource handout that physicians can provide to their clients.
 - The packet/hand-outs should also be color-coded e.g., medical equipment (orange) and classes (purple). It should include medications related to falls, home modification/equipment installation services, balance/mobility classes (e.g., Matter of Balance),
 - Electronic version and paper version



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- Note: Print resource list needs to be constantly updated and when hard copies are out to date, PCOA/PCHD will need to contact physicians and let them know the resource page/sheets have been updated.
- Contact community centers, senior centers, congregate meal centers, retirement community associations, etc. and ask what their presentation needs are and what their participation numbers are. Use the information collected to create a list. Also develop some strategies for how to approach the communities and some ideas for messaging to those communities.
 - Present the information to the group at the February meeting.
 - Also contact Pima County Health Department's (PCHD) public health nurses to collect information about what sites have high participation numbers and what education/knowledge is needed by the older adult population they serve.
- Contact all regional fire districts (about 18) and ask what services each fire district offers to the public (e.g. blood pressure checks, senior programs, bike helmets, etc.). Using this information, develop a handout and present to the group.
- Identify community grants the coalition can apply for.
- Research what fall-prevention coalitions are doing around the nation. Develop a presentation using the information gathered and present this information to the group at a monthly meeting (March).

Tracy suggested that the coalition could look into presenting at one of the fire chiefs meeting, which the coalition has done in the past. Members in attendance thought this was a great idea and suggested that the coalition present on the new assessment tool and the successes the coalition has accomplished.

September Fall Prevention Events Planning

The group discussed how to move forward with planning fall prevention efforts for September 2019. Comments from the group included:

- Brainstorm ideas as a group and then develop a subcommittee to plan and schedule events.
- It would be helpful for Banner to partner with PCOA this upcoming year.
- This year the group should really focus on location and advertising. The Saddle Brooke location event this past year had very few participants.
- Waiting until October and November may increase participation at the events.
- There is a one-year waiting list to get into Sun City and Tucson Estates. We should reach out early in the year and submit an application to present.
 - Note: Tucson Estates has a huge health fair in February.
- Work with the fire districts that are already active with older adult communities.
- What if September is the "kick-off" where we do all the media planning, but we host the events in October and November?
 - Incentivize participants that "bring a friend" by providing prizes or discounts, such as a reduced fee for Matter of Balance classes.
- The group should invite El Pubelo Senior Center to the table.
- Is there any way we can advertise in the northern states?
 - Tucson Estates or Sun City might have a listserv and we could reach out to them and ask.



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- We also want to focus on the population locally, especially the low-income and high-risk populations.
- This upcoming year it would be great to video tape the presentations and put them on YouTube. (Group members offered to share these videos with the colleagues and clients.)
 - Jen informed the group that the UA-Collaboratory has exam room space they could use. They also have a DEXA machines and can provide a demonstrations.

Senior Safety Academy

Drexel Fire District is holding a Senior Safety Academy in January and February. The classes include fire safety techniques (including using a fire extinguisher), fall prevention and balance assessments, and community programs available to older adults.

After each education segment they provide participants with free safety items, e.g., night light strips that light the exit to the door when smoke is detected in the house. The Academy accepts about 20 people per class.

More details here: <https://www.drexelfire.org/senior-safety-academy.html>

Next Meeting

The next meeting is scheduled for Thursday, January 17 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