



## Media Campaign Teleconference Minutes Tuesday, March 26, 2013, 10:00-11:00 am

### Attendees:

Emily Nabors, Anna Nguyen (FPCE); Rita Mozian (LA County Public Health), Steven Rosenthal (Olympia Medical Center); Merlyn Vinzon (West LA VA – Community Care Dept)

### I. Target Audiences

- Discharge planners and case managers - to support older adults/veterans when they are discharged home
  - VA may have monthly meetings, opportunities to present FP info
  - Target meetings of Society of Case Managers or put it on YouTube
  - Older adults might not have access to YouTube; DVDs if we can get funding (perhaps from drug companies or NIH)
- Senior Centers – add links to websites
  - **TO DO: Ed Woods** – Senior Centers
- Hospitals – help prevent readmissions now; add links to websites
  - **TO DO: Steven** – American Hospital Association
  - **TO DO: Steven** – Hospital Association of Southern CA / HASC
- Populations to consider for later: assisted living facilities, skilled nursing facilities, in-home support services
- Health Editors of news channels – news for when we have an event/FPAW
  - Send press release to news planners 2 weeks before; follow up a week before event
  - Send it to Assignment Editors the day before

### II. Current Materials

- Currently 2 videos available from Channel 35
  - Home modifications with Jasmine Libarian
  - *The Falling Monologues* with Emily and Anna (also has accompanying questions)
- Print materials in numerous languages - [http://www.stopfalls.org/resources/FPCE\\_resources.shtml](http://www.stopfalls.org/resources/FPCE_resources.shtml)
- Fall Prevention PPT for older adults - [www.stopfalls.org/fpc-la](http://www.stopfalls.org/fpc-la)
  - Username = fpcla
  - Password = fallprevention
  - Under “Resource Hub,” click on “FPC-LA Public Health Fall Prevention Presentation” link

### III. Mother’s Day

- Steve – reframe how we support and take care of mothers, gift to mom ... help prevent her from falling
- Possible Slogans:
  - Helping mom have a fall-proof Mother’s Day
  - A mother’s day gift that can last forever is to keep her home safe
  - Keeping mom safe at home as your special Mother’s gift
- Gifts to mom - give her flowers and flashlights (info about falls)



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- IV. Huffington Post
  - Caroline Cicero, former USC Gero grad and blogger in the 50+ section, is happy to write a piece for Mother's Day/Older Americans Month
- V. Next Steps
  - Start with "low hanging fruit" like videos on YouTube; multi-lingual handouts; PPT
  - Review tools, who will get them, how they will be delivered
  - PPT
  - Press release
- VI. **UPCOMING MEETING FOR MEDIA CAMPAIGN**
  - Wed, Apr 17, 10-12p – in-person quarterly meeting, Braille Institute