



Fall Prevention Coalition - Los Angeles (FPC-LA)

FPAW Media Campaign Teleconference
Tuesday, April 30, 2013, 10:00 – 11:00 pm

Attendees: 6

Emily Nabors, Anna Nguyen (FPCE), Gretchen Swanson (Heart of Ida), Jennifer La Fontaine (Huntington Memorial), Doug Melnick (LA County Public Health), Steven Rosenthal (Olympia Medical)

- I. FPAW Media Campaign Event Idea - Host balance-gait assessments across the city/county as a fall risk assessment day/week for FPAW; also provide home mod info
 - Coordinate sites across city/county and notify media outlets
 - Plan in April/May, publicize in June/July; promote for Sept date/FPAW
- II. Host Sites
 - Pasadena – Jennifer, can target local senior centers, libraries, church bulletin
 - Long Beach – Gretchen (just received additional funding for Stepping On)
 - West LA – Steve Rosenthal (Olympia Medical Center)
 - Other possible locations: Beverly Hills (BH Senior Center), East LA (Catalina?), South LA (Inglewood, Rickey?, Ahmanson Sr. Ctr.)
- III. Gait & Balance Screening
 - To ensure that the Coalition's activities are supported by an evidence base
 - U.S. Preventive Services Task Force (USPSTF) as of May 2012 for prevention of falls in community-dwelling older adults:
(http://www.uspreventiveservicestaskforce.org/uspstf11/fallsprevention/fallsprevr_s.pdf)
 1. The USPSTF recommends exercise or physical therapy and vitamin D supplementation to prevent falls in community-dwelling adults aged 65 years or older who are at increased risk for falls. Grade: B Recommendation.
 2. Risk Assessment: "Primary care clinicians can consider the following factors to identify older adults at increased risk for falls: a history of falls, a history of mobility problems, and poor performance on the timed Get-Up-and-Go test."
 - The Coalition can use a screening tool (e.g., the timed Get-Up-and-Go test) to determine if more comprehensive assessments are recommended; flyers and publicity can also specify individuals with a history of falls or mobility problems
- IV. Purpose of Screening Day/Week
 - Raise awareness of falls as an issue using media outlets
 - Work at the individual level to identify their personal fall risk factors and determine what they can do to reduce their risk
 - Connect them with available local fall prevention services and programs
- V. Referral Pathway
 - Making sure that older adults who are at high risk are connected with appropriate services and programs for their level of risk
 - Perhaps provide a list of physicians/associations who help support fall prevention programs; perhaps LA Medical Association
 - Non-profit organizations that would not benefit monetarily from the referral
 - Coalition member organization list of services and programs
- VI. Upcoming Meetings
 - Fri, May 3, 10-11a – teleconference: FPAW Event/One-Day Symposium
 - Tues, May 14, 10-11a – teleconference: FPAW Media Campaign ← **NEW**