



Fall Prevention Coalition - Los Angeles (FPC-LA)

Thursday, January 23, 2012, 10:00 – 12:00 pm

Attendees: 18

Carol Hahn (Aida Home Care Agency); Katherine Smith (be.group); Judy Hill, (Braille Institute); Helen Davis (City of LA Dept of Aging); Brenda Thomason (Kaiser Permanente); Greg Misiaszek, Emily Nabors, Anna Nguyen (FPCE); Jasmine Libarian (Forever Active, Inc.); Mike Murase (Little Tokyo Service Center); Rickey Sewell (LA County Fire Dept), Rita Mozian (LA Dept of Public Health); Ed Woods (LA Recreation and Parks Dept); Kym Hall (Motion Picture TV Fund); Steven Rosenthal (Olympia Medical Center); Catalina Sanchez (Partners in Care Foundation); Gretchen Swanson (PT, MPH); Kelly Ward (The Fall Prevention Lady)

I. Updates and Introductions

- Welcome new members Brenda Thomason (Kaiser Permanente), Ed Woods (LA Recreation and Parks Dept), Steven Rosenthal (Olympia Medical Center), and Kelly Ward (The Fall Prevention Lady)!

II. New 2013 Activity: Mini Health Fairs (Helen Davis)

- Suggestion: Coalition members coordinate small fall prevention (FP) events at local libraries or other community centers/events
- It is easy to sign up to use the common use space at libraries
 - Other suggested venues: street fair, farmers market, existing health fairs, neighborhood council (Empower LA also sends info to neighborhood councils), HOA, rotary meetings
- This could raise FPC-LA's profile in the community
- Existing resources we can use
 - FP handouts in multiple languages, low vision
 - We have a FP PPT presentation with speaker's notes for use by members
 - Suggestion: Put together a presentation kit for members
- Vote: unanimous agreement to do this
- Next Step: Feb 20 10-11a Teleconference to further develop this activity

III. New 2013 Activity: Engage Incorporated Cities in FP Efforts (Gretchen Swanson)

- 88 incorporated cities in LA County (e.g., Pasadena, Long Beach) – share FP best practices with them
- Idea: create a 1-day FP symposium
 - Presentations on best practices
 - Opportunity to network
 - Learn what works to replicate rather than reinvent
- Note: For LA City Depts to be involved it needs to be within LA City limits
- Cost: Could be a brown bag lunch, very affordable
- If people are interested, be in contact with Gretchen
- Next Step: March 20 10-11a Teleconference to further develop this activity

IV. Public Media Campaign 2013 – Tips of the Trade (Steven Rosenthal)

- See attached handouts on media campaign
- Major TV networks have their own health reporters
- Important to direct key information directly to individual reporters
- They want to know why they should tell this story to their audience; they have a mission because the information they give out is going to affect their audience
- Visuals and video help to illustrate how to make home safety changes and how to prevent falls for audience and their loved ones
- Get our FP events on community calendars – newspaper and TV site calendars
- Next Step: Tues, Feb 12 10-11a Teleconference to further develop this activity

v. Presentation: Medicare 2013 (Stephanie Lee, Center for Health Care Rights)

- The Center for Health Care Rights is a nonprofit advocacy organization that provides free direct counseling on Medicare, MediCal, VA benefits, and health insurance, serving LA County
- Welcome to Medicare visit includes fall risk assessment
- Annual visits thereafter also include fall risk assessment
- Small percentage (estimated less than 10%) actually receive assessment

vi. Discussion: Tying Changes to Medicare into our FP Messages

- How to engage primary care physicians
- Many are not aware of reimbursement for fall risk assessment
- Many are not prepared to make referrals for FP-related services
- Consider developing information for physicians, either with hospitals and/or in medical offices, as well as discharge planners
- FPC-LA is developing a referral form with member organization information
 - **TO DO:** Add your information to the attached form if you haven't already
- How to engage older adults in general (at health fairs, etc.)
 - Public Health Dept has a wheel with different FP topics to spark discussion
 - Partners in Care Foundation can provide balance and gait screenings
 - FPC-LA and FPCE developed *The Falling Monologues*, a series of performances written by an older scriptwriter and featuring older actors on fall risks and ways to reduce them, available here:
<http://www.stopfalls.org/fallingmonologues/>

vii. Meetings in 2013:

MARK YOUR CALENDARS!

- Tues, Feb 12, 10-11a – teleconference on media campaign ← **NEW!**
- Wed, Feb 20, 10-11a – teleconference on mini health fairs
- Wed, Mar 20, 10-11a – teleconference on one-day symposium
- Tues, Mar 26, 10-11a – teleconference on media campaign ← **NEW!**
- Wed, Apr 17, 10-12p – in-person quarterly meeting, Braille Institute
- Wed, May 22, 10-11a – teleconference
- Wed, Jun 19, 10-11a – teleconference
- Wed, Jul 17, 10-12p – in-person quarterly meeting, Braille Institute
- Wed, Aug 21, 10-11a – teleconference
- Wed, Sept 18, 10-11a – teleconference
- Wed, Oct 23, 10-12p – in-person quarterly meeting, Braille Institute
- Wed, Nov 20, 10-11a – teleconference
- Wed, Dec 18, 10-11a – teleconference