

StopFalls Network California Media / Communications Workgroup Meeting 12/13/05

Participants: *Steve Carpenter, Nancy Ceridwyn, Ellen Corman, Maria Henke, Rachel Zerbo*

| Agenda Item | Key Points | Action Items |
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| Action Plan Objective 1: Fall Prevention Business Forum | <ul style="list-style-type: none"> • Maria Henke discussed progress made toward organizing a business forum in conjunction with the American Society on Aging (ASA) • Business forum would target for-profit and perhaps non-profit organizations that serve senior • Forum goals include raising fall prevention awareness in business community, providing information on best practices and services / resources available, and getting key messages out to consumers • ASA suggested that the best venues for the forum would be their Silicon Valley Boomer Summit in June 2006, which will focus on technology and aging • Ellen Corman suggested that the target audience be widened to include business that do not necessarily have a senior focus, but may be recruited to advocates for fall prevention with their employees • A number of sessions may be needed to appeal to different audiences: an overview session, and a session targeting HR, marketing directors in large corporations on how to minimize fall-related costs • Agenda items for the overview session might include fall prevalence info, cost of falls, effective multi-factorial interventions, and key messages and resources to provide to consumers • Possible presenters include Debbie Rose, Jon Pynoos • Consider using forum as base for ongoing public-private partnerships around falls under umbrella of StopFalls Network CA | <ul style="list-style-type: none"> • Nancy Ceridwyn will find out more about Summit format so we can begin planning the sessions • Maria Henke and Rachel Zerbo will draft a forum description to outreach to possible attendees • Ellen Corman is available to outreach to possible attendees in Silicon Valley • Rachel Zerbo will check with StopFalls Network Members to identify more possible attendees |

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| <p>Action Plan Objective 2: Determine who to tell, what, when, and how</p> | <ul style="list-style-type: none"> • Fall Prevention Center of Excellence Advisory Committee encouraged us to focus on media and communications activities that target health- and social-services providers rather than consumers as a whole • Best channels of communication will be determined by the “product” that we will have to offer: resources for local organizations, guidance on how to use fall prevention best practices, info on best sources of continuing education • Work with professional organizations to reach target audiences: OTs, PTs, EMTs, Fire Department, Homecare Nurses, Chiropractors • MDs, RNs, and NPs may be harder to reach • Consider outreach through presentations at professional association conferences, newsletters | <ul style="list-style-type: none"> • Maria will contact Val ? to discuss outreach to homecare nurses |
| <p>Action Plan Objective 3: Raise awareness among policymakers</p> | <ul style="list-style-type: none"> • Policy / Advocacy / Sustainability workgroup has request help on drafting messages for policymakers • This is project Media workgroup may be able to take on | <ul style="list-style-type: none"> • Contact Lynn Beattie for more information on Falls Free messages for policymakers |
| <p>Next Steps</p> | <ul style="list-style-type: none"> • Follow-up teleconference schedules for 01/11/06 9:30 – 11:00 am. | <ul style="list-style-type: none"> • Rachel will set up bridge line and send call-in info to workgroup members |