

## StopFalls Network California Policy / Advocacy / Sustainability Workgroup Meeting Minutes 12/14/05

**Participants:** Barb Alberson, Colleen Campbell, Mariann Cosby, Barb Hanna, Michael Radetsky, Rachel Zerbo

Key Points	Action Items
<p><b>Objective 1:</b> Develop a short pithy script for use by prevention champions, network, media, etc.</p> <ul style="list-style-type: none"> <li>• Not many examples of fall prevention messages that target this audience, but a few fact sheets, press releases. Ask NCOA about additional messages.</li> <li>• Possible format: Introductory paragraphs, 2-3 FAQs</li> <li>• Vignettes, stories can personalize issue for policymakers</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Rachel will contact Lynn Beattie at NCOA for update on falls free communication activities and will also explore possibility of her speaking about national policy agenda on next call.</b></li> <li>• <b>Colleen will begin to draft pithy statement and circulate.</b></li> <li>• <b>Colleen will send out link to Politics of Trust website.</b></li> <li>• <b>Barb Hanna is in process of contacting nat'l and state homecare associations.</b></li> <li>• <b>Rachel will contact CA ADHC Association.</b></li> </ul>
<p><b>Objectives 2 &amp; 3:</b> Identify and recruit champions for fall prevention; Identify policymakers who are receptive to fall prevention policy issues</p> <ul style="list-style-type: none"> <li>• List of aging champions of Politics of Trust Network website</li> <li>• Lobbyists for state Homecare and Adult Day Healthcare associations may be able to help ID policymakers with interest in falls, senior issues.</li> </ul>	

<p><b>Objective 4:</b> Develop policy agenda</p> <ul style="list-style-type: none"> <li>• New piece of CA legislation that mandates that buyers of new homes must be provided with a list of all home modification options available.</li> <li>• High Risk / Frail Older Adults workgroup is interested in working with us to encourage AAA to devote portion of Title III(D) funds to fall prevention activities. Some concern expressed about limited funding being shifted rather than new sources created.</li> <li>• Potential to do a training session for AAA planners—include panel of AAAs who have already done FP activities to show how integration is possible: Alameda, SD, LA, Areas 1,3,4</li> <li>• Could our workgroup benefit from policy training to help us in policy agenda-setting process, developing strategic partnerships?</li> <li>• Consensus that we could benefit, as long as training does not focus on lobbying.</li> <li>• Proposed 1-day policy retreat for training, furthering policy process.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Barb Hanna will look into home mods legislation and forward to Rachel Zerbo for dissemination.</b></li> <li>• <b>Rachel Zerbo will contact CDA about future AAA meetings.</b></li> <li>• <b>Rachel Zerbo will look into feasibility of policy retreat – perhaps to be held in Spring 2006.</b></li> </ul>
<p><b>Next Steps</b></p> <ul style="list-style-type: none"> <li>• Next workgroup teleconference to be held in February to include NCOA Advocacy Group participation.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Rachel will work with Lynn Beattie and workgroup members to choose date and then schedule teleconference.</b></li> </ul>