2018 Falls Prevention Awareness Day Webinar

August 9, 2018
Presenters

- **Kathleen Cameron**, MPH, Senior Director, Center for Healthy Aging, National Council on Aging
- **Chelsea Gilchrist**, MGS, Senior Program Manager, Center for Healthy Aging, National Council on Aging
- **Robin Lee**, PhD, MPH, Team Lead – Home and Recreational Injury Prevention CDC/NCIPC/Division of Unintentional Injury Prevention/ Home, Recreation and Transportation Branch
- **Tia Gulley**, MA, Program Administrator, Ohio Department of Aging
- **Stanley J. Michaels**, MFA, Senior Fall Prevention Specialist, Public Health Educator, Emergency Medical Services and Injury Prevention System Branch, Hawaii Department of Health
About NCOA

Who We Are:
NCOA is the national voice for every American’s right to age well

Our Vision:
A just and caring society in which each of us, as we age, lives with dignity, purpose, and security
Our Mission:
Improve the lives of millions of older adults, especially those who are struggling.

Our Social Impact Goal:
Improve the health and economic security of 10 million older adults by 2020.
How We Accomplish Our Mission

- **Innovative Programs:** NCOA’s online and in-community programs empower individuals to take small steps that can significantly improve their daily lives.

- **Advocacy:** NCOA works in a bipartisan manner to protect and improve federal programs that Americans depend on, like Medicare, Medicaid, and the Older Americans Act.

- **Partnerships:** NCOA supports a national network of local partners that provide personalized services to help individuals stay healthy and economically secure as they age.
NCOA’s Center for Healthy Aging

- **Goal**: Increase the quality and years of healthy life for older adults and adults with disabilities

- **Two national resource centers funded by the Administration for Community Living**
  - Chronic Disease Self-Management Education (CDSME)
  - Falls Prevention

- **Other key areas**: Behavioral health, physical activity, immunizations, oral health
National Falls Prevention Resource Center

- Increase public awareness about falls prevention
- Serve as the national clearinghouse for tools and resources
- Support and stimulate evidence-based programs and strategies

www.ncoa.org/healthy-aging/falls-prevention/
### National Resource Centers
#### Technical Assistance Activities

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U.S. Administration for Community Living Evidence-Based Falls Prevention Program Grantees, 2014-2018

- Arizona
- California
- Colorado
- Florida
- Georgia
- Illinois
- Iowa
- Maine
- Maryland
- Michigan
- Minnesota
- Missouri
- North Carolina
- North Dakota
- New Hampshire
- New Jersey
- New Mexico
- Tennessee
- Texas
- Utah
- Virginia
- Vermont
- Washington
- Wisconsin
- Wyoming

Administration for Community Living/Administration on Aging Falls Prevention Grantees:
http://www.aoa.acl.gov/AoA_Programs/HPW/Falls_Prevention/Index.aspx#Awardees
National Falls Free® Initiative

- A thousands-strong and growing network
- National Action Plan developed in 2005; updated in 2015
- Strong partnerships
  - ACL and the Aging Network
  - CDC’s National Center for Injury Prevention and Control
  - National professional and consumer organizations
  - State and local public health entities
- Falls Free® is a critical effort to meet Healthy People 2020 goals of reducing older adult fall-related ED visits by 10%
- 43 State Falls Prevention Coalitions
Older Adult Falls in the U.S.

Falls are common

• Falls are the leading cause of fatal injury and the most common cause of nonfatal trauma-related hospital admissions among older adults.
• One in four Americans aged 65+ falls each year.
• Every 11 seconds, an older adult is treated in the emergency room for a fall; every 19 minutes, an older adult dies from a fall.

Falls are costly

• In 2015, the total cost of fall injuries was $50 billion. Medicare and Medicaid shouldered 75% of these costs.
• The financial toll for older adult falls is expected to increase as the population ages and may reach $101 billion by 2030.

Source: CDC https://www.cdc.gov/homeandrecreational/safety/falls/adultfalls.html
Older Adult Falls in the U.S.

Predictable
• Physical, behavioral, and environmental risk factors

Largely Preventable
• Everyone has a role to play and can make a difference within their own sphere of influence.

Source: CDC https://www.cdc.gov/homeandrecorationalssafety/falls/adultfalls.html
Fall Risk Factors

**You CAN change**

- Physical inactivity
- Home environment
- Vision
- **Medication Use**
- Fear of falling
- Social isolation
- Weakness
- Improper use of assistive devices

**You CAN’T change**

- Age
- Gender
- Ethnic background
National Fall Prevention Awareness Day (FPAD)

- FPAD is held each year on the first day of fall: September 22, 2018
- Raise awareness about how to prevent fall-related injuries among older adults.
- FPAD 2017 Reach
  - 87 million individuals were reached through national awareness and media efforts
  - 43 states observed FPAD
  - 786,000 older adults, family caregivers, and professionals were reached
  - 31,600 individuals participated in evidence-based fall prevention programs
  - 19,100 people were screened for fall risk factors.
State Falls Prevention Coalitions

https://www.ncoa.org/resources/list-of-state-falls-prevention-coalitions/
State and Local FPAD Activities

View the FPAD Impact Reports for event, activity, and partnership ideas

- Public awareness activities
- Professional education
- Physical activity events
- Falls risk screening fairs
- Medication review
- Enrolling older adults in evidence-based falls prevention programs
- State and local advocacy activities
- Proclamations – state and local
2018 FPAD Social Media Events

- **FPAD Facebook Live event:** Sept. 20 @ 3:00 p.m. ET

- **FPAD Twitter chat:** Sept. 25 @ 2:30-3:30 p.m. ET. Use the hashtag #FPAD2018 to share resources and tips of your own.
FPAD Resources

• General Resources
• Marketing & Media
• Past Activities
• Advocacy
• How to Get Involved
• Visit www.ncoa.org/FPAD
FPAD Resources

Infographics and Handouts

- Falls Prevention Conversation Guide for Caregivers
- Home Safety Assessment Tools, Home Modification Programs, and Home Modification Funding Sources
- Falls Prevention Fact Sheet
- 6 Steps to Prevent a Fall Infographic
- 6 Steps to Protect Your Loved One from a Fall
- Winterize to Prevent Falls
- Osteoarthritis and Falls
- Osteoporosis and Falls
- Falls Prevention Programs: Saving Lives, Saving Money Infographic

Find a good balance and exercise program
Look to build balance, strength, and flexibility. Contact your local Area Agency on Aging for referrals. Find a program you like and take a friend.

Talk to your health care provider
Ask for an assessment of your risk of falling. Share your history of recent falls.

Regularly review your medications with your doctor or pharmacist
Make sure side effects aren’t increasing your risk of falling. Take medications only as prescribed.

Get your vision and hearing checked annually and update your eyeglasses
Your eyes and ears are key to keeping you on your feet.

Keep your home safe
Remove tripping hazards, increase lighting, make stairs safe, and install grab bars in key areas.

Talk to your family members
Enlist their support in taking simple steps to stay safe. Falls are not just a seniors’ issue.
FPAD Resources

Videos

- 6 Steps to Prevent a Fall
- You Have the Power to Prevent a Fall
- Navigating Outdoor Fall Hazards
- 18 Steps to Modify Your Home
- Falls Free ® Video Contest Winners
FPAD Marketing & Media

- **PowerPoint Presentation Toolkit**
- **Promotional Materials**
  - Falls Free ® Ribbons
  - Event Flyer Template
- **Media Toolkit**
  - Sample Social Media Messages
  - Media Tip Sheet
  - Press Release
  - Media Alert
  - Falls Prevention Success Stories & Testimonials
FPAD Advocacy Tools & Resources

• FPAD Governor’s Proclamation Template
• Falls Prevention Funding Issue Brief
• Falls Prevention Programs: Saving Lives, Saving Money Infographic
• Falls Prevention Program Success Stories

2018 (State) Falls Prevention Awareness Day
(Note: Edit the document and yellow highlights as needed for your state. National numbers in the proclamation template are cited. States can add citations for their state-specific data.)

Whereas, it is estimated that ___ percent of (State) citizens are 65 years of age or older;

Whereas, it is estimated that one fourth of people 65 and older will fall each year;

Whereas, one out of five falls causes a serious injury such as broken bones or a head injury;^xix

Whereas, falls are the leading cause of both fatal and nonfatal injuries among older adults in the United States;^xix

Whereas, according to ___, falls are the leading cause of fatal and nonfatal injuries among people 65 and older in (State), leading to ___ deaths in (year); ___ hospitalizations in (year); and ___ emergency department visits in (year);

Whereas, falls are the most common cause of traumatic brain injuries among (State) citizens 65 years of age and older, with falls accounting for ___ percent of fatal traumatic brain injuries among older adults;

Whereas, falls can lead to depression, loss of mobility, and loss of functional independence;

Whereas, the average hospitalization charge for an unintentional fall among (State) residents ages 65 and older was $___ in (year);

Whereas, the financial toll for older adult falls is expected to increase as the population ages and may reach $101 billion nationally by 2030;^xix

Whereas, injuries from falls are largely a preventable community health problem;

Whereas, evidence-based programs reduce falls by utilizing cost-effective strategies, such as exercise programs to improve balance and strength, medication management, vision improvement, reduction of home hazards, and fall prevention education;

Whereas, the (State) Falls Prevention Coalition is working to increase awareness of this issue, promote multidisciplinary strategies to prevent falls, and encourage citizens to take steps to protect those who are at increased risk of falling;
2018 Falls Free® Photo Contest

• High quality action photos
• Prizes for 1st, 2nd, and 3rd place winners
• All submissions must include signed NCOA consent form(s) from all identifiable individuals shown in the photos
• Submit photos online by October 26
• Visit the Falls Free® Photo Contest webpage for details and rules
Evidence-Based Falls Prevention Programs

- A Matter of Balance
- CAPABLE
- EnhanceFitness
- FallsTalk/FallScape
- Fit & Strong!
- Healthy Steps for Older Adults
- Healthy Steps in Motion
- Otago Exercise Program
- Stay Active and Independent for Life (SAIL)
- Stepping On
- Stay Safe, Stay Active
- Tai Chi for Arthritis
- Tai Ji Quan: Moving for Better Balance
- YMCA Moving for Better Balance

Full list of programs and program details available at: https://www.ncoa.org/resources/select-evidence-based-falls-prevention-programs/
Find a Program Near You

- Area Agencies on Aging
- State Falls Prevention Coalitions
- ACL State and Tribal Evidence-Based Falls Prevention Program Grantees

Medication Management Strategies and Resources to Prevent Falls
“No risk factor for falls is as potentially preventable or reversible as medication use.”

Medication use among older adults

- 81% of older adults use at least one prescription drug
- 42% of older adults use at least one over-the-counter medication
- 49% of older adults use at least one dietary supplement (vitamin, herbal, etc.)
- 29% of older adults use at least 5 prescription medications concurrently
- Concurrent use of prescription drugs with:
  - Over-the-counter medications - 46%
  - Dietary supplements - 52%
- 1 in 25 older persons is at risk for major drug-drug interactions

Older Adults and Medication-Related Problems

- Multiple medications
- Multiple chronic conditions and severity of disease
- Physiologic changes with aging
  - Pharmacokinetic changes
  - Pharmacodynamic changes
- Types of medications prescribed
  - Inappropriate medication
    - Beers Criteria for Potentially Inappropriate Medication Use in Older Adults
  - Inappropriate dose
  - Inappropriate duration
- Poor adherence
- Under-representation in clinical trials, particularly those over age 75
- Shortage of trained professionals in geriatric pharmacotherapy
Falls Risk Inducing Drugs (FRIDs)

- **CNS Depressants**
  - Antidepressants
  - Benzodiazepines
  - Sedative/hypnotics
  - Antipsychotics

- **Anticholinergics**
  - Incontinence
  - Parkinson’s
  - Antispasmodics

- **Analgesic/Pain Therapy**
  - Opioids
  - Muscle relaxants

- **Anticonvulsants**
- **Antihypertensives**
- **Diabetic Agents**
- **Over-the-Counter**
Prescription Misuse in Older Adults

• Second most common type of substance misuse among older adults
• At least one in four use psychoactive medications with abuse potential.¹
• Up to 11% of older women misuse prescription drugs.²
• Emergency department visits due to medication misuse by adults ages 50+ increased 121 percent from 2004 to 2008
• Opioid-involved suicides have doubled among older adults since 1999.

Opioid Use among Medicare Part D Beneficiaries

- 1 in 3 Medicare Part D prescription drug beneficiaries received an opioid prescription;
- 500,000 beneficiaries received high amounts of opioids;
- Almost 90,000 beneficiaries were at serious risk of addiction due to being prescribed high amounts of opioids.
- More than 6 out of every 1,000 Medicare patients are diagnosed with an opioid disorder, compared with 1 of every 1,000 patients covered by commercial insurance plans.

Opioids

- Codeine (Tylenol #3®)
- Oxycodone (OxyContin®, Percocet®, Percodan®)
- Hydrocodone (Vicodin®, Lortab®)
- Fentanyl (Duragesic® transdermal patch)
- Tramadol (Ultram®)
- Morphine (MS Contin®, Roxanol®)
- Meperidine (Demerol®)
- Hydromorphone (Dilaudid®)
When are medication side and adverse effects most likely to occur?

- A new medication is added
- The dose is changed (increase or decrease)
- A medication is discontinued
- Alcohol or illicit drug is added
- The patient is taking multiple sedating or dizzying medications
- The patient is taking OTC or herbal products
- When there are food and/or drug interactions
Medication-related strategies to reduce fall risk

• Initial review/assessment of medication regimen
• Individualized recommendations for changes in medication regimen, such as;
  – **STOP** - Discontinue medication if there is no active indication
  – **SWITCH** - Alternative medication with fewer risks
  – **REDUCE** - Reduce dose to lowest effective dose
• Patient and caregiver education
• Patient follow-up to assess recurrence of falls and impact of medication adjustment
ASCP/NCOA Falls Risk Reduction Toolkit Components
ASCP/NCOA Falls Risk Reduction Toolkit Components

- Falls Risk Checklist
- Falls Application Cases
- Communications Documents
- Build Your Referral Network
- Bibliography

Source: [www.ascp.com/page/fallstoolkit](http://www.ascp.com/page/fallstoolkit)
Falls Risk Checklist

Four key areas of the checklist

- Get to know your patient
- Medical Conditions
- Medication Assessment
- Fall Risk Inducing Drugs (FRIDs)
**General Patient Factors**
- □ Age over 65
- □ Age over 80
- □ Frail

**Transition Status**
- □ Pending transition
- □ Recent transition

**Living Arrangements**
- □ Lives alone
- □ Lives with spouse or other
- □ In home care, full-time
- □ Assisted living facility
- □ In home care, part-time
- □ Skilled care facility
- □ Marijuana
- □ Other Illicit substances

**Substance Use**
- □ Alcohol, ___ drinks per day

**Vital Signs**

**Postural hypotension:**
- □ Systolic BP falls ≥-20 mm Hg
- □ Diastolic BP falls ≥-10 mm Hg
- □ Dizzy or lightheaded with standing

**Temperature:**
- □ Over 98.6° F

**Pulse:**
- □ Irregular
- □ < 50 bpm

**Pain:**
- □ Complaint of pain
- □ Pain location(s): _______________________
- □ Pain score ___ (0-10)

**Ambulation Status**
- □ Cane
- □ Front wheel walker
- □ Crutches
- □ Rollator
- □ Standard walker
- □ Wheelchair

Use appears correct: □ Yes □ No
Correction provided: ____________________________
Referral planned: ____________________________

**Sensory Function**

**Vision:**
- □ Acuity < 20/40
- □ Blurred vision
- □ No eye exam in last year
- □ Corrected vision
- □ Regular use of glasses/contacts

**Hearing:**
- □ Hearing deficit
- □ Regular use hearing aid
- □ Sporadic use hearing aid

**Feet/lower extremities:**
- □ Altered lower extremity sensation
- □ Foot pain
- □ Bunion
- □ Hammer toe
- □ Plantar fasciitis

**Taste/smell:**
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<th><strong>Medication Assessment</strong></th>
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<tr>
<td><strong>Number of medications (Rx, prn, OTC, vitamin, supplement, herbal)</strong></td>
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<tr>
<td><strong>Recent medication regimen change</strong></td>
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*Falls risk Medication-Related-Problems detected:*

- □ Suboptimal dose*
- □ Interactions between medications, food, medical conditions
- □ Allergies and intolerances within current regimen
- □ Dose too high**
- □ Lacking medication therapy for all medication-requiring indications
- □ Unnecessary medication
- □ Safer evidence-based therapy available
- □ Difficulty administering any medication (eye drops, inhalers, large dosage forms)

* suboptimal dose - check doses based on renal and hepatic function

** dose too high - causing adverse effects and/or unnecessary risk
Other medication-related interventions

- HomeMeds Medication Safety Program
  - www.picf.org/homemeds/
- Screening, Brief Intervention and Referral to Treatment
  - https://www.samhsa.gov/sbirt
- Medication reviews and brown bags
NCPIE’s Medication Use Safety Training for Seniors™ (MUST for Seniors™) toolkit provides educational materials on avoiding medicine mishaps, managing side effects, and improving medicine use knowledge.

- Juggling multiple medications? What you can do to stay safe.
- Talking about cost: Don't let medication expenses cut into your treatment.
- MUST remember: 10 tips to help remind you to stay on schedule.
- MUST ask: Questions to ask your healthcare provider and pharmacist about the medicines you take.
- MUST know: Be familiar with these 10 medical terms to take your medicines safely.
- Medicine Safety: a comprehensive resource guide for older adults with useful information and helpful tips to get the best results from medicines and avoid problems.
Join Us!

- Visit ncoa.org and sign up for enews
- Follow @NCOAging on social media
- Donate to support NCOA’s work: ncoa.org/Donate
- Share NCOA’s free, trusted tools with older adults
  - BenefitsCheckUp.org
  - EconomicCheckUp.org
  - MyMedicareMatters.org
Thank You!

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Preventing Falls in 2018 and Beyond. CDC’s Older Adult Falls Portfolio.

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NCOA Falls Prevention Awareness Day Webinar – August 9, 2018
CDC’s Older Adult Falls Team

Home and Recreational Injury Prevention Team
- Gwen Bergen PhD – Behavioral Scientist
- Elizabeth Burns MPH – Epidemiologist
- Yara Haddad PharmD, MPH – Contract Pharmacist
- Janice Marks DNP, RN, FNP-BC – Nursing fellow
- Briana Moreland MPH – Epidemiology Fellow
- Sameer Kakara MPH – Epidemiology Fellow
- Iju Shakya MPH – Project Management Fellow

Division Liaisons to the Team
- Terri Head – Budgetary support
- Lisa Caucci JD, MA – Policy and Partnership liaison
- Tiffany Mallory MPH – Communications liaison
- Susan Dugan – Communications liaison
CDC’s Priority Areas

1. Report on the most recent data pertaining to falls and fall prevention

2. Strengthening health systems

3. Engaging members of the healthcare team
1. Report on the Most Recent Data Pertaining to Falls and Fall Prevention
Recent CDC Data on Older Adult Falls

- 1 in 4 older adults report a fall annually\(^1\)
  - 7M falls require medical treatment

- In the past decade, fall death rates increased 30\(^2\)
  - There were 29,000 deaths because of a fall in 2016.

- A hospital stay for a fall costs $30,000\(^3\)

- $50 Billion is spent annually on falls\(^4\)

www.CDC.gov/steadi
Sneak Peak on Upcoming Data

• NEW ARTICLE: The Potential to Reduce Falls and Avert Costs by Clinically Managing Fall Risk.

• To be released August 16th by the American Journal of Preventive Medicine

• Paper estimates the number of medically treated falls that could be prevented and the associated direct medical costs that could be averted.
  • 7 fall risk factors and 7 evidence-based fall interventions examined
  • The method used
    • prevalence of the fall risk factors among older Americans,
    • proportion of older Americans eligible and likely to adopt specific interventions,
    • Effectiveness of the intervention.

Sneak Peak on Upcoming Data – Medication Use and Falls

- Prevalence of psychoactive medication use among older community-dwelling Americans.
  - Opioids
  - Benzodiazepines
  - Selective serotonin reuptake inhibitors
  - Anticonvulsants
  - Non-benzodiazepine benzodiazepine receptor agonists
  - Antipsychotics
  - Tricyclic antidepressants
2. Strengthening Health Systems
CDC STEADI Initiative

Screen: Identify patients at risk for a fall
Assess: Identify modifiable risk factors
Intervene: Use effective clinical and community strategies
Recent Efforts Aimed at Strengthening Health Systems

- **Outpatient care**
  - United Health Systems – NY
    - Process and outcome evaluations
    - Patient and provider responsiveness
  - Geisinger Health System – PA
    - Cost effectiveness Study

- **Hospital discharge**
  - University of California San Francisco – CA
    - Fall prevention at the point of discharge
    - Opioid and other medication management
Sneak peak on Upcoming Efforts Aimed at Strengthening Health Systems –

- Coordinated care plan for implementing STEADI in primary care
- Evaluation guide for use of STEADI in primary care
Sneak Peak on Upcoming Efforts Aimed at Strengthening Health Systems – Medication Use and Falls

• Medication use and management across healthcare settings
  • Community pharmacists screen, assess, and intervene to reduce fall risk – NC

• NEW Research to Evaluate Medication Management of Opioids and Benzodiazepines to Reduce Older Adult Falls (RFA-CE18-004).
Engaging Members of the Healthcare Team
Recent CDC Projects Aimed at Engaging Members of the Healthcare Team

STEADI materials include:

- Online clinical training & Instructional videos
- Clinical screening algorithm
- Case studies
- Educational materials for patients, their friends and family

www.cdc.gov

Stopping Elderly Accidents, Deaths & Injuries
Sneak Peak at Upcoming Products for Members of the Healthcare Team

- **STEADI tools**
  - Customizable patient materials to be uploaded for FPAD*
  - Updated Spanish materials to be uploaded for FPAD*

- **Video vignette series**
  - 1-3 minute videos describing how specific members of the health care team are working to prevent falls

- **Validating the predictability of fall screening tools**
  - STEADI Stay Independent questionnaire (12 questions)
  - STEADI Key Questions (3 questions)
  - Falls Efficacy Scale (FES - 7 Questions)
  - Falls Risk for Older People – Community Setting (FROP-Com - 28 Questions)

*FPAD is Fall Prevention Awareness day 9/2/2018
Learn more about older adult fall prevention.
www.cdc.gov/steadi
Preventing Falls... One Step at a Time

NCOA FALLS PREVENTION AWARENESS DAY WEBINAR
8/9/18
A Falls Epidemic in Ohio

Falls are the #1 cause of injuries leading to ER visits, hospitalizations and deaths for Ohioans age 65+:
• A fall every 2.5 minutes
• An injury every 5 minutes
• An emergency room visit every 6 minutes
• Two hospitalizations each hour
• Three deaths each day
• Ohioans age 65+ make up approximately 16% of the population, but account for more than 85% of fatal falls.
• Fatal falls among older Ohioans increased 202% from since 2000.

Combined Cost of medical and loss work wages: Over $1.9 Billion annually

Ohio Department of Ohio, 2015
Introducing STEADY U

Comprehensive falls prevention initiative led by the Ohio Department of Aging and supported by Ohio government and state business partners:

• Strengthen existing falls prevention activities
• Identify opportunities for new initiatives
• Coordinate a statewide educational campaign
Medication Safety Week

• First week of April, Ohio hosted a Medication Safety Week
• Engaged pharmacies statewide to select a day during this week to invite older adults to come in and have their medications reviewed.
• Over 400 chain and independent pharmacies participated
Medication Safety Week

1 in 3 older Ohioans will fall this year!

Medication Safety Week
Talk to your pharmacist about reducing your chance of falling from the medicines you take.

Sponsored by: www.steady.ohio.gov

Find out more:

Medication Safety Week
Talk to your pharmacist about reducing your chance of falling from the medicines you take.

Sponsored by: www.steady.ohio.gov

Find out more:
Walgreens Partnership

- Walgreens, the Ohio Department of Aging and the Ohio Association of Area Agencies on Aging have been working together to strengthen local partnerships between pharmacy staff and area agencies on aging.
Walgreens Partnership

- Monthly Senior Day – August 7th theme was falls prevention
- Information was provided to customers on STEADY U, MOB, local AAA resources, and falls prevention in general
- Older adults were given 1,000 balance rewards points for talking to pharmacists about falls prevention.
- Area agency staff have helped educate pharmacists about how and when to make referrals on the supports available through the area agencies include falls prevention workshops, minor home modifications, and more.
Walgreens Partnership
Press Coverage

Event promo:
https://wkjk.iheart.com/content/2018-08-03-area-agency-on-aging-walgreens-to-raise-awareness-of-older-adult-falls/

Coverage of the actual event:
http://www.richlandsource.com/gray_matters/preventing-senior-falls-focus-of-walgreens-event/article_efd63dd4-9a7a-11e8-bc42-0ff6599bf9c8.html
http://www.hometownstations.com/story/38835568/area-agency-on-aging-3-and-walgreens-team-up-for-fall-prevention
Outcomes of Collaboration

- Walgreens to study the events and interactions with customers
- Falls Prevention brochures at pharmacies
- AAA and Pharmacists connection – some AAA staff to attend Walgreens managerial meetings
Tips and Ideas

• Reach out to chain and independent pharmacies to discuss collaborations
• Connect with Colleges of Pharmacies to engage students in medication reviews
  – Ohio Northern University – community medication reviews, home assessments
• Work with your AAAs
Connect with STEADY U

www.steadyu.ohio.gov
steadyuohio@age.ohio.gov

www.facebook.com/steadyuohio
www.twitter.com/steadyuohio

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Hawaii Fall Prevention
Pharmacy Partnerships

What’s In It for Them?

Stan Michaels
Fall Prevention Specialist
Hawaii Dept. of Health
EMS & Injury Prevention
NCOA Webinar – August 9, 2018
Recruiting Pharmacy Partners

★ Essential that their participation is Easy
★ Important they understand falls severity.

*Profit or loss vital – So your program needs:

➤ To offer new customers in the door
➤ Company will control the logo
➤ No ”Out of Pocket” costs
➤ No negative impact on their activities
Recruiting Partners

What about your potential partner – 2 Major Points?

✦ The more you know about your potential partner the better. Use Goggle, Business News, Social media
✦ Able to tell them about Their Business or about Them
✦ Remind them about – Business or Family success…!
✦ When you compliment their family or their business…they understand you care about their program.
✦ Plus.. their Employees have living parents that will need care! You are helping their employees.
✦ Arrange a meeting with store managers
✦ Give them the outline…the Big Picture
Summer Campaign - Statewide

FREE TIPS for Seniors to Stay Safe!

HELP PREVENT FALLS

☑ FREE Medication Reviews with your pharmacist. Some meds can make you dizzy or contribute to a fall.
☑ FREE Balance Test
Easy 5-minute check to see if you are at risk of falling.
☑ CALL Us For An Appointment.
Punalau 959-8700    Walmea 885-0033    Keahou 322-2511
Waikoloa Village 883-8434
☑ Appointments Can Be Made
From July 6th through July 31st.

Preventing Falls – Tips for seniors to stay safe

- Get some exercise. Lack of exercise can lead to weak legs and this increases the chances of falling. Exercise programs such as Tai Chi can increase strength and improve balance, making falls much less likely.
- Be mindful of medications. Some medicines—or combinations of medicines—can have side effects such as dizziness or drowsiness. This can make falling more likely, having a doctor or pharmacist review all medications can help reduce the chance of side effects and drug interactions.
- Keep their vision sharp. Poor vision can make it harder to get around safely. Older adults should have their eyes checked every year and wear glasses or contact lenses with the right prescription strength to ensure they are seeing clearly.
- Eliminate hazards at home. About half of all falls happen at home. A home safety check can help identify potential fall hazards that need to be removed or changed, such as tripping hazards, clutter, and poor lighting.
- If You Live Alone - Get A Personal Electronic Safety Device. These small devices save lives every day. There are many styles and companies to choose from so check with your favorite store or health provider. Call the State Health Department at 735-4522 for additional information on these devices.

Show them the “Bag Stuffers”
Front is invitation
Back is CDC Tips

By “Appointment ONLY” - stores love this because seniors only come to the store when the pharmacist want them. Normally they pick a time when it is not busy....
Summer Campaign - Statewide

Medication Reviews and Balance Testing statewide on 5 islands and 66 locations – including City Mill, Foodland, Times, Safeway, KTA, Molokai & 15 Kaiser’s

Hilo KTA
Summer Campaign - Statewide

FREE TIPS for Seniors to Stay Safe!

HELP PREVENT FALLS

- FREE Medication Reviews with your pharmacist. Some meds can make you dizzy or contribute to a fall.
- FREE Balance Test. Easy 5-minute check to see if you are at risk of falling.

CALL us for an appointment
BERETANIA 535-7185  KAPAHULU 733-2509  KAILUA 266-5226
EWABEACH 683-3205  KAAHU 843-0009  KIHEI 853-4130
WAILUKU 243-3527  HILO 331-3809  KONA 327-6778
KAPA 822-1291  LEE 240-3689

- Appointments Can Be Made From July 13th through July 31st.

Medication Reviews and Balance Testing statewide on 6 islands and 66 locations – NOTE Personalized logo.
Summer Campaign - Statewide

Hawaii Fall Prevention Awareness Program

The Timed Up and Go (TUG) Test

**Purpose:** To assess mobility

**Equipment:** A stopwatch

**Instructions to the patient:**
1. Stand up from the chair.
2. Walk to the line on the floor at your normal pace.
3. Turn.
4. Walk back to the chair at your normal pace.
5. Sit down again.

On the word “Go!” begin timing. Stop timing when patient has sat down and record.

**TUG TEST — Average Scores**

<table>
<thead>
<tr>
<th>Age</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>60-64</td>
<td>13+</td>
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<td>12+</td>
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<tr>
<td>65+</td>
<td>12+</td>
<td>12+</td>
</tr>
</tbody>
</table>

**TIME IN SECONDS**

Circle all that apply: Fall during test 
- Loss of balance 
- Stutter steps - little or no arm swing 
- Stumbling self upright 
- Tripping 
- En site falling 
- Not using assistive device properly

For relevant articles, go to: www.cdc.gov/steadi

Hawaii Fall Prevention Awareness Program

The 30-Second Chair Stand Test

**Purpose:** To test leg strength and endurance

**Equipment:** A chair with a straight back, without arm rests (just 17” high)

**Instructions to the patient:**
1. Sit in the middle of the chair.
2. Place your hands on the opposite shoulder across the waist.
3. Keep your feet flat on the floor.
4. Keep your back straight and keep your arms against your chest.
5. On “Go!” rise in a full standing position and then sit back down again.
6. Repeat this for 30 seconds.

On “Go!” begin timing.

**CHAIR STAND — Average Scores**

<table>
<thead>
<tr>
<th>Age</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
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<tr>
<td>85+</td>
<td>&lt;9</td>
<td>&lt;8</td>
</tr>
</tbody>
</table>

For relevant articles, go to: www.cdc.gov/steadi

TUG & 30 Second Stand CDC STEADI Forms used by Pharmacists for Balance Tests (Hawaii formatted).
Summer Campaign

5 islands and 66 locations – including City Mill
Foodland, Times, Safeway, KTA, Molokai & 15 Kaiser’s
**Summer Campaign - Statewide**

Tally Sheet on which Pharmacists recorded the results of Medication Review and Balance Test.
In addition to Medication Reviews and Balance Testing statewide we did “Ask the Expert” at Hardware Stores.

Again NOTE the personalized logo for each company.
“Hawaii’s Senior Home Safety Headquarters”

“Ask an Expert” at sponsor stores…With Fall prevention materials and assistive devices display
Summer Campaign – Statewide
“Make Friends with A Printer”

8 Major Companies each receive pre-wrapped “Personalized” Packs. For Example:

TIMES has 13 pharmacies so we deliver 13 “Packs”

Each “Pack” Contains:

⭐ 1000 “Bag Stuffers”
⭐ 25 CDC/STEADI - Balance Test Sheets
⭐ 2 Mini Posters
⭐ A Tally Sheet – Record of tests

Each Company gets their personalized “packs” so the distribution to their stores is simple and painless.
200+ PSA’s and News Stories generate over 125 Minutes of TV coverage

Bus Poster in 115 Express Busses for 3 months
Approximately 650,000 “hits”
Hawaii Fall Prevention
“Pharmacy Partnerships”

Mahalo…!

- Stan Michaels -
  stanley.michaels@doh.hawaii.gov
- DOH EMS & Injury Prevention Website
  http.nogethurt.hawaii.gov
Questions?

Please type your questions into the chat box.

Reminder: The webinar PowerPoint slides and recording will be e-mailed to all attendees and will also be available on the NCOA website.