Goal and Objectives

The Massachusetts Falls Prevention Coalition's mission is: to increase awareness that falls are preventable; to support family/caregivers, healthcare providers, and the community at large about falls prevention; and to reduce the incidence and severity of falls and fall-related injuries across the lifespan in our state.

The Coalition objectives include:

- Observe Falls Prevention Awareness Day every September through various activities held within our falls prevention community in MA.
- Share latest information on falls prevention research, funding opportunities, and other pertinent information with our 130 + members and their partners through our e-mail distribution list.
- Educate older adults in the community on how to reduce their risk of falls and live a healthy independent life.

History of the Coalition

The Massachusetts Falls Prevention Coalition was formed in 2007 by founding lead organizations the MA Department of Public Health (state agency), the MA Senior Care Association (trade organization for long term care providers) and the Home Care Alliance of MA (trade organization for home care providers). In that inaugural year, the "Falls Coalition" held its very first "Falls Prevention Awareness Day" event at the Massachusetts State House in September and received a Governor's Proclamation to mark the occasion. The Falls Coalition is led by three individuals from the afore-mentioned organizations known as the "Tri-Chairs"; voluntary membership on the Coalition has grown steadily with representation from about 40 participating organizations in the early years to over 80 organizations and 130 + individual members on our current distribution list (2016). Our broad-based membership includes multiple state agencies, health care professionals such as physical therapists, occupational therapists, physicians, nurses, and pharmacists, hospitals, long term care providers, assisted living facilities, home care providers, community-based organizations within the elder services network (e.g. Councils on Aging, ASAPs/AAAs), community health workers, insurers, public health and injury prevention researchers/evaluators, advocates, etc. The Falls Coalition meets in-person on a quarterly basis. Meetings often feature informational presentations from members on their falls prevention work and other key state initiatives.
Leadership

- MA Department of Public Health
- MA Senior Care Association
- Home Care Alliance of MA

Key Partners

- MA Executive Office of Elder Affairs
- MA Association of Councils on Aging

Structure

The Coalition is led by three individuals-representing the MA Department of Public Health, MA Senior Care Association, and MA Home Care Alliance-known as the "Tri-Chairs". Coalition members meet in person on a quarterly basis. Regular communication is maintained with members via e-mail through the Falls Prevention Coordinator from the MA DPH.

Committees include:

- Speakers Bureau Workgroup
- Social Media Workgroup
- Social Media Workgroup

Key Successes

- Hosting an annual Falls Prevention Awareness Day event at the Massachusetts State House since 2007.
- Formation of a Speakers Bureau workgroup that developed and piloted a falls prevention educational presentation for older adults in the community. The final version of the presentation will be shared with the Coalition membership in 2016.
- Keeping our Falls Prevention Coalition members regularly informed through sharing of key falls-related information such as new research, funding opportunities, state initiatives, national work by NCOA and the CDC, etc.
- Formation of a Social Media Workgroup that developed both a Facebook page and Twitter account for our Falls Coalition. Next goal-overhauling our Coalition webpage.

Falls Prevention Programs Offered

- A Matter of Balance, including the low vision adaptation of Matter of Balance
- Evidence-based Tai Chi including Tai Ji Quan, Moving for Better Balance, Tai Chi for Healthy Aging

Workgroups or Local Coalitions Supported

- Healthy Living Center of Excellence
Major Funding Sources

- No funding sources; contributions towards running our annual FPAD event are all voluntary and donated.

Website(s)


Coalition Lead Contact Information

For additional information, contact:

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About the Falls Free® Initiative

The National Council on Aging leads the Falls Free® Initiative, a national effort to address the growing public health issue of falls, fall-related injuries and deaths. The initiative includes a 44-member State Coalition on Falls Prevention Workgroup charged with collaboratively promoting effective strategies to address falls. Members are engaged in disseminating proven falls prevention programs, advocating for funding, and educating older adults about how they can reduce their risk of falling. Learn more at [www.NCOA.org/FallsFreeInitiative](http://www.ncoa.org/FallsFreeInitiative).