



2009-2013 Florida Injury Prevention Strategic Plan

Goal Team 3

2011 Action Plan

Goal 3: Establish a collaborative effort to provide statewide direction and focus for fall-related injury prevention for Florida's seniors.

**Implementation of the plan is funded by a Centers for Disease Control and Prevention (CDC) grant which ends July 31, 2010. The Office of Injury Prevention will make every attempt to procure additional funding.*

Leadership

Strategy 3A: By November 2009, establish a steering committee of subject matter experts for senior falls prevention. (15-20 committee members)

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 3A(1): By August 30, 2009, develop a succinct data based informational tool for use in recruiting additional partners and support.	<i>Complete - 2009</i>					
Activity 3A(2): By August 30, 2009, complete a list of potential committee members.	<i>Complete - 2009</i>					
Activity 3A(3): By September 8, 2009, create and send invitations to initial steering committee meeting.	<i>Complete - 2009</i>					
Activity 3A(4): By November 2009, hold the initial steering committee meeting. In 2010, the steering committee will transition to the statewide falls prevention coalition.	<i>Complete 2010</i>					

Strategy 3B: By June 1, 2010, establish a statewide senior falls prevention coalition.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 3B(1): By January 15, 2010, complete a list of potential coalition members.	<i>Complete 2010</i>					
Activity 3B(2): By March 1, 2010, create and send invitations to initial statewide falls prevention coalition meeting.	<i>Complete 2010</i>					
Activity 3B(3): By June 1, 2010, hold the initial meeting of the statewide falls prevention coalition in conjunction with the Florida Injury Prevention Advisory Council meeting.	<i>Complete 2010</i>					

Strategy 3C: By 2012, develop a statewide senior falls prevention plan.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 3C(1): By December 2010, prioritize falls-related injuries to target as part of the Florida Falls-Related Injury Prevention Plan for Seniors.	By December 2010	Florida Senior Falls Prevention Coalition	Michele Mule and Mark Brimer, Goal Team Leaders	Goal Team 3	Injuries are identified	New funding from the CDC Core VIPP grant will help with this.
<i>Complete Completed at the August 18, 2011 Web-Ex of the SF Coalition.</i>						

Strategy 3D: By November 2009, and quarterly thereafter, identify, review and pursue, if applicable, additional senior falls prevention funding opportunities.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 3D(1): Pursue CDC Appleseed Project Funding (EMS/Public Health interface).	<i>Complete - 2009</i>					
Activity 3D(2): Identify foundations whose mission includes senior fall prevention.	<i>Complete 2010</i>					
Activity 3D(3): Develop a list of contacts within companies, corporations, partnerships, and service organizations who support senior falls prevention.	<i>Complete 2010</i>					
Activity 3D(4): Develop a presentation for use in seeking financial support for senior falls prevention efforts.	<i>Complete 2010</i>					
Activity 3D(5): Annually, approach at least one company for financial support for senior falls prevention efforts.	2010-2013	Corporate Partner Taskforce	Mark Tesoro, Corporate Partner Taskforce	Goal Team 3 and FIPAC	One company is approached	May be accomplished with current funding.
<i>Complete The Florida Medical Association is going to sponsor the 2011 Senior Falls Awareness Day Broadcast</i>						
Activity 3D(6): Identify grant opportunities for senior falls prevention initiatives.	2010-2013	Funding Taskforce	Diana Silvey, Funding Taskforce Chair	Goal Team 3	Grant opportunities are identified, if they are available	Would provide for additional funding resources
<i>Ongoing Sarah Hinkel-Young currently writing for Translational Research Grant for Tai Chi: Moving for Better Balance with Dr. Edwin Olsen. To be submitted October 5, 2011.</i>						

Policy

Strategy 3E: By June 2009, and ongoing thereafter, increase policy and public awareness activities to reduce and prevent senior falls-related injuries.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 3E(1): Contact statewide associations and societies for physicians interested in promoting and advocating for senior falls prevention.	2009-2010	Physician-Association Partner Taskforce	Mark Brimer, Physician-Association Partner Taskforce Chair	Goal Team 3 and AHECs	Associations and Societies are contacted and physicians are identified.	May be accomplished with current funding.
<i>Complete Health Action is going to help with the promotion of Senior Falls Awareness Day and provide an article in the upcoming newsletter.</i>						
Activity 3E(2): Develop a senior falls prevention awareness tool for presentation to “baby boom” seniors.	2009-2010	Awareness Tool Taskforce	Don Hughes, Awareness Tool Taskforce Chair	Goal Team 3	Tool is developed	New funding from the CDC Core VIPP grant will help with this
<i>Complete Doh Hughes has completed the presentation.</i>						
Activity 3E(3): Develop press releases for falls prevention.	2009-2013	DOH (OIP) and DOEA	Michele Mule and Mark Brimer, Goal Team Leaders	Goal Team 3	Press Releases are developed	May be accomplished with current funding.
<i>Complete A press release has been released for the 2011 Senior Falls Awareness Day. Possible local press releases as well.</i>						
Activity 3E(4): Annually, seek a Governor’s proclamation for National Falls Prevention Awareness Day.	2009-2013	DOEA	Michele Mule and Mark Brimer	OIP and Goal Team 3	Proclamation is signed by Governor	May be accomplished with current funding.
<i>Complete 2011 Governor’s Proclamation was obtained.</i>						
Activity 3E(5): Biannually, provide updates for injury prevention stakeholders regarding federal and state senior falls prevention legislation.	2009-2013	DOEA	Michele Mule and Mark Brimer	Goal Team 3	Proclamation is signed by Governor	May be accomplished with current funding.
<i>Complete Sarah Hinkel-Young and Lisa VanderWerf-Hourigan gave legislative updates at the April 4, 2011 and June 7, 2011 conference calls.</i>						

Strategy 3F: By October 2009, and ongoing thereafter, provide updates for injury prevention stakeholders regarding federal and state senior falls prevention legislation

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 3F(1): Review filed senior falls prevention related bills prior to Florida's Legislative Session.	2009-2013	DOH (OIP) and DOEA	Michele Mule and Mark Brimer, Goal Team Leaders	Goal Team 3	Senior falls prevention related bills are reviewed prior to Florida's Legislative Session.	May be accomplished with current funding.
<i>Complete -Lisa VanderWerf-Hourigan and Michele Mule' completed March 8, 2011 prior to 2011 session.</i>						
Activity 3F(2): Review senior falls prevention related bills that are passed during Florida's Legislative Session and signed by the Governor. Prepare an update for injury prevention stakeholders.	2009-2013	DOH (OIP) and DOEA	Michele Mule and Mark Brimer, Goal Team Leaders	Goal Team 3	Senior falls prevention related bills passed during Florida's Legislative Session and signed by the Governor are reviewed. An update is provided to IP Stakeholders.	May be accomplished with current funding.
<i>Complete None..</i>						
Activity 3F(3): Review senior falls prevention related bills that are passed by the US House of Representatives and the US Senate and signed by the President. Prepare an update for injury prevention stakeholders.	2009-2013	DOH (OIP) and DOEA	Michele Mule and Mark Brimer, Goal Team Leaders	Goal Team 3	Federal senior falls prevention related bills that pass the House and Senate and signed by the President are reviewed. An update is provided to IP Stakeholders.	May be accomplished with current funding.
<i>Complete None.</i>						

Interventions

Strategy 3G: By June 2010, and annually thereafter, review, identify and update evidence-based interventions and best practices.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 3G(1): Review work of 2004-2008 Goal Team 5, as it relates to senior falls prevention.	<i>Complete 2010</i>					
Activity 3G(2): Identify and disseminate best practices in fall prevention programs.	2010-2013	Evidence-Based Intervention Taskforce	Patricia Quigley, Evidence-Based Intervention Taskforce		Best practices are identified and disseminated	May be accomplished with current funding.
<i>Complete Tai Chi: Moving for Better Balance was discussed at the April 4, 2011 meeting. Otago was discussed at the March 8, 2011 meeting. Pat Quigley provided updates regarding best practices April 4, 2010.</i>						
Activity 3G(3): Disseminate any new evidence-based interventions to injury prevention stakeholders.	2011-2013	DOH OIP office and DOEA	Michele Mule, Mark Brimer, Sarah Hinkel-Young		New evidence-based interventions are disseminated to injury prevention stakeholders	May be accomplished with current funding.
<i>Complete Tai Chi: Moving for Better Balance was discussed at the March 8, April 4, June 7, and January 11, 2011.</i>						

Strategy 3H: By 2012, identify an evidence-based senior falls prevention intervention that may be replicated statewide.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 3H(1): Identify an evidenced-based senior falls prevention intervention that can be disseminated throughout communities statewide	2010-2011	OIP and DOEA	Michele Mule, Mark Brimer, Lisa VanderWerf-Hourigan, Sarah Hinkel-Young		Best practices are reviewed and disseminated	May be through current funding
<i>In Progress Otago and Tai Chi: Moving for Better Balance were identified in 2010. A CDC Technical Assistance meeting September 12-14, 2011 will provide additional information.</i>						
Activity 3H(2): Plan and host a multi-level community based pilot program to introduce senior falls prevention intervention program	2010-2011	OIP and DOEA	Michele Mule, Mark Brimer, Lisa VanderWerf-Hourigan, Sarah Hinkel-Young		New evidence-based community intervention programs are disseminated	May be accomplished through joint DOEA and OIP current funding
<i>Complete Tai Chi: Moving for Better Balance instructor candidate training programs were held in Tampa, December 8-9, Tallahassee, May 19-20, and Miami May 23-24, 2011.</i>						
Activity 3H(3): Evaluate the effectiveness of the community-based pilot program and assess the statewide needs for expansion	2011-2013	OIP and DOEA	Michele Mule, Mark Brimer, Lisa VanderWerf-Hourigan, Sarah Hinkel-Young		List of successes and challenges. List of potential expansion opportunities.	May be accomplished through joint DOEA and OIP current funding
<i>In Progress A Tai Chi: Moving for Better Balance subcommittee of instructors throughout the state met for the first time on July 19, 2011 to begin evaluation of the multiple programs throughout the state. Evaluation of current classes is under way. Expected completion date is October 2011.</i>						

Strategy 3I: By 2013, implement a pilot project of the identified evidence-based intervention. – Will begin in 2012.

Data

Strategy 3J: By November 2009, and annually thereafter, review senior falls prevention data, disseminate, and present to injury prevention stakeholders as needed.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 3J(1): Review statewide senior falls data provided by Data Workgroup.	2009-2013	DOH (OIP)	Sarah Hinkel-Young	DOEA and Goal Team 3	Review is completed	May be accomplished with current funding.
<i>Complete 2009 Injury Prevention Fact Sheets were sent to Goal Team 3 members on March 8, 2011.</i>						
Activity 3J(2): As needed, collaborate with the Data Workgroup.	2009-2013	Goal Team 3	Michele Mule and Mark Brimer, Goal Team Leaders	DOH (OIP)	Collaboration takes place	May be accomplished with current funding.
<i>Ongoing</i>						