

Down with Falls Coalition Orange County, CA

Strategic Plan
January 2007-December 2009

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Rationale

On July 26, 2005, a “Down with Falls Forum” was held in Orange County. As a result of the forum, 58 governmental agencies, non-profit organizations, college districts, medical/therapy practices, residential facilities, and businesses made a commitment to the development of a Down with Falls Coalition to serve the needs of older adults in Orange County, California. Orange County covers an area of 798 square miles between Los Angeles and San Diego Counties. Coalition members represented the following organizations: Cypress Senior Center, Rebuilding Together Orange County, Adult Day Services of Orange County, South County Senior Services, England Physical Therapy, Corona Del Mar Physical Therapy, County of Orange Health Care Agency, County of Orange Office on Aging, County of Orange Preventive Health Care for the Aging, SCAN — Independent Living Power, the Center for Successful Aging at California State University Fullerton, Acacia Adult Day Center, North Orange County Community College District, Community SeniorServ (a nutrition/case management provider), St. Jude Medical Center, Roche Pharmaceuticals, Eli Lilly and Co., Garden Grove Senior Citizens Center, Rescue Alert of Orange County (emergency response system), Casa Santa Maria (Catholic Charities), Quaker Gardens (assisted living), CalOptima (Medi-Cal HMO provider), St. Anselm’s Cross-Cultural Community Center, and Latino Health Access.

Leadership for the Down with Falls Coalition is provided by Rebuilding Together Orange County (RTOC) and the County of Orange Office on Aging (OOA). Rebuilding Together acts as the fiscal agent and the Office on Aging is responsible for program implementation.

The first objectives of the Coalition was to establish itself as the source of information and resources for fall prevention in Orange County by increasing awareness of older adults, caregivers, and service providers of fall prevention techniques. The tremendous community response of County services providers who wished to be a part of this coalition allowed the Coalition to begin tackling these objectives; however financial support was necessary to make an impact countywide. A grant from the Archstone Foundation allowed the coalition to expand and begin some of its activities.

Fall Prevention Strategies

Over the last several years, public health officials, health care professionals, and service providers have started to make fall prevention a priority. With the rapidly growing number of Americans over 65 years old, diseases and conditions of older adults will become more prevalent in the medical world. Programs that incorporate the three components of fall prevention (balance and mobility, medical management, and home modification) have been shown to be the most effective. Therefore, many of the programs being developed at the national, state, and local levels are using this multifactorial approach. Risk assessment, home evaluation, physical activity, and education are key elements in these programs. There is an abundance of research and resources available, however knowing what is effective can be difficult to determine.

The organizations and agencies working with older adults are often unaware of what others are doing for fall prevention. Services can be very fragmented and have different approaches to decreasing fall risks. In Orange County, there are numerous organizations addressing this issue, however not everyone knows about each other and are often doing similar things. One of the purposes of the Down with Falls Coalition is to bring as many people together to share resources and coordinate efforts throughout the County.

In 2002, the population of Orange County adults over 60 years old was 383,185. The number of Orange County residents 60 years and older is growing at a faster pace compared to the rest of California. From 1990 to 2000, the 65 and older age group increased by 27%, while the overall California rate was 14.7%¹. US Census Projections estimate Orange County will experience a 61% increase in this age group by 2020 and an associated increase of acute health issues. As service providers and health professionals, we need to be ready for the aging of the residents.

In 2001, Orange County fall-related hospital charges topped \$236 million. During 1999-2001, falls was the number one reason for injury related hospitalizations, affecting 17,013 Orange County adults 55 years and older. When comparing these rates to all of California, we find falls are occurring more often in Orange County. For Californians 75 and older, fall-related hospitalization rates for Orange County and California in 2001 were 3091.7 and 2814.3 per 100,000 persons, respectively. Fatal falls in Orange County are higher than the state average as well. For the 65-84 year age group, the death rate was 19.1 and 16.2 per 100,000 persons for Orange County and California, respectively; for 85 and older, rates were 122.3 and 90.4 per 100,000 persons. *Healthy People 2010* has targeted rates of 17.2 fatal falls per 100,000 for the 65-84 range and 107.9 for people aged 85 and older². Orange County needs to reach these goals.

In July and August of 2006, Down with Falls Coalition members developed survey tools to assess the needs of Orange County older adults and service providers. The results of the needs assessment, distributed to 838 Orange County older adults, indicate that the Orange County residents surveyed are similar to other seniors throughout the nation in terms of fall prevalence. This needs assessment defined a fall as “when a person unintentionally comes to rest on the ground or a lower level.” In the Down with Falls survey, 26.1% answered that they had fallen in the last 6 months compared with 33% of older adults who fall each year³. Of the 838 survey participants, 136 offered additional comments indicating that they felt more services were needed in their area (for example, exercise classes, fall prevention classes, safety changes in public areas, and general comments of needing to learn more).

Table 1: Comparison of demographics between Down with Falls, Orange County, and California older adults

Demographic	Needs Assessment	Orange County (2002) ¹	California (2000) ⁴
Ethnicity: Caucasian	74.4%	74.8%	68%
Hispanic	9.2%	11.1%	14.3%
Asian	10.6%	11.6%	10.2%
African-American	2.7%	0.7%	5.3%
Living alone (65+)	38.5%	33.7%	4.7%

According to the County of Orange Health Care Agency's 2002 Alcohol, Tobacco, and Other Drug Study, 39.1% of adults older than 65 years used alcohol in the past 30 days. In the Coalition's needs assessment, 25.7% of the survey respondents indicated that they had recently consumed alcohol. The Orange County respondents were more physically active compared to a national sample⁵ and 29.6% of survey respondents indicated they exercised 5-7 times per week. Data out of the United States Health and Human Services found that only 14% of adults over 65 years exercised at least 5 days a week.

Baseline

Orange County has several resources in place to prevent falls. In fact, three of the modalities for fall prevention: balance and mobility, medication management, and home modification are currently available to Orange County seniors.

Balance and Mobility

There are 17 balance and mobility classes held at senior centers, community fitness centers, hospitals, and senior residences throughout the county, many taught by certified FallProof instructors. Additionally, the Office on Aging maintains a detailed listing of over 363 senior exercise classes, from aqua aerobics to yoga. Several adult day health care centers offer exercise and balance sessions as a part of the daily activities for their clients. Some of the physical and occupational therapists in Orange County focus on balance disorders and evaluation of fall risk. A few area hospitals and medical groups offer "fall prevention" and balance classes as part of their community or member events.

Medical Management

The County of Orange Health Care Agency's Preventive Health Care for Adults (PHCA) and Senior Health Outreach and Prevention Programs (SHOPP) provide public health nurses who complete comprehensive risk assessments and a pharmacist who conducts a complete medication inventory for people age 50 and older.

Home Modification

Orange County has an active chapter of Rebuilding Together that performs home modifications and installs safety equipment for low-income seniors. Additionally, there are a few for-profit companies who offer home assessments by an occupational therapists or a National Certified Aging in Place Specialist (CAPS) and install safety equipment in the home. The County of Orange Housing Services and 22 of the 34 cities in Orange County offer home repair loans and rebates. Orange County also has several emergency response system companies who offer safety devices to older adults.

In addition to Older Adult Needs Assessment, an Agency/Provider needs assessment was collected from 34 Orange County service providers. The results from this second survey found that these service providers provide a variety of fall prevention services to the community:

Education and awareness efforts or Materials distributed to seniors/clients.....	66.7%
Fall prevention counseling to address risk factors.....	51.5%
Home safety assessment.....	51.5%
Referral for assessment due to fragility or following a fall.....	45.5%
Balance and mobility classes.....	42.4%
Nutrition counseling.....	42.4%
Exercise classes.....	39.4%
Gait and balance assessment.....	39.4%
Fall risk reduction in client’s home or at your site.....	33.3%
Reporting unsafe conditions (home or community).....	33.3%
Follow-up or case management following a fall.....	30.3%
Multifactorial (three component) risk assessments.....	24.2%

Additional services include: drug evaluation by a pharmacist, providing home safety devices, and medication review.

The service providers felt that education and awareness efforts and materials distribution would be most valuable to them and their work. They also indicated that balance and mobility classes, general exercise classes, provider education, and gait and balance assessments would also be helpful to their work. These providers felt balance and mobility training, home assessment, education and counseling, and risk factor assessment would be most utilized by their clients. When asked which programs and services they felt were most critical in developing and improving fall prevention in Orange County the most cited responses were coordination between health care and other providers, community education and awareness, centralized resource and referral for fall prevention services, and provider education and training.

Although these programs already operate in the county, they currently operate in individual silos. In order to promote greater utilization of current services and ensure effective coordination of services, a Coalition of agencies committed to reducing falls in older adults must be developed.

Mission and Vision

The Coalition’s mission is “to raise community awareness of fall prevention in Orange County by promoting comprehensive strategies to reduce the risk of falling”. Its vision is “the source for fall prevention solutions in Orange County” and slogan is “leading the way to fall prevention.”

Recommendation

Based off the needs assessment and report, the following recommendations have been made:

- Education on fall risk factors
- Education on the difference between internal and external risk factors
- Target “at-risk” individuals to make them aware of resources available
- Education on reasons for falls
- Explore the possibility of partnering with doctors as a point of contact for fall prevention information
- Offer more services to the community, such as balance and mobility classes, fall prevention seminars or workshops, and home safety assessments
- Improvements to the physical environment: public sidewalks, better lighting, and stairs
- Using the cultural community and senior centers as a point of contact for the ethnic community. Focus on recruiting bilingual health educators, developing a train the trainer program, and starting a peer education program to reach the non-English speakers

Goals and Objectives

I. The Coalition will increase in size and diversity and become a recognized entity and resource in the older adult service provider community.

Objectives:

- Maintain and increase active coalition membership
- Establish regular meeting times
- Institute working subcommittees focusing on specific aspects of the strategic plan
- Review and parallel the effectiveness of the strategic plan and needs assessment results
- Seek out and research grant opportunities to establish coalition sustainability

II. Down with Falls becomes the “household brand” for fall prevention programs, services, and resources for Orange County older adults.

Objectives:

- Create vision and mission statements
- Develop a logo and slogan to increase coalition visibility
- Develop marketing tools
- Increase community awareness of the coalition
- Create and maintain a coalition website

III. The Coalition becomes a comprehensive clearinghouse for fall prevention knowledge and community resources.

Objectives:

- Ongoing evaluation of countywide programs to respond to service gaps
- Develop and maintain a database of fall prevention resources in Orange County
- Complete a comprehensive resource and referral guide
- Produce and distribute fall prevention materials
- Create a fall prevention kit for older adult use

IV. Older adult service providers and community members become more aware and knowledgeable of strategies to lower the risk of falls.

Objectives:

- Develop and offer education programs for service providers through an “Educate the Educator” program, a speakers bureau, physicians’ office outreach, and transportation and mobility services education
- Increase the knowledge of coalition members

V. Advocate for changes to the built environment to lower the risk of falls in Orange County.

Objectives:

- Identify and prioritize 5 public locations throughout Orange County in need of safety improvements.
- Educate Orange County elected officials on fall prevention issues related to the built environment.
- Expand the coalition to include County of Orange public safety representatives and city planners.

Strategies for Implementation

I. GOAL: The Coalition will increase in size and diversity and become a recognized entity and resource in the older adult service provider community.

A. Objective: Maintain and increase active coalition membership

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Email meeting notices, meeting minutes, etc. to coalition membership on a regular basis.	Program Coordinator	Ongoing	Email records
Continually add people to the email distribution list	Program Coordinator	Ongoing	Coalition roster with dates of joining coalition
Outreach to the community via coalition members and distribute coalition promotional materials to colleagues	General membership	Ongoing	Number of marketing packets sent out
Review results of membership survey and identify gaps in coalition representation	Steering Committee/Co-chairs	Oct 31, 2007	Meeting minutes from July meeting List of invited organizations/individ
Invite those missing to the table	Steering Committee/Co-chairs	Nov 30, 2007	Number of marketing packets sent out
Membership participation follow-up	Steve Carpenter	Dec 31, 2008	Summary of conversations with call recipients

B. Objective: Establish regular meeting times & further networking

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Identify and solidify standard meeting dates, times, and locations	Program Coordinator	April 30, 2007	Creation of master calendar
Develop a master calendar of meeting dates	Program Coordinator	April 30, 2007	Calendar on coalition website
Distribute calendar to members via email, hard copy, etc.	Program Coordinator/Office on Aging	August 31, 2007	Email records, inclusion in new member packets

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Hold semiannual all-coalition meetings	Co-chairs	Ongoing	Roster and minutes from meetings held

C. Objective: Institute working subcommittees focusing on specific aspects of the strategic plan

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Reviews results of the Strategic Plan to identify other potential sub-committees	Strategic plan committee	Sept 31, 2007	List of potential groups
Solicit membership to participate on sub-committees and chairs	Program Coordinator	Ongoing	Roster and minutes from meetings held
Identify types of committees as they arise	Co-chairs	Ongoing	Meeting minutes/dates of meetings

D. Objective: Review and parallel the effectiveness of the Strategic Plan with the Needs Assessment results

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Review results of the Needs Assessment	Steering Committee	Oct 10, 2007 Ongoing after	Meeting minutes from Oct 10, 2007 meeting
Validate survey results through focus groups	Co-chairs	Feb 29, 2008	Results from focus groups
Continuous Strategic Plan review	Oversight Committee	Bimonthly or as needed	Meeting minutes
As issues arise, the Strategic Plan would be modified and/or corrected	Oversight Committee	When needed	Revisions to the strategic plan as noted in amendments section

E. Objective: Seek out and research grant opportunities to establish coalition sustainability

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Identify members who would like to partner in identifying, reviewing, and/or pursuing grant opportunities	Program Coordinator	July 31, 2007	Email records/names of volunteers
Research and create a list of potential funders	Program Coordinator/grant coordinator	Sept. 30, 2007	List of funders
Check funding opportunities on a regular basis and distribute monthly grant alerts to coalition members	Grant coordinator	Bi-monthly	Dates and number of email alerts to coalition members
Develop, facilitate, and/or coordinate a grant writing workshop specific to agencies working with older adults	Co-chairs/grant coordinator	Dec 15, 2008	Workshop roster, agenda, and handouts
Research, prepare, and submit at least 3 grant proposals.	Co-chairs	Dec 31, 2009	Copies of grant applications

II GOAL: Down with Falls becomes the “household brand” for fall prevention programs, services, and resources for Orange County older adults.

A. Objective: Create vision and mission statements

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Hold brainstorming session to solicit ideas and draft mission and vision statements	General membership/co-chairs	March 31, 2007	Meeting minutes/draft mission statements
Present draft mission statement to steering committee and get approval	Co-chairs	April 18, 2007	Final draft of mission statement
Refine the mission and vision	General membership	As needed	Changes made to mission and/or vision statements

B. Objective: Develop a logo and slogan to increase coalition visibility

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Coordinate logo workgroup	Co-chairs	February 28, 2007	List of members to participate in the workgroup
Solicit logo ideas from coalition members and create draft logo	Logo/Slogan Committee	March 31, 2007	Work produced by volunteer graphic artist
Get feedback and approval from steering committee	Co-chairs/steering committee	June 13, 2007	Meeting minutes/approved logo design
Solicit slogan ideas from coalition members and create draft slogan	Logo/Slogan Committee	July 10, 2007	Draft slogan
Get feedback and approval from steering committee for slogan	Co-chairs/steering committee	July 31, 2007	Meeting minutes/approved logo design

C. Objective: Develop marketing tools for use in the community and with prospective coalition members

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Research latest fall statistics and county data available	Project Coordinator	Jan 31, 2007	Compiled statistics/ reports
Develop information flyer or fact sheets on fall prevention	Project Coordinator	Feb 28, 2007	Completed handout
Revise handout regularly to maintain accuracy	Project Coordinator	Biannually or as needed	Revised handout
Research possible promotional items for distribution to community	Marketing group	Dec 31, 2007	Samples of promotional items
Seek out grants or sponsorships to buy promotional items	Marketing group	Ongoing	Funds procured for items
Develop a presentation about the coalition and update when needed	Project Coordinator	March 5, 2007	Copy of powerpoint

D. Objective: Increase community awareness of the coalition

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Host a community forum to introduce the coalition to the community	Co-chairs/ forum planning group	Sept 12, 2007	Meeting roster, forum evaluation
Write a press release and article on the coalition and the community forum to be sent out to the print media	Co-chairs/ forum planning group	Aug 15, 2007	Number of newspapers and newsletters who receive the articles
Appear on at least 1 radio show	Co-chairs	Sept 7, 2007	Tape of program
Identify community groups to target with outreach materials	Marketing group	Feb 28, 2008	List of groups to contact

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Present a powerpoint or distribute materials to at least 5 of the targeted groups	Co-chairs/ general membership	Sept 30, 2008	Dates of presentations/ number of information packets sent out
Develop a brochure on the coalition and the fall prevention services available	Co-chairs/ General membership	June 30, 2008	Draft brochure
Present brochure to the steering committee for approval	Co-chairs	July 18, 2008	Copy of approved brochure
Revise the brochure as needed	Project coordinator	Ongoing	Copy of revised brochure

E. Objective: Create and maintain a coalition website

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Secure the Down with Falls URL	Coalition member	June 30, 2007	Payment receipt
Find host site for new website	Coalition member	Sept 28, 2007	Payment receipt
Investigate web designer possibilities and choose one	Coalition co-chairs/coalition members	Sept 28, 2007	List of options
Create website	Web designer	Jan 31, 2008	Final version
Unveiling of new website	Co-chairs	Feb 29, 2008	Email announcement to coalition members
Maintain and update website	Host administrator/ coalition co-chairs	Ongoing	Communication records

III. GOAL: The coalition becomes a comprehensive clearinghouse for fall prevention knowledge and community resources.

A. Objective: Develop and maintain a database of fall prevention resources

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Survey coalition members on fall prevention programs offered through their organizations	Program Coordinator	July 31, 2007	Response rate from at least 75% of the coalition members
Call community service providers to ask about programs offered	Program Coordinator/ Office on Aging Information Specialists	Aug 31, 2007	Returned applications for inclusion (for REFER)
Enter new resources into the REFER database	Office on Aging Information Specialists	Sept 15, 2007	Fall prevention/safety resources are available through the Office on Aging website or REFER database
Evaluate the county programs and needs assessment and respond to service gaps	Steering Committee	Dec 15, 2007	Identification of gaps
Enter new resources as programs are discovered	Program Coordinator/ Office on Aging Information Specialists	Ongoing	An increase of available community resources in the database

B. Objective: Complete a comprehensive resource and referral guidebook

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Create a format to use for the resource guidebook	Coalition volunteer	June 30, 2008	Draft copy of guidebook
Research funding opportunities for producing the guidebook	Program coordinator/ grant coordinator	Ongoing	Awarding of a grant

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Have copies of the guidebook printed	Program coordinator/ grant coordinator	After grant is obtained	Printer invoice
Distribute the guidebook to service providers/ community centers	Program coordinator	After grant is obtained	Number of guidebooks sent out

C. Objective: Produce and distribute fall prevention materials

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Research current educational materials available	General membership/ program coordinator	Dec 31, 2007	Collection of brochures, handouts, checklists
Decide on relevant information for materials	Education workgroup	March 31, 2008	Information selected
Review needs assessment results for comments related to distributed materials	Education workgroup	May 31, 2008	Meeting minutes
Develop brochure/handouts	Education workgroup	Ongoing	Draft copy
Conduct focus groups to test for literacy and cultural appropriateness	Education workgroup/ Program coordinator	As materials are developed	Notes from focus groups
Obtain approval from steering committee	Program coordinator	As developed	Meeting minutes/final version
Research funding opportunities and apply for grants to produce materials	Program coordinator/ grant coordinator	Ongoing	Copies of grant applications/ funding procured
Revise materials as new information/research is available	General membership/ program coordinator	Ongoing	Revised materials

D. Objective: Create a Falls Prevention kit for older adult use

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Identify educational topics	Kyle Ferrara, Program coordinator	March 28, 2007	List of proposed topic areas
Conduct review of older adult fall prevention resources currently being used	Kyle Ferrara	April 25, 2007	Summary of current programs
Organize/synthesize collected information by topic	Kyle Ferrara	May 30, 2007	List of services by type
Use existing educational pieces or create new ones	Kyle Ferrara	July 11, 2007	Samples of what to included in kit
Identify possible packaging methods (tote bag, box, notebook, envelope) and token gifts to be included. Create sample kits.	Kyle Ferrara	July 11, 2007	Sample of 3 types of packaging materials
Revise materials using suggestions from steering committee and coalition members (July Steering Committee meeting).	Kyle Ferrara	August 29, 2007	Changes made to kit
Unveil sample kit at September 2007 Community Forum	Kyle Ferrara	Sept 12, 2007	Forum agenda
Seek out grant opportunities to mass-produce the kit.	Program coordinator/ grant coordinator	Ongoing	Copies of completed grant

IV. GOAL: Older adult service providers and community members become more aware and knowledgeable of strategies to lower the risk of falls.

A. Objective: Develop and offer education programs for service providers through an “Educate the Educator” program.

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Identify 3 training educators	Education group	Nov 30, 2007	Roster of trainers
Create outline and format of training program	Education group	Jan 31, 2008	Copy of topic areas
Determine goals and objectives for curriculum	Education group	March 31, 2008	Copy of goals and objectives
Research and select lesson plans using previously researched materials and best practices	Education group	May 31, 2008	Sample lesson plans
Present and get approval of curriculum from steering committee	Program coordinator/education group	June 11, 2008	Meeting minutes
Develop marketing plan for program	Education group	June 30, 2008	Copy of plan
Select and contact the targeted group to take the training, including cultural groups	Education group	Aug 31, 2008	Workshop schedule
Conduct 5 training workshops	Program coordinator/trainers	March 31, 2009	Workshop evaluations

B. Objective: Develop and offer education programs for service providers through physicians’ offices and hospitals.

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Create outline and format of program	Education group	Jan 31, 2008	Copy of topic areas
Research and select lesson plans using previously researched materials and best practices	Education group	May 31, 2008	Sample lesson plans

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Select and contact the targeted hospitals/ medical groups to offer training	Education group	Aug 31, 2008	Workshop schedule
Present and get approval of curriculum from steering committee	Program coordinator/education group	June 11, 2008	Meeting minutes
Conduct 12 evening seminars at/for hospitals	Program coordinator/education group	Dec 31, 2009	Workshop evaluation

C. Objective: Develop and offer education programs for service providers and community members through a speakers bureau

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Select speakers bureau chair	Program coordinator	Sept 30, 2008	Identified person
Identify categories of speakers	Bureau chair	Oct 31, 2008	Listing of categories developed
Recruit speakers	Bureau chair/ coalition members	Feb 28, 2009	Speakers roster
Conduct presentation skills training, bureau overview for speakers	Program coordinator	April 30, 2009	Program agenda/ evaluation
Schedule and conduct 10 presentation	Bureau chair	Dec 31, 2009	Presentation evaluations

D. Objective: Develop and offer safety and education programs for transportation and mobility service providers (bus and taxi drivers)

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Tailor standard education program to the transportation audience	Education group	Oct 31, 2008	Copy of topic areas
Select and contact the targeted transportation	Education group	Dec 31, 2008	Workshop schedule

Activity	Who is responsible	Proposed Completion date	Evaluation Method
programs to offer workshop			
Present and get approval of curriculum from steering committee	Program coordinator/education group	Dec 12, 2008	Meeting minutes
Conduct 5 workshops	Program coordinator/education group	Dec 31, 2009	Workshop evaluation

V. GOAL: Advocate for changes to the built environment (stairways, sidewalks) to lower the risk of falls in Orange County.

A. Objective: Identify and prioritize 5 public locations throughout Orange County in need of safety improvements.

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Form a workgroup to begin a walkability study; meet as needed.	Program coordinator	Oct 31, 2007	Roster, meeting minutes
Research how to conduct a study	Workgroup	Feb 29, 2008	Notes, collected materials
Determine the sites to conduct the study	Workgroup	Feb 29, 2008	List of sites, study schedule
Conduct a study of at least 8 sites	Workgroup	June 30, 2008	Results from the study
Prioritize the sites that need the most improvements and write a summary of the findings	Workgroup	Oct 31, 2008	Final report

B. Objective: Educate Orange County elected officials on fall prevention issues related to the built environment.

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Schedule presentation/ appointment times to reach policy makers	Advocacy workgroup	Ongoing	Activity calendar
Revise standard presentation to be geared to policymakers using results from walkability study	Advocacy workgroup	Nov 30, 2008	New powerpoint
Deliver presentation to Board of Supervisors at at least one board meeting	Co-chairs/ Advocacy workgroup	March 31, 2009	Board meeting agenda
Prepare fall prevention packets for local OC elected officials	Advocacy workgroup	Nov 30, 2008	Packet sample

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Meet with at least 5 OC elected officials/chief of staff	Co-chairs/ Advocacy workgroup	Dec 31, 2009	Summary of meeting

C. Objective: Expand the coalition to include County of Orange public safety representatives and city planners.

Activity	Who is responsible	Proposed Completion date	Evaluation Method
Create contact list of who to invite to coalition	Steering Committee	Jan 31, 2008	Copy of contact list
Send information packets to each potential coalition member	Coalition Co-chairs	Feb 28, 2008	Sample of packet
Follow-up with each who does not respond to initial coalition invitation	Coalition Co-chairs	April 30, 2008	Call log/notes, # of new members

Sustainability

The sustainability of the coalition will be a major activity focus in the upcoming years. In-kind resources will be accessed and made available to the coalition through the Office on Aging, including the REFER database and call center mechanism to make referrals to the community, a webpage, and a percentage of the program director's work time will be essential to coalition sustainability. Meetings will continue to take place because coalition members are dedicated to this cause and have made it a part of their work. The committees/workgroups can continue as long as the ideas are there, however without funding it will be more challenging to get the message to the community. Another source of in-kind support yet to be tapped by the co-chairs is having the use of a student intern dedicated to the coalition. The program coordinator is working on securing an intern through the local colleges, with the strong possibility of having access to a student intern during the Fall semester. Grant seeking has been and will continue to be a primary route for financial backing, however other sources of sustainability will be explored and identified. Orange County is home to many corporations, providing the coalition with many sponsorship and fundraising opportunities. Other channels for program support may come from national organizations, city governments, and/or county agencies.

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