

La Crosse County Falls Prevention Coalition

Wednesday, February 28, 2018

1:00 – 2:30 PM

La Crosse County Administrative Center
Room 2106
212 6th Street North
La Crosse, WI 54601

ATTENDEES:

Megan Anderson, Sue Betz, Diane Brose, Gretchen Lindahl, Carissa Pagel-Smith, Sheryl Pierce, Shayna Schertz, Larry Shingleton, Tyler Stapleton, Rose Thiel, Kassie Weber, Larry White

MINUTES:

WELCOME AND INTRODUCTIONS

PARTNER UPDATES

Gundersen will facilitate Stepping On May 21st through May 2nd; Megan provided handout.

Gundersen's Minutes in Motion will begin April 1st; 30 minutes/day fitness challenge.

Tri-State will be at La Crosse Area Builders Association Home Show March 23rd through March 25th.

Cass St Pharmacy will begin to use the "Stay Independent Brochures" with their customers. This brochure provides a fall-risk assessment along with tips to prevent falls. Should an individual score four points or more, it will be encouraged that he/she talk to a pharmacist and/or consult with their doctor.

REVIEW OF WEBSITE

Committee projected website and reviewed in general. Committee discussed relevance of facts currently provided and whether or not local facts (i.e., reported falls updated monthly/quarterly) should be included. Further discussion of the "landing" page led to a suggestion of creating a "Know Your Risk" page which would walk an individual through a fall-risk assessment. Based on the outcome of the assessment, the website would then direct the individual to a page of resources/local programming.

Committee discussed the importance of promoting the website to providers and caregivers. Committee also discussed a possible provider tab/section which could include the STEADI toolkit/materials.

Other suggestions provided included banners with statistics, calendar of events in right hand corner, contact us page, resources with home safety and medication information, links to other Coalition websites, related promotional videos, and possible registration for local falls prevention programming.

It was ultimately determined that better understanding of any website redesign/edit perimeters were needed and once obtained, that a subcommittee would be formed to work on website redesign. Carissa indicated that she would follow-up with the La Crosse County IT department (as host of current Falls

Prevention website) to determine potential opportunities for website design, and any perimeters, and then schedule a subcommittee meeting. Subcommittee members include Sheryl, Shayna, Larry and Sue.

REVIEW OF OTHER MATERIALS

Committee reviewed current handout; no major edits needed. Committee also discussed need to create small, one-sided “rack card” to use for general promotion of Committee. Carissa volunteered to create prior to April event (Coalition will have booth/table to Viterbo Community Health Fair on April 10, 2018).

Carissa reported that she was unable to track down the file of “blue man icon” as included on magnets. Larry and Sue indicated that they would determine where the Falls Prevention magnets were ordered in hopes that they could share a file of the image with the Committee. If needed, Carissa indicated that she could advertise for a volunteer/intern to either recreate the image or create a new logo/image/icon.

FUTURE AGENDA ITEMS

Attendees discussed the need to continue further conversation of website and marketing materials.

MEETING ADJOURNMENT

Our next meeting will be held Wednesday, March 28, 2018 at 1:00 pm in Room 2106.

Minutes submitted by Carissa Pagel-Smith