



Funding Evaluation Tool

Department/Organization name: Falls Coalition

Contact person: Kimberly Lombard, Injury Prevention Coordinator
Trauma Services

Contact Address:

Gundersen Lutheran Medical Center
1900 South Ave
La Crosse, WI 54601
Mailstop C01-005

Dear Kim,

In the past fiscal year you have received the following items from SWRTAC

- **\$560.00 for Falls Prevention magnets**

Please fill out the following Evaluation Tool and return prior to October 1, 2013

1. Briefly describe the original goals of the project. **The La Crosse County Falls Prevention Coalition has been in existence since February, 2010 with the overall goal of increasing awareness of and preventing falls among older people. The goal of the project for SWRTAC funding was to design and distribute 4,000 magnets to the first responder community (police, fire, EMT, Tri-State Ambulance, etc.) to give to older people whom they assist after a fall. The magnet links the older faller to 211 (with real, live people available 24 hrs./day/7 days/week with information on programs, services, classes, and resources for older people on falls prevention) and/or to lacrossestopfalls.org (a website with the same information).**
2. Please describe the progress made towards the goals related to this specific grant. **All 4,000 magnets were distributed (with assistance from the La Crosse County Emergency Management Department to all 8 Fire Departments, all 7 Police Departments, to all 10 EMS's, to all 4 Volunteer First Responder groups, Sheriff Departments and to Tri-State Ambulance. That is a total of over 800 magnets to the La Crosse County Public Safety Emergency Responders. An additional 600 magnets were given out to the city and county housing authorities, 500 Seniors receiving home-delivered meals, 33 libraries, 46 food shelves, 2 hospitals, 15 pharmacies, 2 durable medical equipment agencies, and over 100 community human service organizations, totaling approximately 3,200.**
3. What differences did this grant make for your community or organization, and for the population you are serving? Please discuss evidence of effect (e.g. numbers served, demographic information, client satisfaction survey results, pre and post test results, outcomes, etc.) **The magnet distribution initiative funded by SWRTAC helped La Crosse County residents become more aware of the new lacrossestopfalls.org website, more aware of the fall-prevention programs and resources available in the county, more aware of the Falls Prevention Coalition, and more aware of how to prevent falls.**

4. Were there any un-anticipated results, either positive or negative, that you have not already described above? If yes, please describe the implications. **A closer collaboration and connection was developed between the La Crosse County Falls Prevention Coalition and the First-Responder Community (fire, police, EMT, Tri-State Ambulance). This connection allowed a local Fire Chief and a Senior Advocate to participate in the 2013 Remembering When Conference of the National Fire Protection Association. As a result, over 25 presentations on How to Prevent Fires and Falls were given to over 225 older adults.**
5. Describe collaborations, if any, related to the work funded by this grant and how it impacted your efforts. **By distributing the magnets at local pharmacies a partnership was developed between the La Crosse County Falls Prevention Coalition and local pharmacies. This led to a research project to identify older fallers who do not participate in fall prevention programs and linking them to community pharmacists for a medication therapy management consultation which could identify and remove medications that are fall risk-incurring drugs.**
6. Please share with us any recommendations you have for making our grant application or reporting process easier.

Return prior to October 1, 2013 to:
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