

La Crosse County Falls Prevention Coalition Meeting—Feb 24, 2016

Present: Scherz and student intern, Lindahl, Betz, Stapleton, Pintz, Miller, Murphy, Kunze and student intern, Brose

With the merging of the ADRC and the Aging Unit, the county will no longer have a Lifeline- type program. It will be handled by Degen-Berglund.

The ADRC has a falls prevention kit with many items including: reacher, sock aide, toilet aide, nonskid rug mats, swivel seat and multiple other items that we could access.

Sue Betz gave an update on our website, www.lacrossestopfalls.org and provided a hand-out of corrections and additions that's she made (for example removing references the County Aging Dept.). She will be adding a link to the ADRC website.

We discussed whether our website should link to other communities, for example Winona is offering an exercise program for arthritis and offers Stepping On classes there.

Iowa has a 4 part webinar for Falls Prevention for professionals. Could we link to that? Tyler Stapleton will send the link to members (done).

How do we increase our visibility and promote our website?

The county's "Get Active" has a Facebook site. Could we target one to children of fallers?

Public Service Announcements—try to get a message out at least twice a year (4 ideally)

Could we link our website to others (e.g. Dr. Bassing at Gundersen Clinic, or other Older Adult programming)

Senior Life goes to 5000 county seniors. Sue Betz will update/include our website information.

Tyler Stapleton suggested having a brief "elevator speech" to give to providers to highlight what we do.

Publications to target: "LaCrosse Women" (Cass St. Pharmacy will be featured), "Art of Aging", "Coulee Region Women" etc.

FOCUS:

1. Keep website up to date and promote it
2. Check on cost to boost our website.
3. Develop "elevator speech" for providers
4. Develop a small card to hand out, to include our Coalition's top 6 facts
5. Add a counter to our website so we can track user numbers.
6. Check on any available funds in Co/ADRC budget.
7. Increasing MD referrals for "Stepping On" and pharmacy med reviews
8. Get cost of updating our brochure (lists Aging Unit which no longer exists)

Next meeting: Wed March 30, 2016 at 1:01 pm, Room 2076 Health Science Center 1300 Badger St. La Crosse