

Falls Prevention Coalition Meeting - February 26, 2014

- I. Present: Branson, Theil, Schertz, Murphy, Stapleton, Brose, Lombard, Greany, Jacobs, Tholen, Holmes, White
- II. Suggestions for Workshops / Presentations at multiple locations during 9/22, 9/23, and 9/24/2014
Fall Prevention Awareness Week:
 - Demonstration of Tai Chi for Seniors(Bernice at YMCA)
 - Fall Risk Assessments (John Greany)
 - How to get up from a fall / How to help someone up from a fall (Diane Brose)
 - Getting in and out of cars safely (Diane Brose)
 - Medication and Falls (Gretchen Kunze)
 - Vision and Falls (Linda Palmer)
 - Nutrition and Falls (Health Department)
 - Stepping On / Strength and Balance Exercises (Kim Lombard)
 - Home Safety (Louise at Brightstar)
 - Falls Prevention Apps for Phones/Computers (?)
 - Selecting Safe Shoes (Podiatrist + from Running Store + Katie Barton)
- III. Suggestions for Fall Prevention Awareness Week Resource Night to be held at Black River Beach Center from 5:00 – 7:00 pm on Wednesday, 9/24/2014:
 - Offer free coffee, cookies (County Aging Unit), magnets, freebies from participating agencies, information on www.lacrossestopfalls.com and information booths on
 - Community Resources (ADRC and 211)
 - Tour a Tri-State Ambulance (Tyler Stapleton)
 - Medication and Falls (Cass Street Pharmacy)
 - Vision and Falling (Linda Palmer)
 - Home Safety / Home Modification (Brightstar)
 - Safe Footwear (Podiatrist)
 - Stepping On (Kim Lombard)
 - Exercise Programs for Seniors (YMCA)
 - 55 Alive / Safe Driving (AARP)
 - La Crosse County Falls Prevention Coalition (Falls Prevention Coalition)
 - How to Use a Cane
 - Strength and Balance Exercise Video /Demo
- IV. Suggestions / Partners for P.R./Marketing include:
Mondays on Main at Library, Successful Aging at Mayo, Senior Day at Shopko, Strong Seniors, Wellness Expo, Senior Nutrition Sites, Home-Care Agencies, Vital Aging Conference, Churches, Pharmacies, Radio, TV, Press Conference, etc.
- V. Fire Department has new kitchen fire-prevention program. Maybe offer at Vital Aging Conference
- VI. Next meeting is: Wednesday, March 26,2014 at 1:01 pm
Room 2076, Health Science Center
AGENDA: Review first draft of Promotional Flyer
Discuss Marketing Plan
Set Budget