

Falls Prevention Coalition Meeting – March 26, 2014

Present: C. Lundeen, P. Branson, G. Kunze, D. Brose, J. Murphy, S. Schertz, L. Jacobs, C. Tholen, L. White

Much discussion on the first draft of the “Sept 22-24, 2014 Falls Prevention Awareness Week” Brochure – attached is the second draft of the brochure which we will discuss/edit at the next meeting.

Ideas offered to market/promote Falls Prevention Awareness Week are: Churches, libraries, home-delivered meals, grocery stores, Senior Housing, Assisted Living programs, pharmacies, Western WI Cares, PTs, OTs, YMCA, Senior Day at Shopko, Wellness Expo, Caregiver Coalition, “Community Calendar” on local TV/Radio stations, Vital Aging Conference, as well as holding a press conference and buying an ad in the La Crosse Tribune,

Gundersen has started a Stepping On Class with 23 students and another will start on April 9, at the Congregational Church.

Next meeting will be at 1:01pm Wed, April 30, in Room 2076, Health Science Center, 1300 Badger St.

AGENDA

- Revise Draft 2 of Falls Prevention Awareness Week brochure
- Finalize marketing plan
- Develop evaluation plan of Falls Prevention Awareness Week
- Draft Budget