

FALLS PREVENTION COALITION MEETING – June 25, 2014

Present: Gudie, Thiel, Branson, Tholen, Lombard, Brose, Stapleton, Greany, Bateman, Schutz, Murphy, Albrecht, White

Kim Lombard circulated the Falls Prevention Brochure used in Winnebago County. Those present felt that this Committee could use it as a model to produce a similar product for La Crosse County. SWARTEC is a possible funding source to print and distribute our own La Crosse County Falls Prevention Brochure.

Gundersen Health system has scheduled a Stepping On Class from 9–11 am at the Onalaska Gundersen Clinic from October 6 – November 17, 2014 The draft brochure for Falls Prevention Awareness Week (September 22-24, 2014) was revised and is attached to this e-mail. If anyone has additional suggestions to modify this draft (before July 16), please let Crystal Tholen know (crystaltholen@gmail.com). We would like to begin distributing the brochure by July 21, 2014.

Suggestions of e-mail lists to use are:

- The Vital Aging Conference List
- All persons who took Stepping On Class
- All persons who took Stand Strong – Stand Tall
- Parish Nurses
- Coulee Region Pharmacists
- Caregiver Coalition
- Strong Seniors Participants
- Western Wisconsin Cares
- Recipients of Home Delivered Meals
- Successful Aging Mailing list
- Causeway list
- YMCA Senior list
- OTs
- PTs

Suggestions for distributing flyers are:

- Wellness Fest (July 26) La Crosse Center
- Churches
- Home Care Agencies
- Libraries (Mondays on Main)
- Senior Housing
- Grocery Stores / Co-ops
- Senior Day at Shopko
- North – South Side Community Center

Other suggestions for promoting Falls Prevention Awareness Week are:

- Purchase Ad in La Crosse Tribune
- Article in Tribune under “Today in Your Backyard”
- Article in La Crosse Senior Life
- Tri-State Ambulance will notify all Seniors they have assisted over the last few months
- Article in Senior Edition
- Schedule Press release
- Schedule Press conference
- Do Radio /TV interviews

Other stuff to do:

- Draft evaluation survey
- Develop budget
- Plan Victory Celebration

*Next meeting: Wed. July 30, 2014, at
1:01pm Room 2076
Health Science Center, 1300 Badger St.,
La Crosse*