



Improving the lives of older Americans

Promoting Environmental and Policy Change to Support Healthy Aging

The Practice: Integrating Lessons Learned from Exemplary Assessment and Planning Approaches

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National Council on Aging

NCOA's Mission

To improve the lives of older Americans.

Who We Are

NCOA is a non-profit service and advocacy organization based in Washington, DC.

NCOA Core Values

Social and Economic Justice

Respect and Caring

Innovation

Integrity and Excellence

National Council on Aging

What We Do

- NCOA is a national voice for older adults - especially those who are vulnerable and disadvantaged -- and the community organizations that serve them.
- NCOA brings together non-profit organizations, businesses and government to develop creative solutions that improve the lives of all older adults.
- NCOA works with thousands of organizations across the country to help seniors live independently, find jobs and benefits, improve their health, live independently and remain active in their communities

National Estimates of the 10 Leading Causes of Nonfatal Injuries Treated in Hospital Emergency Departments, United States, 2006

Rank	Age Groups										Total									
	<1	1-4	5-9	10-14	15-24	25-34	35-44	45-54	55-64	65+										
1	Unintentional Fall 124,747	Unintentional Fall 860,281	Unintentional Fall 635,912	Unintentional Struck by/ Against 608,658	Unintentional Struck by/ Against 1,071,586	Unintentional Fall 748,064	Unintentional Fall 784,154	Unintentional Fall 817,043	Unintentional Fall 633,428	Unintentional Fall 1,840,117	Unintentional Fall 7,934,840									
2	Unintentional Struck by/ Against 99,972	Unintentional Struck by/ Against 390,563	Unintentional Struck by/ Against 420,693	Unintentional Fall 602,415	Unintentional Fall 888,138	Unintentional Overexertion 726,511	Unintentional Overexertion 656,632	Unintentional Overexertion 468,164	Unintentional Struck by/ Against 223,447	Unintentional Struck by/ Against 225,785	Unintentional Struck by/ Against 4,906,517									
3	Unintentional Other Bite/ Sting 12,456	Unintentional Other Bite/ Sting 153,552	Unintentional Cut/Pierce 116,918	Unintentional Overexertion 279,148	Unintentional MV-Occupant 833,189	Unintentional Struck by/ Against 639,006	Unintentional Struck by/ Against 570,882	Unintentional Struck by/ Against 427,588	Unintentional Overexertion 214,793	Unintentional Overexertion 178,808	Unintentional Overexertion 3,474,597									
4	Unintentional Foreign Body 10,903	Unintentional Foreign Body 125,543	Unintentional Other Bite/ Sting 99,452	Unintentional Cut/Pierce 144,366	Unintentional Overexertion 782,425	Unintentional MV-Occupant 551,875	Unintentional MV-Occupant 436,807	Unintentional MV-Occupant 338,731	Unintentional MV-Occupant 196,080	Unintentional MV-Occupant 175,219	Unintentional MV-Occupant 2,723,465									
5	Unintentional Fire/Burn 10,378	Unintentional Overexertion 81,923	SO WHY THE FOCUS ON OLDER ADULTS??																	
6	Unintentional Other Specified 7,965	Unintentional Cut/Pierce 79,713										Unintentional Overexertion 78,518	Unintentional Unknown/ Unspecified 108,550	Other Assault Struck by/ Against 468,309	Other Assault Struck by/ Against 301,318	Other Assault Struck by/ Against 218,638	Unintentional Other Specified 155,317	Unintentional Other Bite/ Sting 66,296	Unintentional Other Bite/ Sting 69,703	Other Assault Struck by/ Against 1,310,697
7	Unintentional Overexertion 7,531	Unintentional Other Specified 55,535										Unintentional MV-Occupant 60,008	Other Assault* Struck by/ Against 93,912	Unintentional Other Specified 198,544	Unintentional Other Specified 166,785	Unintentional Other Specified 184,888	Unintentional Poisoning 137,855	Unintentional Other Specified 61,633	Unintentional Poisoning 65,292	Unintentional Other Bite/ Sting 1,095,521
8	Unintentional MV-Occupant 6,885	Unintentional Fire/Burn 53,359										Unintentional Foreign Body 57,440	Unintentional MV-Occupant 85,151	Unintentional Other Bite/ Sting 190,130	Unintentional Other Bite/ Sting 162,741	Unintentional Other Bite/ Sting 154,357	Other Assault* Struck by/ Against 134,647	Unintentional Poisoning 60,990	Unintentional Other Transport 58,823	Unintentional Other Specified 922,208
9	Unintentional Poisoning 6,877	Unintentional Poisoning 43,206										Unintentional Other Transport 45,981	Unintentional Other Bite/ Sting 66,784	Unintentional Unknown/ Unspecified 155,712	Unintentional Poisoning 104,095	Unintentional Poisoning 146,210	Unintentional Other Bite/Sting 119,980	Unintentional Other Transport 39,316	Unintentional Unknown/ Unspecified 47,405	Unintentional Poisoning 703,702
10	Unintentional Cut/Pierce 6,479	Unintentional Unknown/ Unspecified 41,573										Unintentional Dog Bite 44,239	Unintentional Other Transport 58,433	Unintentional Other Transport 144,488	Unintentional Other Transport 102,180	Unintentional Other Transport 84,513	Unintentional Other Transport 69,723	Other Assault* Struck by/ Against 38,198	Unintentional Other Specified 42,923	Unintentional Unknown/ Unspecified 652,130

* The "Other Assault" category includes all assaults that are not classified as sexual assault. It represents the majority of assaults.

Source: National Electronic Injury Surveillance System—All Injury Program operated by the U. S. Consumer Product Safety Commission.

Produced by: Office of Statistics and Programming, National Center for Injury Prevention and Control, CDC.

Falls Free™ Initiative

2004

- National Environmental Scan
- Literature Review
- National Summit



2005

- Released National Action Plan
- Organized Falls Free Coalition & Created Falls Free E-News
- Convened Advocacy Work Group
- Increasing Conf Presentations, online training and practice improvement modules within Prof Orgs: APTA, AOTA, ABIM
- AGS/BGS invites select Summit attendees to assist in the Revision of Clinical Guidelines
- V15.88 History of Fall CMS approved

2006

- S. Bill 1531 & H. Bill 5608 introduced
- **State Coalitions join Falls Free Coalition new State Coalitions begin to form**
- CDC/NCIPC identifies Fall Prevention as priority
- CDC MMWR calling new attention to growing issue
- Maine successfully introduces legislation
- AoA funds state dissemination of Fall Prevention programs
- NCOA invited to multiple national Advisory Committees on Fall Prevention

2007

- National Action Plan Progress Report
- Creative/Best Practice Study in Home Safety
- Workgroups:
 - ✓ Home Safety
 - ✓ State Coalitions
 - ✓ Advocacy
- National Legislation reintroduced
- NCIPC - AoA Inter agency agreement facilitating Falls Free Initiative
- WHO invites NCOA to share Falls Free at International Fall Prevention Meeting

Premise of the National Action Plan: **COLLABORATION**



Multifactorial Nature of Falls Demands a Coordinated Effort

For any of these **evidence-based** interventions to be effective, they must be included as part of a program that addresses multiple risk factors for falls as most falls can be attributed to multiple causes...and is tailored to meet individual needs.

Community Interventions & Partners

Health Care Providers/Primary Care & Specialty including but not limited to:

- Pharmacist
 - Medication Review & counseling, medication assistive devices
- Physical Therapy
 - Balance assessment & exercises
 - Gait training and assistive device
- Occupational Therapy
 - ADL assessment, home safety, problem solving
- Public Health Agencies
- Aging Services Network including: Home services, home safety and equipment, community-based (evidence-based) fall prevention & physical activity programs
- **Others:** including first responders, **community planners, policy makers, environmental safety, other coalitions and initiatives, etc**

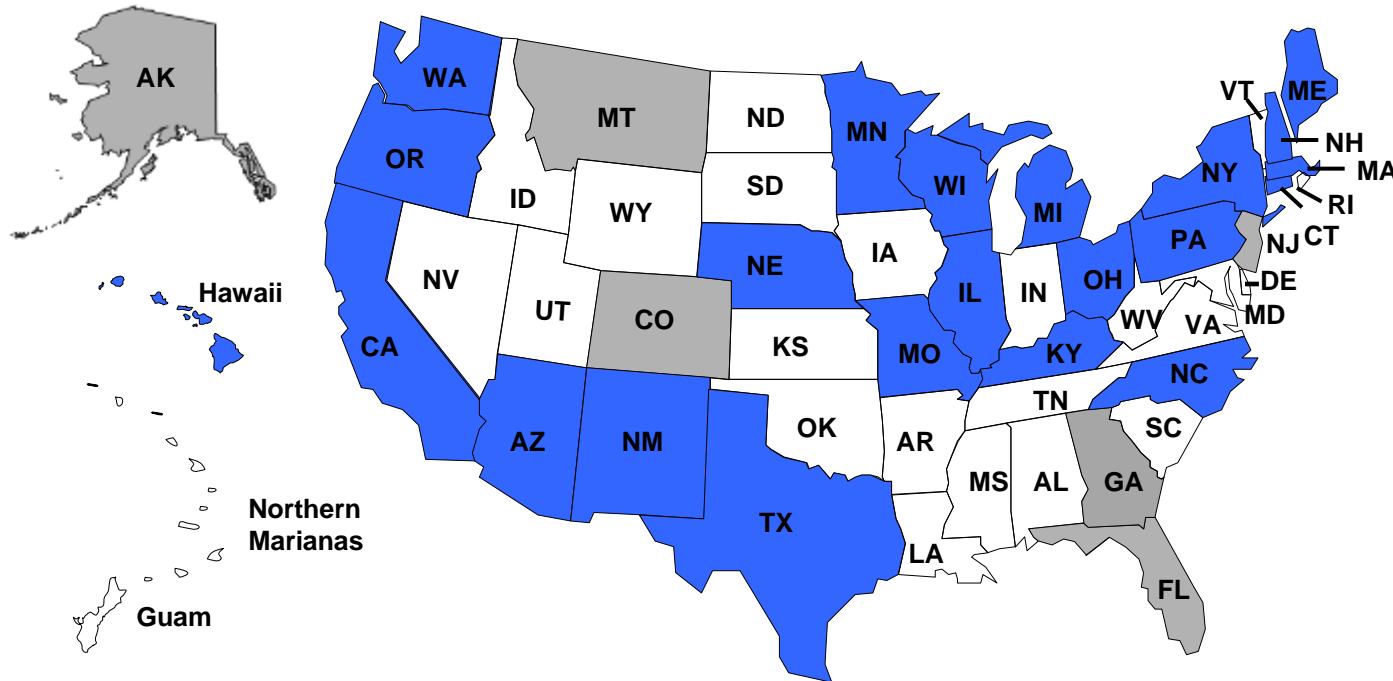
....AND OLDER ADULTS THEMSELVES!!

Putting the Pieces Together

- Among the challenges, how to integrate the contributions of many to affect a community model of falls prevention.



State Coalitions on Fall Prevention Workgroup



States operating ■ or developing ■ Fall Prevention Coalitions to address the issue of falls and fall related injuries in older adult residents

Falls Free™ Initiative

2008

- Online Resource Tool released
- National Advisory Group convened
- State coalitions workgroup grows to 20 states
- Safety of Seniors Act of 2007: Public Law 110-202 passed and signed into law
 - Public Education & Awareness
 - Provider Education Programs
 - Demonstration Projects & Evaluation
 - Cost Effectiveness Evaluation

2009

- Advocate: PL 110-202 appropriations & inclusion in the economic stimulus package - 2nd annual Proclamation
- 21 States participating in Fall Prevention Awareness Day
- Review of State policy needs
- Exploring National Public Awareness Campaign with the Ad Council
- Continue to provide TA to state coalition building efforts; building evaluation tools
- NCIPC RFP to supplement Core Injury Grants with EB programs -

2010

- Leverage preceding initiatives
- Identify a national champion
- National Awareness Campaign

How Will We Make a Real Difference?

Local, state and national collaboration that brings:

- Broad awareness to the issue - falls are not an inevitable part of aging
- Training and education to providers
- Evidence-based programs, services and resources to older adults targeting prevention through risk reduction
- Provides seamless transitions to community programs from health care system and vice versa



Crucial Role of Public Policy and Advocacy


Public Law 110-202: Safety of Seniors Act of 2007

- Public Education/Awareness
 - Provider Education Programs
 - Demonstration Projects & Evaluation
 - Cost Effectiveness Evaluation
 - Policy and regulatory changes - reimbursement
 - Provider practice changes & educational requirements
- Spin-off state legislation/policy initiatives
 - Local initiatives - promoting policy changes that serve to promote safety and sustain initiatives

To Impact Community Planning

Present planners/policymakers with information that can lead to decisions supportive of healthy aging/fall prevention

Bring awareness to the issue of healthy aging and fall prevention, and how policy and regulatory changes can offer a big return

 Can affect policy decisions on housing, social services, parks and recreation, transportation decisions, sidewalk installation and maintenance, and zoning and code enforcement

Community Efforts to Inform Policy Makers

- Walkability Audits

http://www.stopfalls.org/grantees_info/files/Wicks.pdf

Lucy Wicks, Walkability Expert

- Environmental Surveys
 - Housing - interior, exterior
 - Community - safe entries
 - Neighborhood design

Older Adults Cite Problems Walking

- Too hard (32%)
- Everything too far (25%)
- No place to rest (20%)
- Poor sidewalks (20%)
- Dangerous intersections (20%)
- Time it takes (to get anywhere)(16%)
- Crime (15%)

Source: Stowell Ritter A, Straight A, Evans E. Understanding Senior Transportation: Report and Analysis of Consumers Age 50+. Washington DC: AARP Public Policy Institute, 2002.

Safe and Livable Community “Musts”

- “Adequate” sidewalks
- Public transportation
- Bus waiting areas
- Functional street lights
- Cross walks - convenient and functioning
- Cross walks timed for pedestrians or use of safety islands
- Bike lanes or paths
- ENFORCEMENT



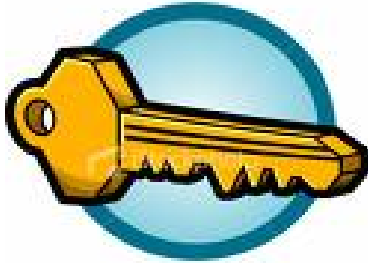
Photo: From presentation at ASA/NCOA Aging Conference

National Proclamation:

Fall Prevention Awareness Day
September 22, 2009



How will we make a sustained difference?



To Effective Fall Prevention

Local, state and national collaboration that brings:

- Broad awareness to the issue - falls are not an inevitable part of aging
- Training and education to providers
- Evidence-based programs, services and resources to older adults targeting prevention through risk reduction
- Demonstrated return on investment
- **Policy and legislative changes that foster sustainable efforts**