

Safe Communities “Only Leaves Should Fall” 2017 Final Report – Leck Grant

On September 26, 2017, Safe Communities in collaboration with the Dane County Falls Prevention Task Force and the Boys and Girls Club of Dane County, hosted its annual “Only Leaves Should Fall” falls prevention event. The event was from 10:30am to 2:30pm and consisted of numerous screenings, demonstrations, speakers, and community resources for attendees.

Number of Older Adults Served:

We reached our goal of 80 older adults attending the event, which was a 57% increase in attendance from 2016.

Marketing & Event Location:

OLSF 2017 was marketed in a variety of ways, including through local television, newspaper, health fairs, newsletters, health care systems, senior centers, the Aging and Disability Resource Center (ADRC), Aaron Perry’s Barber Shop (JP Hair Design), senior housing complexes, and community groups. We were fortunate to get coverage from Dr. Zorba Paster on Channel 3000 and in the Wisconsin State Journal. David Wahlberg, Health Editor for the Wisconsin State Journal, also wrote a front-page article on falls prevention, Only Leaves Should Fall, and the “Stepping On” falls prevention program coordinated by Safe Communities for Dane County. Wisconsin Public Radio also covered the event.

We decided to host OLSF for the second year in a row at the Boys and Girls Club on Allied Drive. Our goal, in addition to increasing participant numbers, was to increase male participation and participation from communities of color (both of which were recommendations from the Leck Grant Board last year). Ms. Charlie Daniel, Outreach Specialist for Safe Communities, was able to do targeted outreach in communities of color in 2017 for OLSF. Ms. Daniel presented to numerous groups including Church Women United, the Links, Black Women Leadership Conference, Edgewood College Continuing Education class, Masons Widows Luncheon, African American Health Network, and others. She also worked with Aaron Perry who owns JP Hair Design to spread the word among males coming to the barbershop and to the adjoining health center. These outreach strategies helped increase participation from communities of color by approximately 25% and male participation over doubled (according to completed event evaluations).

Through funding from the Leck Grant, we were able to have more professional signage created to help direct folks to the event and to provide direction for participants during the event (particularly with where to go for certain screenings). This signage will be used at future OLSF events, as well.

Screenings, Resource Booths, Demonstrations, Speakers:

Screenings at OLSF 2017 included blood pressure, vision, medication reviews, incontinence (through UnityPoint Health-Meriter), home safety, cognition, and physical therapy and were provided by physical therapy, occupational therapy, pharmacy, and nursing faculty and students

at UW-Madison. Resource booths included the ADRC, United Way of Dane County, Safe Communities, Fitch-Rona EMS, West Madison Senior Center/Dane County Nutrition Program, Independent Living, NESCO's Diversity Outreach Program, Supporting Active Independent Lives (SAIL), and SSM Health at Home. A keynote address was made by Dr. Judith DeWane, Assistant Professor in the Physical Therapy Program in the School of Medicine and Public Health at UW-Madison. Ms. Kathryn Bowen, a Peer Leader for Stepping On and advocate for falls prevention programming, gave a personal testimony about how Stepping On has enriched her life. Local class demonstrations included Tai Chi, Stepping On, and Chicago Steppin'. Lunch was provided for all attendees and a resource bag was distributed to all participants. Through funding from the Leck Grant, we were also able to provide very intentional door prizes to help participants along their falls prevention journey. Door prizes included yak trax, grab bars, night lights, walking poles, etc.

Transportation:

Safe Communities partnered with Union Cab to offer transportation to any attendee for whom transportation was a barrier. This resource was made possible with support from the Leck Grant.

Post Survey Results and Event Follow Up Outcomes:

Each attendee was given a post survey upon leaving the event. Nearly half of attendees who completed a survey had fallen in the past year and over half indicated being fearful of falling. Of those who responded, 93% indicated that the demonstrations were helpful and 90% reported that the screenings were informative. 90% of respondents felt that the keynote speaker covered information they were hoping to learn more about and indicated that they learned something new at the event. *(Please see attached compiled survey results for additional information.)*

To better gauge the outcomes from OLSF and any potential behavior changes among participants, UW-Madison Physical Therapy students are in the process of compiling results from follow-up calls to participants indicating they were open to receiving a follow-up call. These compiled results will be shared with the Leck Grant Board once complete.

To conclude, "Only Leaves Should Fall" 2017 was a huge success with increased participation numbers, more males in attendance, and higher participation from communities of color. Thanks to the Leck Grant, we were able to provide transportation for those who needed it and lunch for all attendees. We look forward to continuing the good work and striving towards reducing the fall rate among older adults in our community. Funding partners like those through the Leck Grant have contributed to the success of this annual event, and we thank you for your continued support.