



Effective Community Events



An Implementation Toolkit for Older Adult Falls Prevention

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**This document is a publication of the
Florida Department of Health's Injury Prevention Section**

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Acknowledgements

The Department of Health, Injury Prevention Section, acknowledges and appreciates the Florida Injury Prevention Advisory Council's Goal Team 1 (Older Adult Falls Prevention Advisory Group) for their constructive suggestions and review toward the development of Effective Community Events: An Implementation Toolkit for Older Adult Falls Prevention.

Suggested Citation: McKenzie MP. Effective Community Events: An Implementation Toolkit for Older Adult Falls Prevention. Tallahassee, FL: Florida Department of Health, Injury Prevention Section, 2015.

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Introduction

Falls are the leading cause of fatal and non-fatal injuries among Florida's older adult population and result in significant physical, personal, social and economic burden. Community intervention to prevent older adult falls is an imperative.

Effective Community Events: An Implementation Toolkit for Older Adult Falls Prevention provides guidance and resources on planning, communication and engagement, funding and assessment of older adult falls prevention community activities. This toolkit is not designed to define older adult falls interventions, but to supplement existing resources that offer strategies, tools, techniques, and ideal interventions for older adult falls prevention, such as the third edition of *CDC Compendium of Effective Fall Interventions: What Works for Community-Dwelling Older Adults*, *Preventing Falls: A Guide to Implementing Effective Community-Based Fall Prevention Programs*, and the *National Council on Aging's Falls Prevention Awareness Day Media Toolkit*. Community event planners who want to learn more about older adult falls prevention activities can refer to these documents and several other recommended sources in *Part 4* of the toolkit.

Audience and Purpose

Unlike other resources, this toolkit is specifically designed for county health departments and other health agencies that serve older adults in Florida. Nonetheless, this toolkit can be useful to any agency with an interest in older adult falls, such as, but not limited to community-based organizations, faith-based organizations or the private sector in any state.

Effective Community Events: An Implementation Toolkit for Older Adult Falls Prevention. The purpose of this toolkit is to: (1) help users understand how to plan, implement, and sustain community-wide fall prevention activities for older adults; and (2) institutionalize fall prevention events into the regular programming of health departments' and community agencies.

How to Use this Toolkit

This toolkit consists of four parts and ten appendices. Although components of the event planning process are discussed separately, many components are implemented simultaneously. Please read through each section before utilizing any tool or starting your event planning.

Part 1. How Do We Conduct a Community Event? details the process of planning and implementing interventions and activities through checklists and resources.

Part 2. How Do We Promote Our Event? explains essential techniques and strategies to promote an event and engage community members and key stakeholders.

Part 3. How Do We Know It Was Successful? describes ways to sustain and evaluate the effectiveness of the chosen event from beginning to end.

Part 4. Where Can I Learn More? lists key organizations and resources that event planners can partner with to expand and fund fall prevention efforts.

Appendices. consists of tools, checklists, directories and organizational timelines.

Part 1: How Do We Conduct a Community Event?

Depending on your event, preparation can take months or even a year.

Planning a community event involves the following steps:

1. Select a staff member or team to lead community planning efforts
2. Conduct a needs/community assessment
3. Identify the purpose and goals of your community event
4. Select your intervention
5. Recruit and plan your community event
6. Promote your community event
7. Implement your community event
8. Evaluate your community event
9. Sustain your community event

Though these steps are given chronologically, many occur simultaneously.

*A timeline of the above information can be found in **Appendix A**.*

Step 1: Select a staff member or team to lead community planning efforts

Before you can plan an event, you must delegate a person or team to lead the project. During each phase of planning, this will be the person(s) who is ultimately responsible for the



community event. If a team is selected, each member should understand what their responsibility is in the project to prevent and reduce misunderstanding or competition for power. You may want to divide roles into program lead, funding lead, recruitment lead, promotion lead, and evaluation lead. However, if you decide to delegate responsibilities, ensure that each team member feels that he/she has a valuable role in the creation and implementation of the community event.

*Use **Appendix B** to select planning leads.*

Step 2: Conduct a needs/ community assessment

Older adults differ in many ways including age, gender, ethnicity and culture. Event planners should conduct assessments to determine the demographics of the older adult population and the burden of falls in their community. In addition, event planners should also assess whether a community is ready for or interested in an older adult falls intervention. If a community is not interested nor ready for an intervention, the event will not be successful. In the case where there is little interest or community readiness for an intervention, it is best to conduct awareness and/or media campaigns to promote the health issue. You can learn more about awareness and media campaigns in *Part 2. How to Promote a Community Event?*

You can complete your needs assessment through an interview, survey or focus groups of key informants. Key informants are older adults, professionals or organizations who serve older adults, community members or community leaders. **Appendix C** includes example questions to survey or interview key informants. Be sure to interview professionals or organizations who serve older adults as they may already have answers to many questions in your needs

assessment. You can also employ researchers and students at local universities and colleges to assist you with your needs assessments and evaluations.

Please complete a needs/community assessment **BEFORE** you plan any event. This assessment will be used throughout each of the remaining steps of the community planning process.

Use Appendix C and D to conduct your needs/community assessment.

Step 3: Identify the purpose and goals of your community event

Steps 3 and 4 are imperative and can occur simultaneously. During these steps, planners identify the purpose and desired outcomes of the chosen intervention. Setting goals and objectives are important because they also serve as prerequisites for your evaluation of the community event. Goals and objectives determine whether an intervention was successful.

Establishing Your Goal

Goals for the purpose of this toolkit are the broad and desirable end results of your intervention. Goals are short and do not have to be complete sentences. A goal merely states what and who will be changed by your invention. Your goals are directly developed from the “Actions Needed” in your needs/community assessment (*Appendix D*).

Example: If a key finding of your needs assessment was that older adults were not aware of community resources available to prevent falls, then your “actions needed” should be to increase awareness. Therefore, your goal could be written as follows:

- to increase awareness about community resources among older adults.

Awareness is *what* is being changed and older adults are *who* are being changed.

Step 4: Selecting your intervention

Once you have established your goal or purpose, it is time to select an intervention. Select an intervention that best aligns with your goals. If your goal is to increase awareness, decide which intervention would be best to increase awareness. Possible awareness interventions include media campaigns and health fairs.

Refer to Appendix E for potential interventions.

Developing Intervention Objectives

Intervention objectives are more specific than goals. Intervention objectives tell the who, what, by how much, when, where and how (Refer to Table 1).

Table 1. Intervention Objectives' Components

What:	What is the desired behavior or outcome that is being changed?
By how much:	By what measure is the desired behavior/outcome being changed?
Who:	Who is the goal or objective targeting; who is being changed?
Where:	Where will this change occur?
How:	How will this change occur?
When:	When will this change occur; what is the deadline?

Example: If your needs assessment revealed a lack in awareness about services among older adults, an objective to resolve this would be:

To increase awareness about community resources by 5 percent among older adults through educational presentations at a health fair on September 23, 2015.

What: Increase Awareness

By how much: 5%

Who: Among older adults

Where: At a health fair

How: Educational presentations

When: On September 23, 2015

Record your goals, intervention, and objectives in **Appendix F**. Then, distribute completed copies of the **Appendix F** to all persons involved in the event planning process. Distributing the updated **Appendix F** will ensure that each member of the planning committee has a clear understanding of the purpose of the community event.

Step 5: Recruit and plan your community event

Now that you have selected your intervention, it is time to recruit and plan for your community event.

Identify and recruit any professionals and personnel needed to implement your chosen intervention successfully. All newly recruited personnel and professionals are now members of your planning committee. Therefore, add each new member to your Community Event Planning Leads (**Appendix B**) and distribute the updated tool to each member of the planning committee. In addition, each member should receive a copy of the Community Event Goals (**Appendix F**). Your newly updated planning committee should then convene in a meeting(s) to plan your community event.

During these meetings, you need to discuss the following questions:

- Where will we hold the event?
- What instructional materials do we need?
- What supplies do we need to implement the event?
- What equipment do we need?
- Who will be responsible for each work assignment (i.e. project leads)?
- How will we fund the event?

Event Location. Many organizations offer space free or at a reduced rate. These spaces are usually available at a school, university, community center or church. Be sure that the chosen location is easily accessible to older adults and/or where older adults frequently gather.

Instructional Materials. There are many resources available on how to implement your chosen intervention. Consult *CDC Compendium of Effective Fall Interventions: What Works for Community-Dwelling Older Adults* for instructions on how to locate instructional materials for practical and evidence-based interventions.

Equipment and Supplies. All interventions require equipment and supplies. Determine which supplies and equipment are needed and where you can secure them.

Funding. Funding can come from grants, donations, participation fees and sponsorships. When pursuing these sources, make sure you emphasize the benefits of providing funding for your community event to the funders. Several federal and state agencies, including the Florida Department of Health, offer grants to implement prevention efforts for older adults. You can find more information in *Part 4: Where Can I Learn More?* of the toolkit.

*Use **Appendix G and H** to plan your community event*

Step 6: Promote your community event



During this step, you will reach out to community partners. Again make use of your needs assessment and partner with local community organizations and senior centers. *To learn more about promotion and building relationships with community partners, refer to Part 2: How Do We Promote Our Event?*

Step 7: Implement your community event

You finally made it to the day of the event. Check on all essential personnel and vendors during the days and hours preceding the event to adapt to any last minutes changes and to ensure communication is clear between all parties.

*Refer to **Appendix A** for activities to do on the day of your event.*

Step 8: Evaluate community event

Evaluation is an essential component of any intervention. Evaluations allow you to assess the success of partnerships, planning, and implementation of your community event.

Refer to Part 3: How Do We Know It Was Successful? to learn more on evaluation.

Step 9: Sustain your community event

While implementing an event is an excellent accomplishment, conducting regular events and interventions produces more effective, and long-term change.

*Refer to Part 3: How Do We Know It Was Successful? and **Appendix A** for techniques to maintain fall prevention efforts of the toolkit*

Part 2: How Do We Promote Our Event?

Frame Your Message



How you deliver a message or promote an event is crucial to its success. A message has the power to persuade, motivate, empower, produce apathy or even offend. Event planners must consider how its audience will receive a message. Falls can threaten older adults' identity and independence and some older adults do not consider themselves at risk for falling. For this reason, a campaign slogan that promotes a healthy lifestyle or physical activity may be better received than a campaign that simply promotes falls prevention. Use positive messaging. Although research is helpful, the best way to determine if a certain audience likes a slogan is to ask a member(s) of that audience. Survey older adults to determine if your intervention messages will be positively received by your target audience.

Sample Message Framing Survey	
Would you go to an event entitled _____? (Insert event title)	<input type="checkbox"/> Yes <input type="checkbox"/> No Why not? _____
What would you expect to occur at an event entitled _____? (Insert event title)	_____ _____
Would you go to an event that provided _____? (List services provided)	<input type="checkbox"/> Yes <input type="checkbox"/> No Why not? _____



Resource Spotlight: Adding Power to Our Voices: Framing Guide for Communicating About Injury

This guide incorporates message development techniques and theories to communicate better with your target audience. Learn more at

<http://www.cdc.gov/injury/publications/framing.html>

CDC also partnered with Safe States Alliance to conduct an online webinar on message framing. Learn more at

<http://www.safestates.org/?WebEventFramingTrain>

Make Use of Local or National Awareness Days

Falls have many causes and consequences. Use this fact to your advantage by partnering with other health professionals to promote your cause. You can promote falls during Mental Health Month, National Physical Fitness and Sports Months, National Senior Health and Fitness Day, Men's Health Week, Healthy Aging Month, National Physical Therapy Month, National Health Education Week, Health Vision Month, Falls Prevention Awareness Day and more. You can

expand your reach and build partnerships with key stakeholders by partnering with different organizations and professional in different sectors.

To learn more about National Health Observances Days, refer to <http://healthfinder.gov/nho/>.

Use Media

Public broadcast stations are obligated to provide public service or free airtime for license renewal. Use this to your advantage by creating a short, promotional public service announcement for your event on radio or television. Also consider creating an advertisement or news release for your local newspapers and magazines.



Resource Spotlight: NCOA Falls Prevention Awareness

The National Council on Aging has provided a media toolkit to include templates for press releases, state proclamations, fact sheets, and more that you can use to promote your falls prevention event. Simply insert your organizations information into the templates. Learn more at <https://www.ncoa.org/healthy-aging/falls-prevention/falls-prevention-awareness-day/>.

Another inexpensive way to promote your community event and influence social norms is by using social media. You can expand your reach sufficiently with considerable low labor and cost. Each “share,” “retweet,” or “like” is a gatekeeper creating access to a population or community you may not have reached on your own.



To learn more about how to use social media to create an intervention that influences social norms or effectively communicates health issues, refer to *CDC’s Health Communication Social Media Toolkit*. To access templates to post on social media to promote your community event, refer to *National Council on Aging Falls Prevention Day Media Toolkit*.

Make Use of Local and State Health Agencies

Health departments have expertise and access to health information and resources. They may have educational and promotional information such as fact sheets, brochures and programming available free of charge. State and local health agencies may have or can attain access to websites, community calendars and social media networks that reach a broad audience.



Resource Spotlight: Florida Department of Health- Injury Prevention Section Website

The Florida Department of Health has promotion and advocacy resources for Floridians located on its website. Resources include the Florida Coalition Map and Contact List, the Injury Prevention Calendar, a list of all the senior centers in Florida, a list of the Aging and Disability Resource Centers in Florida, and Who's Who of Injury Prevention in Florida (Injury Prevention Resource List). To learn more, visit <http://www.floridahealth.gov/programs-and-services/prevention/older-adult-falls-prevention/resources.html>

Advertise at Places where Older Adults Frequent



Advertise at places where older adults frequent. Some of these places include senior centers, community centers and religious facilities. Creating and posting banners, flyers and fact sheets are excellent ways to advertise.

*Refer to **Appendix I** for tips to consider when developing print materials.*

You can also advertise by word of mouth. This method is free and often effective. Simply make an announcement at a popular older adult facility. Make sure that you frame your message effectively.

Build Local Partnerships and Coalitions

Partnerships and coalitions are excellent resources to promote an event and maintain older adult falls prevention activities. Coalitions include representatives from different sectors who convene to address a common issue in a community. Coalitions can have broad objectives such as injury prevention or specific objectives such as older adults falls prevention. These coalitions can also be small in size such as local and county coalitions or large such as state or national coalitions. Partnerships and coalitions often have the political and financial capacity to promote and sustain health initiatives such as your fall prevention community event. Visit Florida Department of Health's Injury Prevention website to find out more about the senior centers, local falls coalitions, and Aging and Disability Resource Centers in Florida.

Get involved in these coalitions and secure support for your event.

DID YOU KNOW?

Florida's over 250 senior centers offer recreation, social interaction, education, and health services to older adults. These centers are operated by nonprofit organizations, municipal governments, county governments, and other organizations.

Learn more at

<http://www.floridahealth.gov/programs-and-services/prevention/older-adult-falls-prevention/documents/florida-senior-centers.pdf>

If your area does not have a coalition, consider building one. Refer to Community Toolbox to learn how to start and maintain a coalition. Remember to include relevant stakeholders in your coalition, including your target population (older adults).



Resource Spotlight: Community Toolbox-Coalition Building I: Starting a Coalition

This tool provides checklist, tools, and PowerPoints on how to start a coalition. To learn more, visit <http://ctb.ku.edu/en/table-of-contents/assessment/promotion-strategies/start-a-coalition/main>.

Advocate and Make Policy

Advocacy for Older Adults Falls can be done on all levels. In all levels you can:



- Recognize and award individuals and organizations who are implementing older adult falls prevention strategies
- Become members and/sponsors of Older Adults Falls Prevention Coalitions and partnerships
- Use social media to spread awareness about older adult falls
- Petition officials to proclaim a local older adult falls observance day
- Initiate and support policy or laws that prevent falls



Resource Spotlight: NCOA's State Policy Toolkit for Advancing Fall Prevention

This compendium offers strategies, processes and tools that can assist in effecting policies for older adult fall prevention. To learn more, visit <http://www.ncoa.org/improve-health/center-for-healthy-aging/falls-prevention/state-policy-toolkit-for.html>.

Part 3: How Do We Know It Was Successful?

Evaluation

Evaluation is imperative to determine if you accomplished all that you aimed to do. Evaluation should occur before, during and after any intervention and event.

PERFORMANCE



- EXCELLENT
- GOOD
- AVERAGE
- POOR

Before your event, you should evaluate your target audience, your resources, and the community climate. You completed this step when you did your needs assessment. This step is important because it determines where the need is and how to best address the problem. During an intervention or event, evaluate who participated in the intervention and how well the intervention was implemented according to plan. At the conclusion of any intervention, it is best to determine if

the intervention achieved the desired objectives. To learn more about evaluation, visit *Community Toolbox*.

Use **Appendix J** to evaluate your program from beginning to end.

Sustainability

The success of an intervention or community event is determined by how well it is supported. Often program planners fail to assess and address components of an intervention that are essential to its success. Change takes time. Effective community events are maintained over time and implemented on a regular basis.

Your organization or coalition can promote the success and sustainability of a program by doing the following:

- Designating a staff person(s) who will be responsible for older adults fall prevention events and activities.
- Establishing an ongoing and committed coalition or partnership for older adult fall prevention and activities.
- Conducting, updating, and disseminating findings from needs assessment on a regular basis.
- Evaluating each event and using results to advise future actions and community events.
- Installing older adult fall prevention activities in organizations' regular programmatic procedures.
- Generating support from your organization and community leaders.
- Securing long-term financial sponsorships from organizations and/or partners.
- Advocating for policy and legislation to support older adult fall prevention within organization(s) and community.
- Developing support and rapport with media outlets.

Refer to **Appendix A** to learn when you should implement sustainability tips and techniques.

Part 4: Where Can I Learn More?

Older Adult Falls in Florida

Florida Department of Health's Injury Surveillance:

<http://www.floridahealth.gov/statistics-and-data/florida-injury-surveillance-system/index.html>

Evidenced-Based Older Adult Falls Interventions and Research

CDC Compendium of Effective Fall Interventions: What Works for Community-Dwelling Older Adults, 3rd Edition:

<http://www.cdc.gov/homeandrecreationalafety/falls/compendium.html>

Practical Older Adult Falls Interventions and Guides

Preventing Falls: A Guide to Implementing Effective Community-Based Fall Prevention Programs:

http://www.cdc.gov/homeandrecreationalafety/falls/community_preventfalls.html

Falls Prevention Awareness Day Resources:

<https://www.ncoa.org/healthy-aging/falls-prevention/falls-prevention-awareness-day/>

Older Adult Fall Prevention Organizations and Partners

American Geriatrics Society (AGS):

<http://www.americangeriatrics.org/>

American Occupational Therapy Association, Inc. (AOTA):

<http://www.aota.org/>

Centers for Disease Control and Prevention- National Center for Injury Prevention and Control, Division of Unintentional Injury Prevention:

<http://www.cdc.gov/injury/>

Fall Prevention Centers for Excellence:

<http://stopfalls.org/>

Florida Department of Elder Affairs:

<http://elderaffairs.state.fl.us/index.php>

Florida Department of Health-Injury Prevention Section:

<http://www.floridahealth.gov/programs-and-services/prevention/injury-prevention/index.html>

Florida's Physical Therapy Association (APTA):

<http://www.fpta.org/>

National Council on Aging:

<http://www.ncoa.org/>

National Institutes of Health-National Institute on Aging (NIA):
<http://www.nia.nih.gov/>

Older Adult Falls Prevention Coalitions and Resource Centers

Florida Department of Health-Injury Prevention Section:
<http://www.floridahealth.gov/programs-and-services/prevention/injury-prevention/index.html>

[The Who's Who of Injury Prevention in Florida](#)

[Florida Coalition Map](#)

[Florida Seniors Centers](#)

[Established Coalition Contact List](#)

Florida Department of Elder Affairs:
[Aging and Disability Resource Centers](#)

NCOA- State Profiles:
https://www.ncoa.org/resourcetype/falls-prevention/?rg_resource_type=7&post_type=ncoaresource

Funding Sources for Older Adult Fall Prevention

Grants.gov:
www.grant.gov

Department of Health and Human Services- U.S. Administration for Community Living (ACL):
http://www.acl.gov/Funding_Opportunities/Announcements/Index.aspx

Florida Department of Health:
<http://www.floridahealth.gov/>

Local corporations/ businesses

Advocacy/Policy for Older Adult Fall Prevention

NCOA's State Policy Toolkit for Advancing Fall Prevention:
<http://www.ncoa.org/improve-health/center-for-healthy-aging/falls-prevention/state-policy-toolkit-for.html>

Falls Free: 2015 National Falls Prevention Action Plan:
<https://www.ncoa.org/healthy-aging/falls-prevention/2015-falls-prevention-action-plan/>

Data Reports/Sources

Centers for Disease Control and Prevention:
<http://www.cdc.gov/homeandrecreationalsafety/Falls/data.html>

Florida Department of Health:
<http://www.floridahealth.gov/statistics-and-data/florida-injury-surveillance-system/index.html>

Robert Wood Johnson Foundation:
<http://www.countyhealthrankings.org/>

United Health Foundation:
<http://www.americashealthrankings.org/>

Older Adult Falls Education

Evaluation, Funding, Advocacy/Policy, Promotion, Coalition Building, Webinars/Podcast

American Occupational Therapy Association, Inc.:
<http://www.aota.org/Practice/Productive-Aging/Falls.aspx>

American Physical Therapy Association (APTA):
<http://www.apta.org/balancefalls/>

Centers for Disease Control and Prevention:
<http://www.cdc.gov/homeandrecreationalafety/falls/adultfalls.html>

Stopping Elderly Accidents, Deaths, and Injuries (STEADI) Initiative:
<http://www.cdc.gov/steady/>

Homemods.org:
www.homemods.org

National Council on Aging:
<http://www.ncoa.org/improve-health/falls-prevention/>

Safe States Alliance:
<http://www.safestates.org/?TrainingCenter>

Florida Department of Health:
<http://www.floridahealth.gov/programs-and-services/prevention/injury-prevention/resources/index.html>

Other Resources

Social Media and Communications

The Health Communicator's Social Media Toolkit:
<http://www.cdc.gov/socialmedia/tools/guidelines/socialmediatoolkit.html>

Adding Power to Our Voices: Framing Guide for Communicating About Injury:
<http://www.cdc.gov/injury/publications/framing.html>

Evaluation, Coalition Building, Advocacy/Policy

Community Toolbox:
<http://ctb.ku.edu/en/table-of-contents>

APPENDICES

This section consists of tools, checklists, directories, and organizational timelines.

- A- Community Event Planning Timeline
- B- Community Event Planning Leads
- C- Needs/Community Assessment Resource Chart
- D- Needs/Community Assessment
- E- Practical Interventions
- F- Community Event Goals
- G- Event Planning
- H- Budget Planning
- I- Checklist for Effective Print Materials for Older Adults
- J- Evaluation Template

Community Event Planning Timeline

Use this tool to guide your planning process for your community event from beginning to end. Simply check off each step as you complete them.

1 Year to Six Months Before Event	
<input type="checkbox"/>	Select a staff member or team to lead community planning efforts <input type="checkbox"/> Assign responsibilities and distribute Appendix B
<input type="checkbox"/>	Conduct a needs/ community assessment <input type="checkbox"/> Interview key informants <input type="checkbox"/> Record findings on Appendix D
<input type="checkbox"/>	Sustain your intervention <input type="checkbox"/> Install older adult fall prevention activities in organizations' regular programmatic procedures
Six Months to 2 Months Before Event	
<input type="checkbox"/>	Identify the goals of your community event <input type="checkbox"/> Record on Appendix F
<input type="checkbox"/>	Select your intervention <input type="checkbox"/> Develop intervention objectives and record on Appendix F <input type="checkbox"/> Distribute Appendix F to planning committee
<input type="checkbox"/>	Recruit and plan your community event <input type="checkbox"/> Add new members to Appendix B and distribute to planning committee <input type="checkbox"/> Convene a meeting(s) with all members of the newly formed planning committee <input type="checkbox"/> Use Appendix G and H to establish budget and collect all materials needed to implement event
<input type="checkbox"/>	Promote your community event <input type="checkbox"/> Aid recruitment by promoting your event among stakeholders <input type="checkbox"/> Identify and build relationships with media outlets
<input type="checkbox"/>	Sustain your community event <input type="checkbox"/> Establish or partner with an ongoing and committed coalition or partnership for older adult fall prevention and activities <input type="checkbox"/> Develop support and rapport with media outlets
2 Months to 1 Day Before Event	
<input type="checkbox"/>	Recruit and plan your community event <input type="checkbox"/> Finalize budget and secure all materials needed to implement event <input type="checkbox"/> Finalize event details with the vendors/volunteers
<input type="checkbox"/>	Promote your community event <input type="checkbox"/> Promote event among target population (older adults)
<input type="checkbox"/>	Sustain your community event <input type="checkbox"/> Generate support from your organization and community leaders
Day of Event and After	
<input type="checkbox"/>	Implement your community event <input type="checkbox"/> Maintain communication with essential personnel and vendors during event
<input type="checkbox"/>	Evaluate your community event <input type="checkbox"/> Use Appendix J to evaluate your community event
<input type="checkbox"/>	Sustain your community event <input type="checkbox"/> Update and disseminate findings from needs assessment on a regular basis <input type="checkbox"/> Secure long-term financial sponsorships from the organizations or partners <input type="checkbox"/> Advocate for policy and legislative support for older adult falls prevention

Community Event Planning Leads

After you have selected your planning leaders, list each lead's name, title, responsibilities and contact information in the chart below. Once the chart is completed, disseminate this tool to each person involved in the community event.

This list will expand as you recruit additional members for the event

Name	Title/Role	Responsibilities	Contact Information

Needs/Community Assessment Resource Chart

Below are resources and strategies to answer key questions in your needs/community assessment. Use this chart to complete for Needs/Community Assessment in Appendix D. **Strategies and Resources to Answer** are suggestions, not requirements.

Questions to Consider		Strategies and Resources to Answer	
1	What are the demographics of my community (number of older adults, races/ethnicities, income levels, etc.)?	<ul style="list-style-type: none"> • America's Health Rankings • County Health Rankings 	<ul style="list-style-type: none"> • Florida's County Health Profiles
2	Who are the faith- and community-based organizations (CBOs) serving older adults in my community? What services are they providing and to whom? Are they delivering these services in a meaningful way?	<ul style="list-style-type: none"> • Senior Centers • Area Agencies on Aging 	<ul style="list-style-type: none"> • Churches • YMCAs
3	What are the various intervention strategies being used in my community to address older adult falls? Are these practices demonstrating any clear outcomes?	<ul style="list-style-type: none"> • Interview intervention implementers 	
4	Who are the leaders in my community? What government officials are concerned with older adult falls prevention?	<ul style="list-style-type: none"> • Spiritual Leaders • Government Officials 	<ul style="list-style-type: none"> • Leaders of organizations that serve older adults • Health Departments
5	Who are the people in my community who care about preventing falls among older adults (i.e., stakeholders)?	<ul style="list-style-type: none"> • Older Adults • Health professionals • CBOs 	<ul style="list-style-type: none"> • Health Departments • Public Safety (EMS, Fire Departments)
6	Are there partnering opportunities with other nonprofits or faith-based and CBOs?	<ul style="list-style-type: none"> • Interview organization leaders 	
7	What are the gaps in service to older adults in the community? What would a complete system look like?	Refer to Part 1 of the toolkit. List what fall risk factors are not being addressed in the community.	
8	Do older adults know about the resources available? Why are older adults not using resources? What organizations should be providing older adult falls prevention, but are not?	<ul style="list-style-type: none"> • Survey • Interview 	<ul style="list-style-type: none"> • Focus Group
9	What do local residents (older adults) see as the primary needs for this community?	<ul style="list-style-type: none"> • Survey • Interview 	<ul style="list-style-type: none"> • Focus Group
10	Are community members ready for a change in the issue we are trying to address?	<ul style="list-style-type: none"> • Survey • Interview 	<ul style="list-style-type: none"> • Focus Group

Adapted from Conducting a Community Assessment. Compassion Capital Fund (CCF) National Resource Center website. http://strengtheningnonprofits.org/resources/guidebooks/Community_Assessment.pdf Accessed December 7, 2014.

Refer to Part 1, pages 3-5, of the toolkit for further instruction.

Needs/Community Assessment

Instructions: (1) Use Appendix C to fill in the **Strategies and Resources to Answer**. (2) Identify the **Key Findings** from your **Questions to Consider**, and then (3) determine the **Action(s) Needed** to address the **Key Findings**.

	Questions to Consider	Strategies and Resources to Answer	Key Findings	Action(s) Needed
1	What are the demographics of my community (number of older adults, races/ethnicities, income levels, etc.)?			
2	Who are the faith- and community-based organizations (CBOs) serving older adults in my community? What services are they providing and to whom? Are they delivering these services in a meaningful way?			
3	What are the various intervention strategies being used in my community to address older adult falls? Are these practices demonstrating any clear outcomes?			
4	Who are the leaders in my community? What government officials are concerned with older adult falls prevention?			

Refer to Part 1, pages 4-6, of the toolkit for further instruction.

Appendix D- Needs/Community Assessment

5	Who are the people in my community who care about preventing falls among older adults (i.e., stakeholders)?			
6	Are there partnering opportunities with other nonprofits or faith-based and CBOs?			
7	What are the gaps in service to older adults in the community? What would a complete system look like?			
8	Do older adults know about the resources available? Why are older adults not using resources? What organizations should be providing older adult falls prevention, but are not?			
9	What do local residents (older adults) see as the primary needs for this community?			
10	Are community members ready for a change in the issue we are trying to address?			

Adapted from Conducting a Community Assessment. Compassion Capital Fund (CCF) National Resource Center website. http://strengtheningnonprofits.org/resources/guidebooks/Community_Assessment.pdf Accessed December 7, 2014.

Refer to Part 1, pages 4-6, of the toolkit for further instruction.

Practical Interventions for Fall Prevention

Home and Environmental Safety



Fall hazards in the home such as loose-fitting footwear, loose rugs, poor lighting, unstable furniture, and lack of grab bars or railings pose a significant threat to older adults. Consider employing mobile-integrated health care, fire departments, emergency medical services, and occupational therapists to assess the safety and older adults' ability to navigate safely through the home.

Media Campaigns: In addition to promotion, media campaigns are excellent strategies to influence social norms and motivate older adults to reduce their fall risk proactively.

Health Fairs: Hosting a health fair is a great multifactorial approach to address falls. Health fairs can be used as a promotion and recruitment event for an evidenced based intervention, as a linkage to care, as an intervention, or all three!

Health fairs as promotion/recruitment. Program implementers of evidenced-based interventions can hold an interactive demonstration or session of the intervention during a health fair. Demonstrations will allow older adults to see the advantages and activities involved in participating in the intervention.

Health fairs as linkage to care. Health fairs allow free and convenient access to health care providers. Inviting pharmacists to do medication reviews, optometrists to do vision screenings, and physical therapists to assess gait/balance are excellent opportunities to engage older adults.

Health fairs as interventions. The health fair itself can serve as an intervention. Event planners can conduct educational presentations on health and safety for the general public. In addition, event planners can distribute and provide education on assistive devices such as canes, walkers or reachers.

Medication management/review- Have a pharmacist provide counseling on medications that can increase the risk of falls and assess whether a withdrawal/reduction of an older adult is possible.

Vitamin D/ Calcium supplements- Vitamin D/Calcium supplementation does not prevent a fall; however, they can reduce the likelihood of obtaining a fracture after a fall. Employ a physician to provide guidance on proper Vitamin D/Calcium supplementation.

Education on health and Safety- Employ health educators and health providers to conduct interactive and efficient health education presentations on falls for older adults.

Assistive Technology/ Devices Distribution- Educate on the proper use of assistive devices. Assistive devices promote independence that can eliminate older adults' fear of being a burden or being placed in a long-term care facility, while fostering a social life.

Vision Screenings- Visual impairments reduce an older adult's ability to detect environmental hazards. Employing optometrists to conduct vision screening and correction can considerably reduce vision loss.

Refer to Part 1, pages 4-5, of the toolkit for further instruction.

Community Event Goals

Instructions: Record your goals, intervention and objectives below. Distribute copies of this completed worksheet to all persons involved in the event planning process.

Goals:

Intervention:

Objectives:

Event Planning

Fill in the chart below.

Vendor							
Name		Address		Price	Date Secured	Resource Person/Place	
Is vendor accessible to older adults?		Y <input type="checkbox"/> N <input type="checkbox"/>		Does the vendor have adequate services/technology needed to conduct community event (i.e., computers, sound system, outlets)?		Y <input type="checkbox"/> N <input type="checkbox"/>	
Is vendor located where older adults frequent?		Y <input type="checkbox"/> N <input type="checkbox"/>				Y <input type="checkbox"/> N <input type="checkbox"/>	
Instructional Materials							
Name		Price		Date Secured	Resource Person/Place		
Are instructional materials evidence-based?		Y <input type="checkbox"/> N <input type="checkbox"/>		Are materials from an established program or intervention?		Y <input type="checkbox"/> N <input type="checkbox"/>	
Did planners create materials?		Y <input type="checkbox"/> N <input type="checkbox"/>				Y <input type="checkbox"/> N <input type="checkbox"/>	
Supplies/Personnel							
Name		Price/Donated		Date Secured	Resource Person/Place		
Promotion							
Total							

Refer to Part 1, pages 4-6, of the toolkit for further instruction.

Budget Planning

Use the **Planning** table to consider potential funding sources. Use the **Budget** table to record funding sources used in your community event.

Planning		
Potential Sponsors	Potential Amount	Contact Information
Potential Grants/Donations	Potential Amount	Contact Information
Potential participation fee amount	\$	

Budget				
Funding Source	Type*	Amount	Date Secured	Resource Person
Total Funded				
Total Expenses				
Balance				

*Sp=Sponsored, Gr=Grant, PF= Participation Fee, Do=Donation, and Ot=Other

Refer to Part 1, pages 4-6, of the toolkit for further instruction.

Checklist for Effective Print Materials for Older Adults

Use this checklist to improve your print materials. Revise your print materials until all or most of the boxes are checked below.

<input type="checkbox"/>	Important information is presented first and at top left of print material.
<input type="checkbox"/>	Large font (minimum 14 font) is used on all print materials.
<input type="checkbox"/>	There is strong contrast between the text and the background, preferably very dark print on light background.
<input type="checkbox"/>	Capitals, boldface, italics, underline, arrows, or bullets is used only to emphasize important information.
<input type="checkbox"/>	A maximum of two fonts is used throughout the print material.
<input type="checkbox"/>	Text is left-justified.
<input type="checkbox"/>	The print material does not include cursive font styles.
<input type="checkbox"/>	The print materials consists of mostly short sentences.
<input type="checkbox"/>	Difficult or uncommon terms are limited and defined.
<input type="checkbox"/>	The print material has graphics.
<input type="checkbox"/>	Graphics are presented at the edge of page, and not flowing within text.
<input type="checkbox"/>	The print material defines difficult or uncommon terms.
<input type="checkbox"/>	The print material uses ample white space and is not crowded.
<input type="checkbox"/>	The print material uses active voice.
<input type="checkbox"/>	The print materials is in plain language.
<input type="checkbox"/>	Graphics and language is culturally appropriate.
<input type="checkbox"/>	Print materials were pre-tested on target audience.

Adapted from Bensley, R.J, Brookins-Fisher, J. Community Health Education Methods: A practical guide. 3rd ed. Sudbury, MA: Jones and Baretlett Publishers; 2009: 221-229

Refer to *Part 2: How Do We Promote Our Event?* of the toolkit for further instruction.

Evaluation

Below are sample evaluation questions for your community event. Use these questions to determine if your event was successful.

<ul style="list-style-type: none">• How many older adults participated?
<ul style="list-style-type: none">• How representative of the community were the older adults who participated?
<ul style="list-style-type: none">• What impact did the intervention have on all participants (i.e., change in behavior, awareness, knowledge, attitude or health)?
<ul style="list-style-type: none">• How many organizations or professionals participated in the implementation of event?
<ul style="list-style-type: none">• How representative of the community were the organizations or professionals who participated in the implementation of event?
<ul style="list-style-type: none">• Was the community event implemented as planned? How was it modified?
<ul style="list-style-type: none">• What were the long-term effects of the community event?
<ul style="list-style-type: none">• To what extent were older adult falls preventions activities sustained over time (i.e., funded, organizational policy and programming, coalition or partnerships)?
<p>Adopted from the Reach Effectiveness Adoption Implementation Maintenance. Virginia Polytechnic Institute and State University website. http://www.re-aim.hnfe.vt.edu/about_re-aim/index.html Accessed December 29, 2014.</p>