

**Special Program:
“Fall Prevention: A National, State and
Local Perspective”**

Sponsored by the Archstone Foundation

“Role of the Federal Government”

**Sarah Olson, M.S. CHES
Centers for Disease Control and Prevention**

**2004 Joint Conference of the American Society on Aging &
The National Council on the Aging**

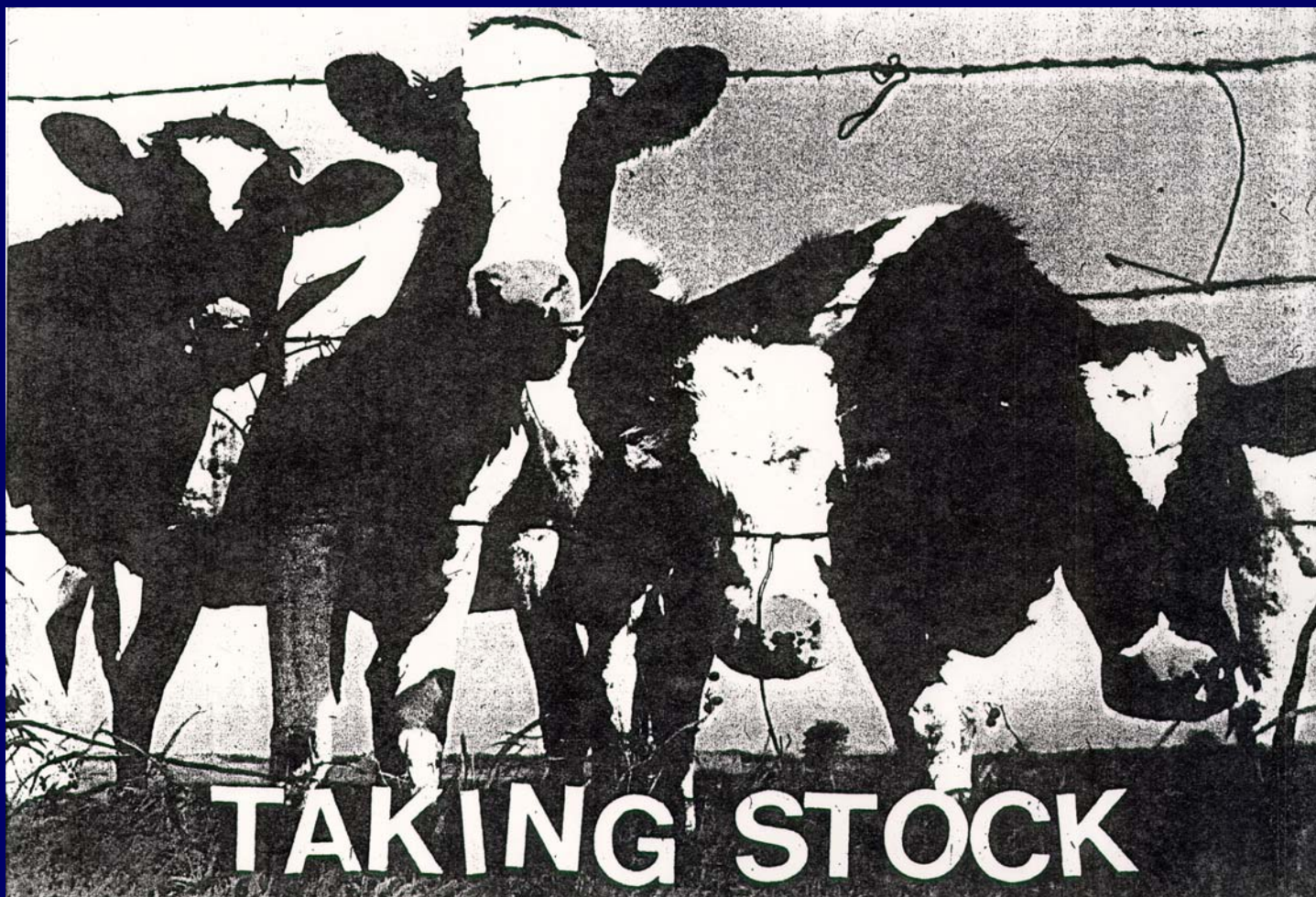
**San Francisco, California
April, 2004**

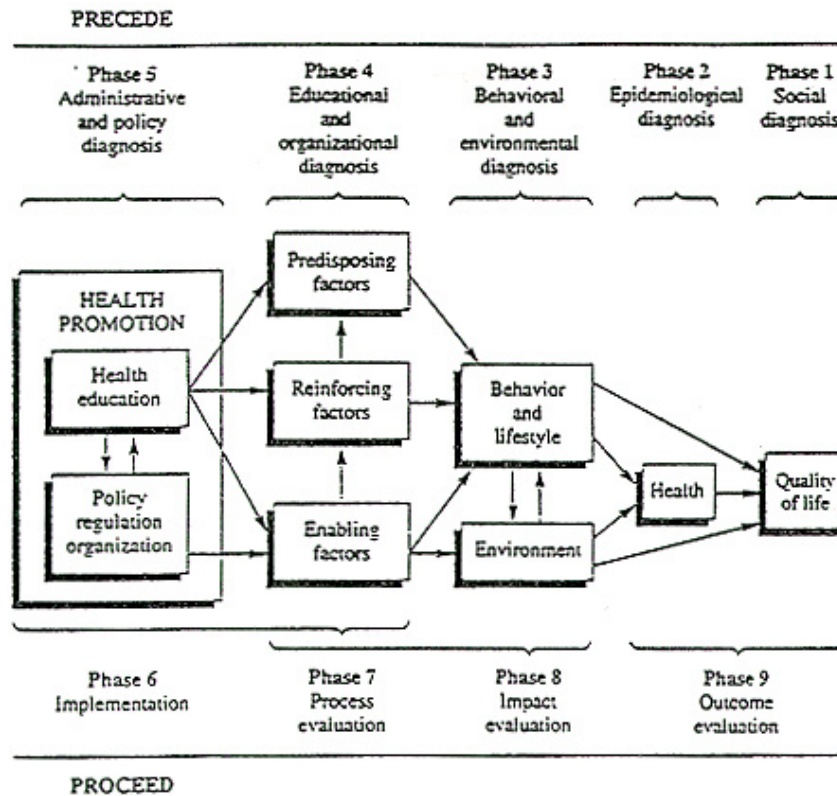


**“Everyone wants to
live a long time.
But no one wants
to grow old.”**

-Mark Twain



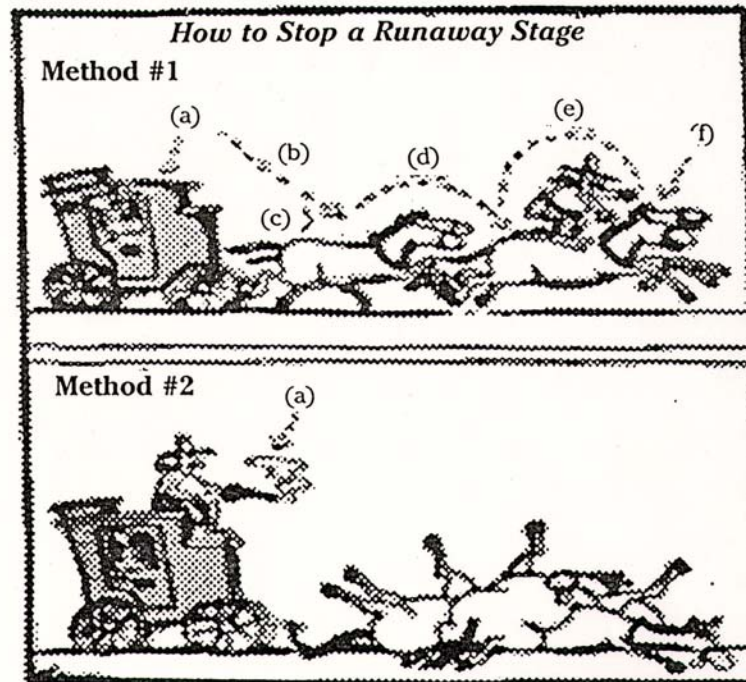




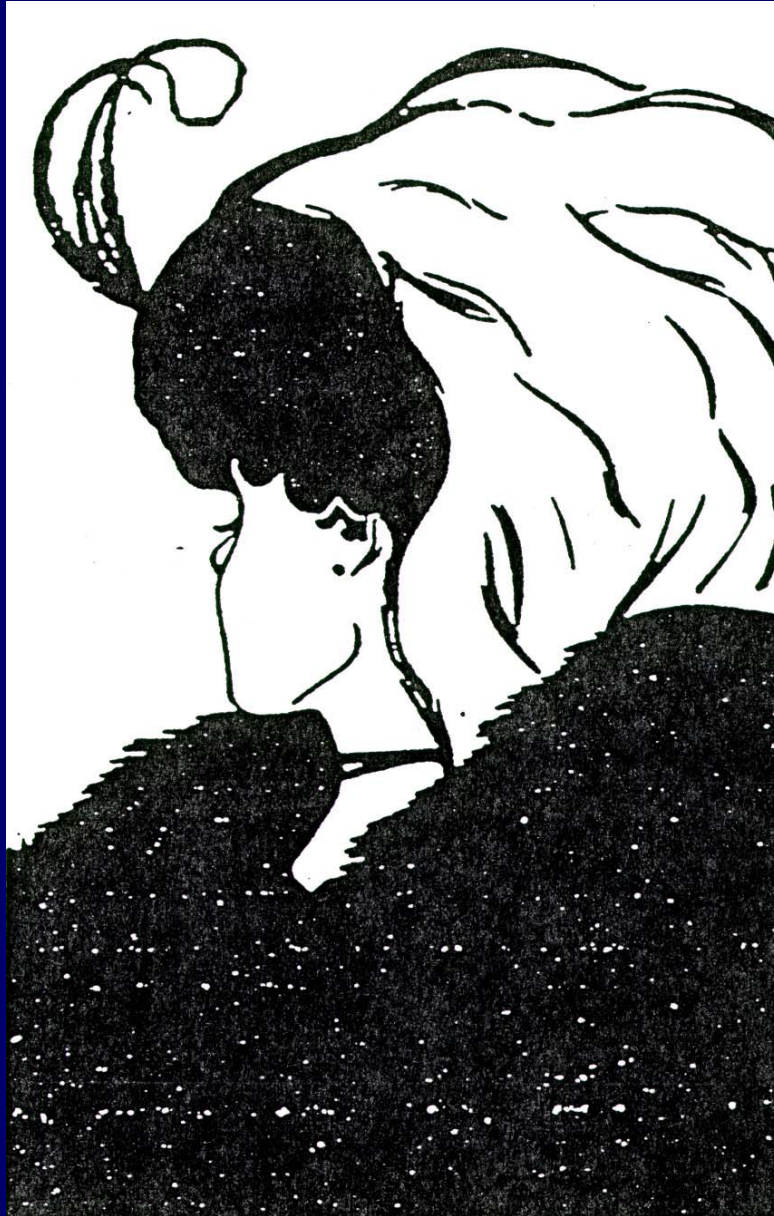
Source: Green and Kreuter, 1991.

Theories help guide the examination of predisposing, enabling and reinforcing factors.

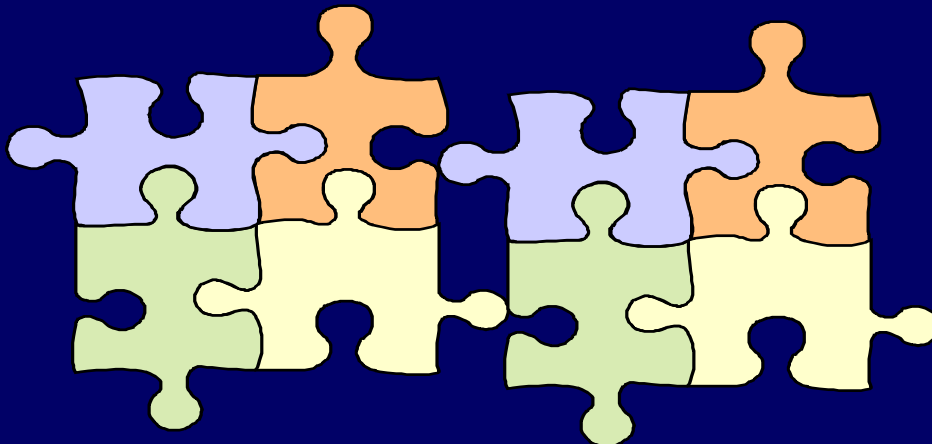
There Are Different Ways To Get Things Done



Sederburg



What do we do to make the parts work? How do we merge into a complete picture?



Vibrant, independent, happy, active, engaged older adults

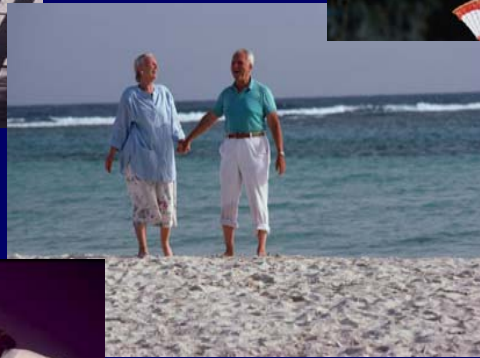


Photo: Health Canada/Santitas, Canada



Photo: Health Canada/Sarah Canada



Photo: Health Canada



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The Role of the Federal Government



The forest

VS.

the trees...



The Role of the Federal Government



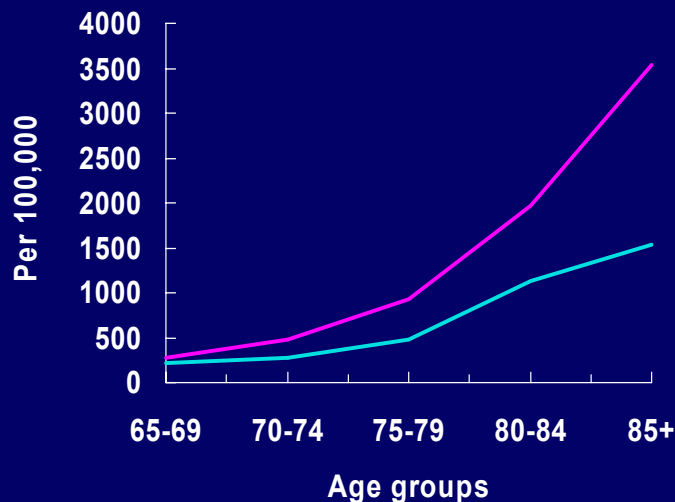
“C” is for...

The Role of the Federal Government

- Calculate:

- ▶ Data: risks, rates—on a national basis and by state, age groups, ethnicity, etc. ; example:

Hip Fracture Admission Rates for Men & Women by Age, 2000



WISQARS™



WEB-BASED INJURY STATISTICS
QUERY & REPORTING SYSTEM

www.cdc.gov/ncipc/wisqars



The Role of the Federal Government

- Campaign
 - ▶ Change the social norm of attitudes towards falls
 - ▶ Raise awareness about falls
 - ▶ Provide information on why falls are a problem, what are the risks, how to prevent them, how to get help
 - ▶ More efficient on a national level



The Role of the Federal Government

- Candlelight



- ▶ Make the information interesting and “sexy”
- ▶ People will pay attention to the message if it is interesting and it appeals and applies to them

The Role of the Federal Government

- Capacity

- ▶ Have a greater capacity to coordinate the “forest” of surveillance, research, interventions, and (sometimes) funding on a national level
- ▶ Can help raise the capacity on the state and local level (e.g., through funding, dissemination of research findings, training, technical assistance)



The Role of the Federal Government

- Cash

- ▶ Funding through: grants, cooperative agreements, extramural projects and research
- ▶ Different types of recipients: national/state/local agencies and organizations, research institutions, universities



The Role of the Federal Government

Funding Examples:

AoA:

- \$3 M for “Evidence-Based prevention Programs for the Elderly” to reduce risk of disease, injury and disability (including falls)
- Funding NCOA Resource Center



The Role of the Federal Government

Examples:

- CDC:

- ▶ Data collection to learn the total number of people who fall and details of the falls
- ▶ Research with case controlled trials of community intervention programs and identification of “best practices”
- ▶ Economic analysis of costs of falls



The Role of the Federal Government

- Cause/causality
 - ▶ Accurate information of who, when, where and why a person falls -- necessary to know before it can be prevented
 - ▶ Feds. often coordinate and fund surveillance and research on risk factors and interventions, as well as disseminate results



Ex. Modifiable Risk Factors

Personal

- **Muscle weakness** (lower limbs)
- **Balance problems**
- **Vision problems**
- **Psychotropic meds** (e.g., sedatives)
- **Multiple meds** (4 or more)
- **Multiple risk factors**
- **Chronic Diseases** (e.g. osteoporosis, arthritis, stroke, dementia)
- **Incontinence**



Modifiable Risk Factors

Environmental

- Clutter in walkways
- No stair railings on both sides of stairs
- No grab bars in bathroom
- Loose rugs; wet, slippery floors
- Poor lighting
(especially areas of high contrast—dark next to light areas)



The Role of the Federal Government

- Calvary



- ▶ Gather “the troops”
(our partners/
stakeholders) and
- ▶ Lead the charge--serve
as a convener to
accomplish key tasks

The Role of the Federal Government

- Celebrate and
recognize:



- ▶ Benchmarks
- ▶ Successes
- ▶ Teamwork
- ▶ Individual's commitment
and contributions

The Role of the Federal Government

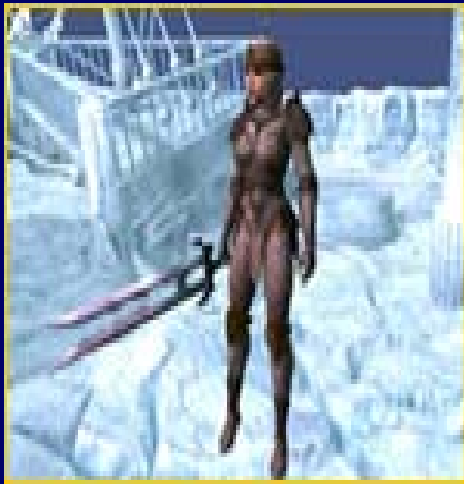
- Cement:
 - ▶ We need to cement relationships with our partners
 - ▶ We need a collaborative effort to solve such a diverse and complex problem—more later



The Role of the Federal Government

Champion:

To make progress,
we need to champion
the importance of
older adult fall
prevention on a
national, state, and
local level



The Role of the Federal Government

- **Channels**: social marketing term for selecting the best communication method to reach different groups of people, e.g.,
 - ▶ **Mass Media**: Radio/TV, billboards, campaigns, newspapers, posters, flyers
 - ▶ **Face-to-face**: 1-on-1 counseling, group presentation, curricula, exhibits, fact sheets, demonstrations, videos
 - ▶ **People & Life-path Points**: volunteers, community leaders; schools, worksites, churches, doctor's office, grocery stores, restaurants



The Role of the Federal Government

- Clarify:
 - ▶ Dispel myths
 - ▶ Make the issues and information clear
 - ▶ Translate research findings so they can be understood and practiced



The Role of the Federal Government

- Clearinghouse:
 - ▶ Source of valid information and resources, either directly or through linkages, e.g., websites
 - ▶ 1-stop shopping makes finding out the correct information easier, e.g., links to other information sources



The Role of the Federal Government

- Clout:
 - ▶ Federal government often enforces rules, regulations, legislation to ensure safety; also have local ordinances
 - ▶ Examples: building codes, accessibility, Medicare coverage, ramps into public buildings



The Role of the Federal Government

- Collaboration:



- ▶ One of the most important pieces of the puzzle
- ▶ The problem is too big and complex for any one group to solve it alone—will take collaboration and teamwork from many groups to achieve our goal

The Role of the Federal Government

- Commitment - Dedication to:
 - ▶ The outcome
 - ▶ The process
 - ▶ Shoulder part of the load
 - ▶ Be a good partner
 - ▶ Dedicating resources--\$\$, staff time



The Role of the Federal Government

- Communication:
 - ▶ Using sound external communication principles in communication with the various groups
 - ▶ Using sound intra- and inter-organization communication techniques for effective teamwork



The Role of the Federal Government



- Compass:

Be a compass,
not a map

The Role of the Federal Government

- Complex:

Recognition that falls is an extremely complex topic, with multiple risk factors and affecting factors, requiring a multi-faceted and solutions—there is no “silver bullet” or single solution.



The Role of the Federal Government

- Consensus:
 - ▶ Because the problem is complex, so is the solution
 - ▶ Requires a plan with consensus of stakeholders and market segments to reach the goal
 - ▶ Ex. California-Archstone project
National Falls Free summit (fall, 2004)



The Role of the Federal Government

- Conferences:
 - ▶ Way to communicate what is known (data, research findings, best practices, resources) and
 - ▶ Network with other stakeholders
 - ▶ Ex. Annual ASA-NCOA Annual Meeting, professional meetings



The Role of the Federal Government

- Convene:
 - ▶ Often the role is to be a convener—not to own the problem, but to convene the various entities that together can solve it.
 - ▶ Ex. Summits, task forces, work groups, advisory panels



The Role of the Federal Government

- Convince:
 - ▶ Make the case to decision-makers, funders, government, community leaders, organizational leaders, etc. of the importance of the issue and the need to dedicate resources (time, money, staffing) to make falls a priority.



The Role of the Federal Government

- Cooperate:
 - ▶ Put aside egos, turf issues
 - ▶ Collaborate and cooperate with other stakeholders for the common good



The Role of the Federal Government

- Costs (adjusted to 2002 dollars):
 - ▶ In 1994, total cost of all fall injuries among people 65+
\$27.3 billion¹
 - ▶ Medicare costs for hip fractures
\$4.7 billion in 1991²
\$240 billion projected for 2040³



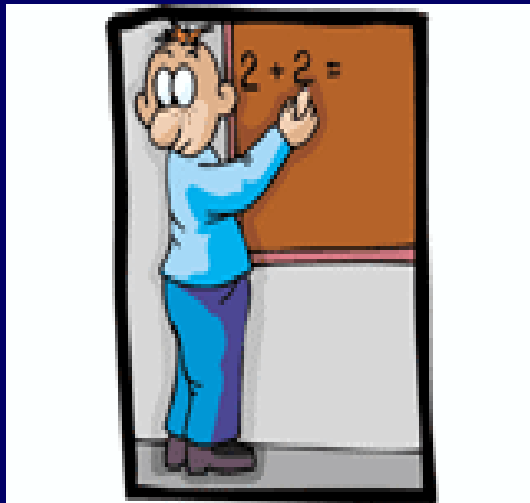
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1. Englander F, *J Forensic Science*, 1996
 2. CDC, *MMWR*, 1996
 3. Cummings SR, *Orthopaedics & Related Res*, 1990



The Role of the Federal Government

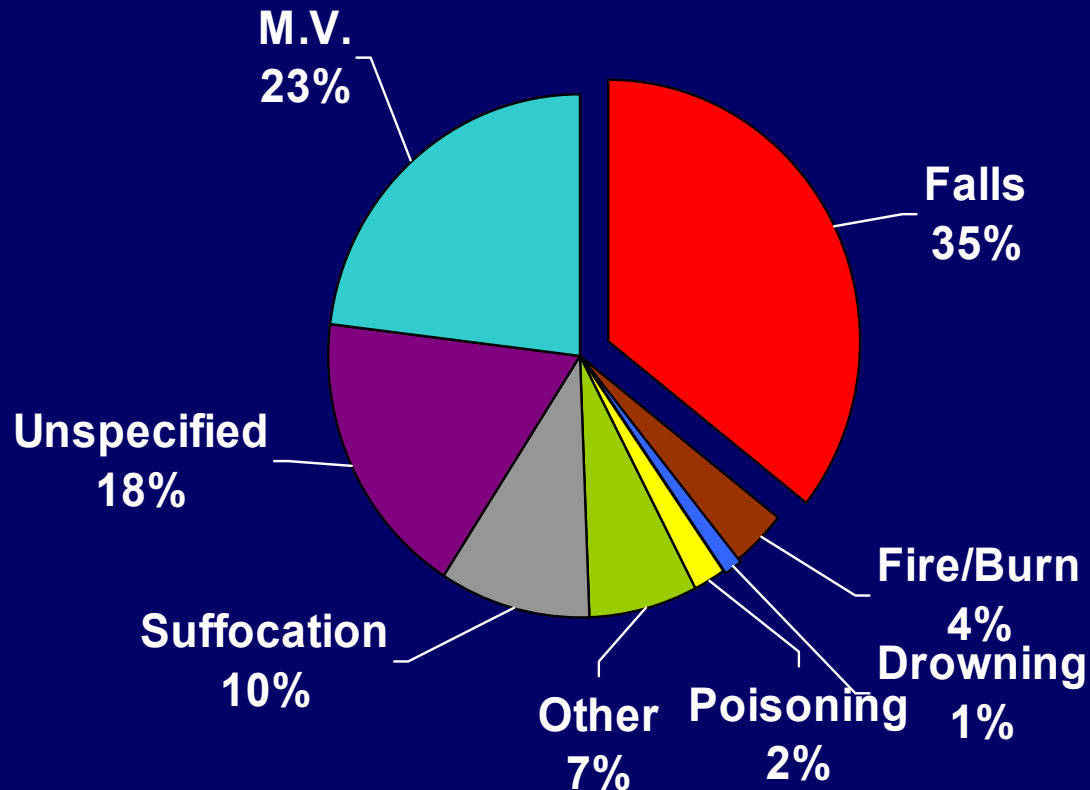
- Count

Need data through
surveillance

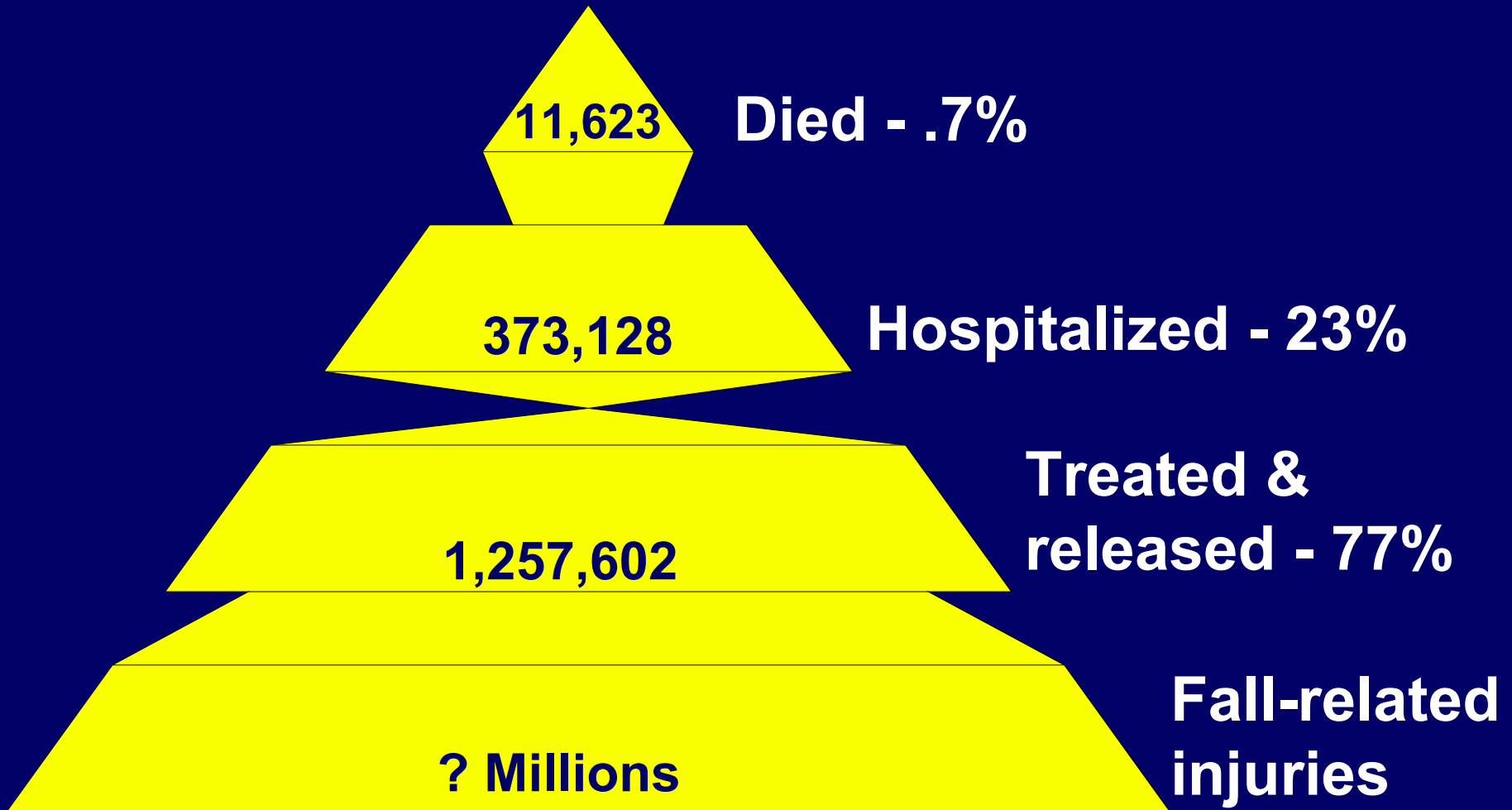


- ▶ Incidence and prevalence of falls
- ▶ Risk factors--when and why falls occur
- ▶ Groups at highest risk

Leading Causes of Unintentional Injury Death Among People 65+, 2001



Fatal & Nonfatal Fall Injuries, 2001



Nonfatal falls: NEISS AI, 2001

Fall deaths: NCHS, Vital Records, 2001



The Role of the Federal Government

- **Courier**: Deliver the news about falls:
 - ▶ **Why** falls are an important health problem with serious consequences for independence, health, and quality of life
 - ▶ Falls can be prevented (**self-efficacy**)
 - ▶ **What** to do
 - ▶ **How** to do it



The Role of the Federal Government

- Coverage:
 - ▶ How to pay?
 - ▶ Medicare—can part of prevention be a benefit, at least for high risk?
 - ▶ Insurers—make the case for prevention is “wholesale” and treatment is “retail”

The Role of the Federal Government

- Credible:
 - ▶ Be a credible source of information
 - ▶ Ex. CDC has been identified as having significant credibility with our partners and the public, seen as a source of accurate and reliable information



The Role of the Federal Government

- Culturally Relevant:

Information, programs, initiatives must be relevant and sensitive to diverse cultures, respecting and reflecting their beliefs, ways of interacting, how they receive information, etc.



The Role of the Federal Government

- We've covered a lot of aspects that make up pieces of our puzzle
- Some are bigger than others
- All contribute to the whole
- How to “fit” them together?

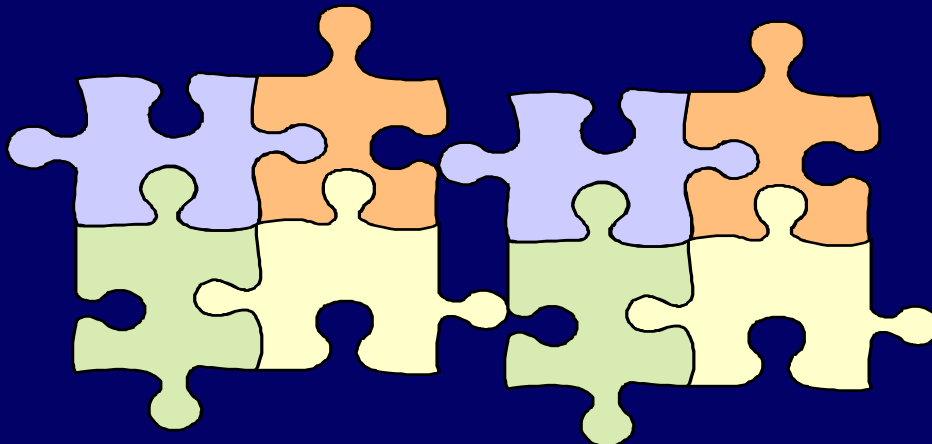


The Role of the Federal Government

- Models and theories can help make sure all the right pieces are there to form a complete picture, with a process that is not overwhelming.
- Otherwise, you may end up feeling like this:



What do we do to make the parts work? How do we merge into a complete picture?



Vibrant, independent, happy, active, engaged older adults

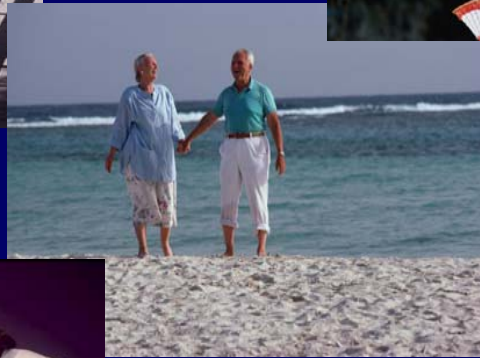


Photo: Health Canada/Santitas, Canada



Photo: Health Canada/Simé Canada



Photo: ©Shawn Kishner



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Photo: Health Canada/Simé Canada

**“Even if you’re on the right track,
you’ll get run over
if you just sit there.”**



**Don't let aging
get you down.**

**It's too
hard to
get
back up!**



Thank you!

