Remembering When™ PLUS Program: Developing a Falls Prevention Referral Infrastructure for Older Adults in Iowa Communities

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OVERVIEW

- Significance of Falls Prevention
- Remembering When™
- Past Remembering When™ Projects
- Cedar Rapids Insights
- RW-PLUS Program
- Stakeholder Advisory Board
- RW-PLUS Pilot Sites
- Next Steps
- Questions
ABOUT US...

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More than one-third of older adults fall each year and many result in physical and psychological injury.

Older adults experience more than twice as many deaths from residential fires than younger counterparts.

Evidence-based programs to reduce falls and residential fires exist, but reaching high risk older adults is challenging.

On their own, older adults do not typically engage in falls and fire safety behaviors.
WHAT DID WE DO...

- Partners: UI IPRC, NFPA and The Fire Protection Research Foundation
- Purpose: Evaluate the effectiveness of the *Remembering When™* program in:
  - Changing falls prevention and fire safety behaviors among older adults
  - Improving perceptions associated with falls and residential fires among older adults
Helping Older Adults Live Safely at Home
Evolution of the *Remembering When* Program

1997
- Technical Advisory Group: CDC & related experts
- Research & Literature Review

1998
- Focus Groups, Pilots, & Field Testing in 5 U.S. Cities

1999
- 1st version of program available

2004
- Program Evaluation with CDC & State of Virginia

2007
- Annual Scholarship Conferences begin

2013
- Revised program available online for free

2015
- Program Evaluation University of Iowa

2017
- Next Steps workshop and updated MI-infused focus

Development >>> Implementation >>> Expansion
The Remembering When program uses nostalgia to activate prior knowledge about fire and fall related situations.

- uses participants’ memories as discussion starters
- age-based trivia questions weave the thread of “Memories”
- “Remembering When” triggers ideas around personal action

The actions are simple behaviors to remember:

- When I am cooking, I remember to wear short sleeves
- When I am walking the dog, I remember to be on the lookout for uneven walking surfaces.
Remembering When™ Program Delivery

Local Team Members:
• Fire service personnel
• Fire and Life Safety Educator
• Home care organizations
• Community organizations that work with older adult population

Program Components:
• Group Presentations
• Home Visits
• 8 Fire Prevention Messages
• 8 Fall Prevention Messages

All program materials available for free download online:
www.nfpa.org/rememberingwhen
Remembering When Fire Messages

1. If you smoke, smoke outside.
2. Give space heaters space.
3. Stay in the kitchen when frying food.
4. Stop, drop, and roll if your clothes catch fire.
5. Smoke alarms save lives.
6. Plan and practice your escape from smoke and fire.
7. Know your local emergency number.
8. Plan your escape around your abilities.
Remembering When Falls Messages

1. Exercise regularly
2. Take your time
3. Keep stairs and walking areas free from clutter
4. Improve the lighting inside and outside your home
5. Use non-slip mats in the bathtub and on shower floors.
6. Be aware of uneven walking surfaces indoors and outdoors.
7. Stairways should be well lit from top to bottom.
8. Wear sturdy, well-fitting shoes.
All program materials available for free download online:
www.nfpa.org/rememberingwhen
Fire service personnel in Iowa communities:

- Iowa City
- Cedar Rapids
- Indianola
- Ottumwa
- Nevada
OLDER ADULT PARTICIPANTS

- Recruitment from senior centers, senior residential communities, churches, clubs and meeting groups, congregate meal sites

Number Assessed for Eligibility: 184

Baseline Interview (n = 149) → RW Program Delivery (n = 133) → Post-Program Interview (n = 132) → Follow-Up Interview (n = 130)
THROUGH OUR WORK WE FOUND...

Participants showed improvements in falls prevention and fire safety behaviors

Falls
- Clearing paths of travel
- Using non-slip mats in bathtubs and showers
- Turning on lights before using stairs
- Installing grab bars by toilets and in bathtubs/showers

Fires
- Understanding of stop, drop and roll procedures
- Installation of smoke alarms:
  - On every level of home
  - Inside each bedroom
Participants’ perceptions changed!

Through our work we found...

Falls
- Self-efficacy to prevent falls
- Self-efficacy to engage in preventive behaviors
- Perceived control over falling

Fires
- Perceived susceptibility to and severity of fires
- Self-efficacy to engage in preventive behaviors
- Perceived control

Discussed fall/fire prevention with family and friends
We also learned...

- Fire service personnel seen as trusted source of information
- Older adults became motivated to engage in more preventive efforts
  → asked what else they could be doing
- Fire service personnel wanted to provide more falls information or wanted to refer them to programs in the community, but didn’t know how

"it might be good to have local resources that you could call upon… like lists for local area fall and fire safety."

"Should I reach out to other community services and then direct them to these people? …Is there training in that area? … Shouldn’t I do that? How do I work that in?"
Partners Linking yoU to Services
OBJECTIVES OF RW-PLUS PROGRAM

1. Design a referral and support infrastructure to engage older adults at risk for falls to evidence-based prevention programs using Remembering When™

2. Develop implementation protocols for the RW-PLUS program for 2 Iowa communities

3. Pilot the protocols to identify areas for improvement and guide the development of a toolkit

...with input from the Stakeholder Advisory Board (SAB)
6 STEPS TO SUCCESS

1. Establish a Stakeholder Advisory Board (SAB)
2. Jointly develop SAB operating procedures
3. Select 2 Iowa communities and assess community needs
4. Develop implementation plans for RW-PLUS
5. Identify delivery and supporting organizations for program
6. Train deliverers of the RW-PLUS
OUR STAKEHOLDER ADVISORY BOARD (SAB)

- **Andrea Vastis, Karen Berard-Reed, Meredith Hawes**
  Senior Director of Public Education, National Fire Protection Agency

- **Maggie Ferguson and Binnie LeHew**
  Program Manager, Iowa Department of Public Health, Office of Brain Injury and Disability

- **Diane Williams**
  Executive Officer 2, Iowa Department of Public Health, Bureau of Emergency and Trauma Services

- **Margot Mccomas**
  Trauma Nurse Coordinator, Iowa Department of Public Health, Bureau of Emergency and Trauma Services

- **Alex Curtis and Carlene Russell**
  Executive Officer, Iowa Department on Aging

- **Joe Sample**
  Executive Director, Iowa Association of Area Agencies on Aging

- **Renee Riffey**
  National Sales Director, AGE-u-cate Training Institute, LLC

- **Julie Popelka**
  Public Education Specialist, Cedar Rapids Fire Department

- **Kelly Schneider**
  Mobility Coordinator, Johnson County Social Services

- **Bev Johnson**
  Older Adult Stakeholder, Retired RN and active Cedar Rapids community member
SAB OPERATING PROCEDURES

Engage in meetings

Contribute to project activities
- Review materials & give feedback
- Community assessments
- Connect us to key stakeholders

Support our initiatives
- Refer clients/organizations
- Facilitate networking
- Publicity

Meeting locations

Participatory

Communication

Making decisions

Value everyone’s opinion

Meeting lengths

Engage in meetings

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Meeting locations

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Communication

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Value everyone’s opinion

Meeting lengths
COMMUNITY ASSESSMENT

Identify two communities for the RW-PLUS

Assess local needs

Discover perceived facilitators and barriers to falls prevention in selected communities

Determine needed communication channels for outreach and referral of program participants through a collaborative network analysis
INITIAL CRITERIA FOR COMMUNITIES

- 130 mile radius from Iowa City
- Fire department with and without an existing educational department
- Proximity to evidence-based falls prevention programs
- At least one State Innovation Model (SIM) community
- At least one previous Remembering When community
- Community ties/connections with older adult services
- Decorah, IA
- Newton, IA
- Clinton, IA
- Cedar Rapids, IA
- Independence, IA
- Pella/Pleasantville, IA
- Anamosa, IA
- Burlington, IA
COMMUNITY ASSESSMENT

Community Interviews

• Cedar Rapids:
  • Interim Director Heritage AAA
  • SIM C3 Project Managers
  • Cedar Rapids Fire Department

• Burlington:
  • Milestones AAA Falls Specialist
  • GRMC Community Coordinator
  • Burlington Fire Department
COMMUNITY ASSESSMENT

• Experience with offering evidence-based falls prevention programs, primarily MOB and Tai Chi

• Perception that older adult falls are a significant problem in the region

• Strong partnerships between AAA and local public health, senior centers, congregate meal sites, senior residential facilities, churches

• Interest in building relationships with rural communities
COMMUNITY ASSESSMENT

Cedar Rapids
- Strong relationship between AAA and fire department
- Looking into more innovative programs to increase falls prevention program participation (e.g., water aerobics)
- TAV Connect System online referral tool that connects 18 organizations

Discover perceived **facilitators** and barriers to falls prevention in selected communities

Burlington
- Fire department looking to engage older adults
- Aging population
- Interest in building community care model for falls prevention
- Unique transportation model
- Interest in online tool/module
COMMUNITY ASSESSMENT

- Older adult participation in evidence-based programs can be low
  - RW+ viewed as important to participation
- Difficult to identify and retain program trainers (e.g., training an add-on to already full workload)
- Difficult to balance training with offering, coordinating and marketing programs
THINKING OF THE KEY PLAYERS IN COMMUNITY COMMUNICATION CHANNELS

- Ambulance services
- Hospital, Medical Center
- Fire Department
- County Public Health
- Area Agency on Aging
- Coalitions
- Evidence-based programs
- Home-based providers
- Therapy services
- Senior dining
- Churches
- Parks and Rec.
WORKING WITH THE SAB

- Survey sent to SAB

- Ask to list organizations that play a key role in:
  - Older Adult Falls Prevention
  - Ensuring the Health and Wellbeing of Older Adults

- Sent survey to identified partners in each community
ESTABLISHED COMMUNITY ADVISORY BOARDS

Cedar Rapids
- Fire Department
- Aging Services
- Heritage Agency on Aging
- Family Caregivers Center of Mercy
- Horizons
- YMCA
- Linn County Public Health

Burlington
- Fire Department
- Great River Health System
- Des Moines County Public Health
- Retired & Senior Volunteer Program (RSVP)
- Milestones Area Agency on Aging
CEDAR RAPIDS COMMUNITY MEMBERS

- **Julie Popelka**  
  Cedar Rapids Fire Department

- **Michelle Cole and Sofia Mehaffey**  
  Horizons (A Family Service Alliance)

- **Jill Sindt and Kathleen Collier**  
  The Heritage Agency on Aging

- **Naomi Engelken**  
  Cedar Rapids YMCA

- **Jessica Pfeiffer**  
  Aging Services

- **Hayley Hegland and Cindy Fiester**  
  SIM C3 Project, Linn County Public Health

- **Kathy Good and Abby Martin**  
  Family Caregivers Center of Mercy Cedar Rapids
- Jake Tanumihardjo, Chris Oleson, Vanessa Watson
  Great River Health System
- Matt Trexel and Bruce Workman
  Burlington Fire Department
- Christa Poggemiller
  Des Moines County Public Health
- Rosemary Schwartz and Mary Maine
  Retired & Senior Volunteer Program (RSVP), Elder Services Inc.
- Sonita Oldfield-Carlson
  Milestones Area Agency on Aging
DEVELOP IMPLEMENTATION PLANS (WITH COMMUNITY PARTNERS)

- Develop strategies for outreach and recruitment of older adults
- Determine RW delivery
- Design referral program
- Ensure access to participation in RW-PLUS
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<tr>
<th>Question</th>
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<tr>
<td>Who has <strong>access to older adults</strong> who can benefit from this program (who can motivate/recruit and who can refer older adults to RW-PLUS)?</td>
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<td>Who will <strong>receive referrals and schedule older adults</strong> to participate in programs?</td>
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<td>Who can <strong>help older adults get to the programs</strong> (i.e. transportation)?</td>
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<td>Who will <strong>follow-up</strong> to see if (1) <strong>additional support</strong> is needed or make sure that (2) the referral is <strong>carried out</strong>? (determine additional needs and link OA to resources)</td>
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<td>Who can <strong>ensure the continuation</strong> of the referral system in this community?</td>
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<td>What do OAs/organizations <strong>need to continue</strong> the program (i.e. incentives, motivations)?</td>
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<td>Question</td>
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<td>Who provides falls prevention programs?</td>
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<td>Who else can implement falls prevention programs?</td>
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<td>Who has the resources to implement the program? (space, scheduling)</td>
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<td>Who can ensure that classes are carried out? (minimize cancellations, time/space conflicts)</td>
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<td>What other resources are needed to implement the program?</td>
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<td>Who can ensure the continuation of the referral program? What do they need to do?</td>
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<td>Why would they do it (continue the program)—i.e. determinants/incentives?</td>
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<td>What can we do to help these individuals continue the program?</td>
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**BRAIN STORMING WORKSHEET**

**Access to Older Adults**

*Example Activities:* Assist in reaching older adults (OAs), advertising and marketing recruitment of older adults into RW-PLUS project.

**RW Program Delivery**

*Example Activities:* Organizations involved in delivering the RW program.

**Referral/Participation Support**

*Example Activities:* Organizations involved in making referrals, follow-up calls, scheduling, transport.

**Evidence Based Program Delivery**

*Example Activities:* Organizations involved in delivering EB programs.

**Monitoring and Maintenance**

*Example Activities:* Monitoring the referral infrastructure, programs to help OAs complete the program, expanding the network as needed.

Plan for sustainability of RW-PLUS throughout
Cedar Rapids Outlined Referral Infrastructure

Plan for sustainability of RWPLUS throughout

Access to Older Adults
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Meals on Wheels (Horizons)

CR Fire Department (Julie)

Heritage

AAA Programs
MOB, Tai Chi, Stepping On

Additional Falls Prevention at YMCA

Fire Department Referrals

???
Cedar Rapids Example Workflow (Fire Department)

1. **Older Adult sees RW marketing** → **Older Adult contacts FD for RW**
   - **Julie contacts Older Adult for RW** → **Julie & Older Adult determine date of RW**
     - **Yes**: **RW Completed** → **Julie provides list of programs and CDC Brochure**
     - **No**: **RW Not Completed**
       - **Heritage contacts older adult to link with resources and programs**

2. **Older Adult referred for RW from Horizons or Heritage**
   - **Julie contacts Older Adult for RW**
     - **Heritage contact information given**
     - **No**: **Older Adult interested in RW?** → **Yes**: **Heritage contact information and CDC Brochure given**
       - **ROI Signed** → **Julie sends referral to Heritage**
       - **ROI Not Signed** → **Julie asks Older Adult to sign ROI**
         - **Older Adult does not sign ROI**
   - **FD respond to call and refer Older Adult to Julie** → **Older Adult Contacted by Julie**
     - **Older Adult Contacted by Julie**

3. **Older Adult calls FD for lift assist** → **FD respond to call and refer Older Adult to Julie**
NFPA Public Education Director provided RW training to deliverers in Burlington.

Training was marketed to identified community partners and partnering fire departments as well as fire departments suggested by advisory groups.
Community Engagement Process:
Listening to our partners
The goals and interests of RW-PLUS program align with my organization.

RW-PLUS program will have a positive effect on the community.

RW-PLUS program’s vision is been concrete with measurable goals we aim to achieve.

Satisfied with activities & progress of RW-PLUS
SAB ROLES & SATISFACTION

My opinion is listened to and considered by UIOWA... 3 Strongly Agree, 5 Agree
SAB members respect each other's points of view. 3 Strongly Agree, 5 Agree
My participation in the RW-PLUS SAB is limited by... 3 Strongly Agree, 2 Agree, 3 Disagree
Participation in the SAB has increased my... 1 Strongly Agree, 6 Agree, 1 Neither Agree or Disagree
SAB meetings are not dominated by one person or... 1 Strongly Agree, 4 Agree, 1 Neither Agree or Disagree
Much is accomplish at the SAB meetings. 2 Strongly Agree, 5 Agree, 1 Neither Agree or Disagree
SAB meetings are held frequently enough. 1 Strongly Agree, 3 Agree, 3 Neither Agree or Disagree

Legend:
- Strongly Agree
- Agree
- Neither Agree or Disagree
- Disagree
- Strongly Disagree
WHAT IS NEXT?

- Finalize Community Infrastructures
- Pilot Test Infrastructures
- Develop a Toolkit
Questions and Answers

Contact us: rebecca-bucklin@uiowa.edu
THANK YOU!
CEDAR RAPIDS, IA

- Linn County
- Population 131,127 (65+ population 17,178)
- Fire Department (Career/Part-time)
  - Training/Educational Division
- 5 MOB; 1 Tai Chi
- Heritage Area on Aging
- NFPA program purchased
- Resources:
  - Kirkwood, Coe, and Mount Mercy Colleges
  - Multiple YMCAs
  - Rotary Club, Kiwanis Club
  - VA Clinic
  - Meals on Wheels
- Can pull resources from Iowa City (Rotary and Kiwanas Clubs, VA, Hospital)
BURLINGTON, IA

- Des Moines County
- Population 25,663 (65+ population 4,465)
- Fire Department (Career)
  - Partner with EMS and has Educational Component
- 5 MOB; 1 Tai Chi
- Milestones AAA
- NFPA program purchased
- Resources:
  - Great River Medical Center
  - Southeastern Community College
  - Rotary Club and Kiwanis
  - Steamboat Senior Center
  - Public Library and Parks and Rec (senior events)
  - YMCA
Burlington Outlined Referral Infrastructure

Plan for sustainability of RWPLUS throughout

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**DMCPH Home Health**

**Fire Dept Referrals**

**GRMC Home Health**

Fall risk assessed and release of information signed

**Burlington Fire Department**

**Burlington Fire Department**

**Home Health; RSVP; Self-directed**

**RSVP; SEIBUS**

**GRMC falls programming**

**Milestones programming**

**Burlington Falls coalition**