

# Falls Prevention Efforts in Madison-Dane County

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Safe Communities Madison-Dane County

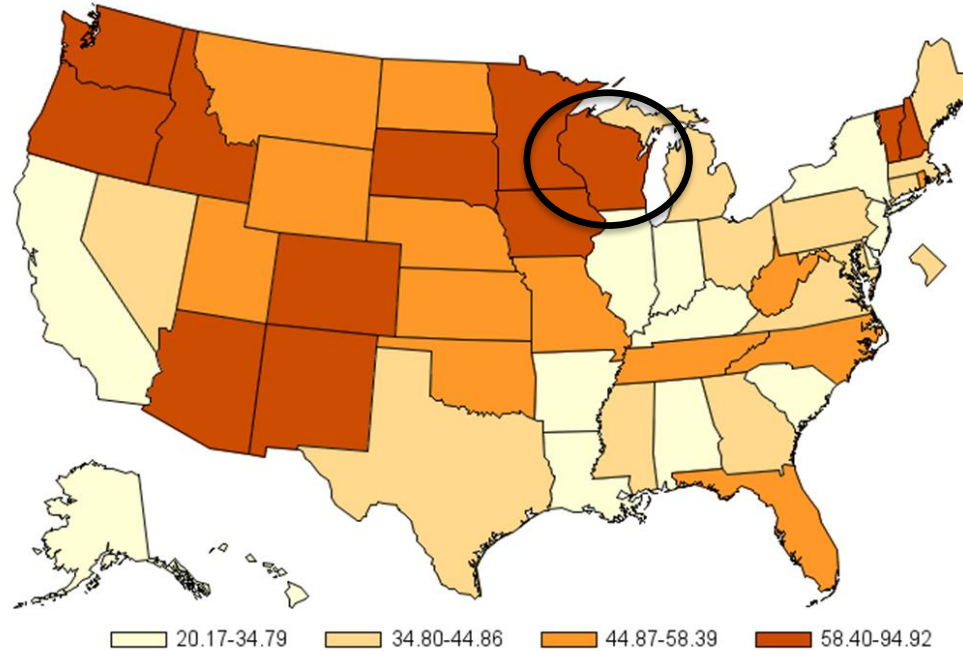


# Safe Communities MDC

- A non-profit injury prevention coalition
- Focusing on falls prevention efforts – systemic and grassroots (DC Falls Prevention Taskforce)
- Priority areas include:
  - Work in diverse areas, including senior centers, senior housing, clinics, hospitals and churches
  - Focus in the African American community



2008-2014, United States  
Age-adjusted Death Rates per 100,000 Population  
Fall, Unintentional, All Races, All Ethnicities, Both Sexes, Ages 60 thru 85+ Years  
Annualized Age-adjusted Rate for United States: 42.65



Reports for All Ages include those of unknown age.

\* Rates based on 20 or fewer deaths may be unstable. States with these rates are cross-hatched in the map (see legend above). Such rates have an asterisk.  
The standard population for age-adjustment represents the year 2000, all races, both sexes.

Produced by: the Statistics, Programming & Economics Branch, National Center for Injury Prevention & Control, CDC  
Data Sources: NCES National Vital Statistics System for numbers of deaths; US Census Bureau for population estimates.



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# Why these priority areas

- In Fall of 2015, MDC saw:
  - Very few Stepping On workshops in diverse areas of Dane County
  - Less than 1% of Stepping On participants were from communities of color since the inception of the program



# Addressing the need

- In 2016, Stepping On was offered at the largest African American church in Dane County
- Doubled the number of African American participants in 2016 compared to the previous 5 years
- Foster new partnerships – Boys & Girls Club of Dane County
- Offered new workshops in underserved areas



# Only Leaves Should Fall

- Partnership with the BGCDC; UW School of Pharmacy, Nursing, PT/OT; Health Care Systems
- In 2016, MDC saw the need to include communities of color and other underrepresented groups
- Collaboration with the largest African American barbershop in Dane County
- Collaboration with local African American leaders
- Members of the African American Health Network



ARE YOU CONCERNED ABOUT FALLING?

# Only Leaves Should Fall

## Falls Prevention Event

Tuesday, September 26th, 2017

Boys and Girls Club of Dane County  
4619 Jenewein Rd., Fitchburg, WI

10:30 a.m. - 2:30 p.m.

### Schedule

10:30 a.m. Registration  
10:45 a.m. Resource Booths  
11:15 a.m. Welcome  
• Demonstrations  
• Lunch (Provided)  
• Speakers  
12:00 p.m. Screenings  
1:30 p.m. Raffle Drawing  
2:00 p.m. Wrap-up & Debrief

### Featured Events

Demonstrations:  
• Stepping On  
• Tai Chi  
• Chicago Steppin'  
  
Screenings:  
• Gait, Balance & Strength  
• Blood Pressure  
• Vision  
• Medication Review  
• and More

### Registration

Contact Safe Communities  
608-441-3060 by Monday,  
September 12, 2017

Safe Communities  
P.O. Box 6652  
Madison, WI 53716

### Supported by:

Falls Prevention  
Task Force of  
Dane County

Leck Grant Dane  
County Area  
Agency on Aging



Lunch provided - Transportation available upon request

# Chicago Steppin'

- 2016 Pilot project tailoring to older African American adults
- Thanks to Bader Philanthropies for financial support



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# Our success

- Awareness of MDC throughout the African American community
- Awareness of fall prevention in the African American community
- Increased participation in Stepping On in communities of color
- Increased couple participation in Chicago Steppin'



# For more information

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