



**LEE COUNTY INJURY PREVENTION COALITION**

**APRIL 21, 2009**

**FALL PREVENTION SUMMIT FOLLOW-UP**

**THE NEWS PRESS**

**Purpose:** To finalize strategies to reduce and prevent falls by senior citizens in Lee County.

**Date:** Tuesday, April 21, 2009 (1:00 p.m. – 3:00 p.m.)

**Location:** The News Press  
2442 Dr. Martin Luther King Jr. Blvd.  
Fort Myers, FL 33901

### **Desired Outcomes:**

- Build understanding about the work accomplished at the November Fall Prevention Summit
- Confirm the strategic focus for reducing and preventing falls of senior citizens
- Develop implementation plan related to the strategic areas of focus

### **Logistical Requirements**

- Room to accommodate 80 participants
- Screen
- LCD Projector
- Laptop Computer
- Handouts (Agenda, Strategic Plan, November Notes)
- Room Set Up (10 Round tables with 8 chairs)



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<b>When</b>	<b>What</b>	<b>Who</b>
<b>1:00 p.m. – 1:05 p.m.</b>	<p><b>WELCOME &amp; OPENING COMMENTS</b></p> <ul style="list-style-type: none"> <li>▪ Welcome everyone and review the session purpose, desired outcomes, and agenda</li> <li>▪ Thank everyone for taking the time to participate and introduce Brad Pollins</li> </ul> <p><b>Outcome:</b> Everyone understands the follow-up summit purpose and desired outcomes.</p>	Judith Hartner, M.D. Lowell Gerson, PhD
<b>1:05 p.m. – 1:20 p.m.</b>	<p><b>NOVEMBER SUMMIT RECAP AND OUTPUT</b></p> <ul style="list-style-type: none"> <li>▪ Review the output of the November Summit</li> <li>▪ Review the updated strategies in the Injury Prevention Coalition Strategic Plan</li> <li>▪ Review the 5 areas of focus for today's work</li> </ul> <p><b>Outcome:</b> Everyone understands the key strategic areas of focus.</p>	Brad Pollins
<b>1:20 p.m. – 1:35 p.m.</b>	<p><b>OVERVIEW OF COMMUNICATION PLANS</b></p> <ul style="list-style-type: none"> <li>▪ Review the importance of identifying the audience, message, vehicle, and timing</li> <li>▪ Review the template for recording</li> </ul> <p><b>Outcome:</b> Everyone understands the expectations for their workgroup session.</p>	Priority Marketing Teri Hansen
<b>1:35 p.m. – 2:50 p.m.</b>	<p><b>IMPLEMENTATION STRATEGY DEVELOPMENT &amp; REPORT</b></p> <ul style="list-style-type: none"> <li>▪ Assign strategic areas of focus to breakout tables and ask the groups to develop the specific implementation plan needed to complete the strategy including key players that need to be involved</li> <li>▪ Ask each group to report out the recommended strategies for their assigned priority.</li> </ul> <p><b>OUTCOME:</b> An implementation plan for each of the 5 areas of strategic focus.</p>	Brad Pollins
<b>2:50 p.m. – 3:00 p.m.</b>	<p><b>NEXT STEPS &amp; CLOSING</b></p> <ul style="list-style-type: none"> <li>▪ Thank everyone for attending</li> <li>▪ Describe the next steps in the process</li> </ul> <p><b>OUTCOME:</b> Everyone understands the next steps in the process</p>	Lowell Gerson PhD
<b>3:00 p.m.</b>	<b>ADJOURN</b>	