

Older adult falls are the leading cause of injury-related hospitalizations and deaths in Spokane County. Falls-related Emergency Medical Service calls are the leading non-fire response related calls in Spokane County. Over the last decade, older adult fall-related hospitalizations have increased by 30% nationwide. There is an estimated 50 billion dollars spent annually on medical expenses associated with older adult falls in the United States. The leading factor for being at risk of a fall is having experienced a fall, especially with an injury. Being able to provide resources for falls prevention education and programs to those at highest risk for future falls often proves difficult.

The Spokane Area Community Risk Reduction Coalition, led by Spokane Fire Department and Spokane Valley Fire Department, works towards reducing the volume of preventable EMS calls in the City of Spokane and Spokane Valley areas. With input from community organizations and individuals, the *Falls Matter* flyer was developed to address the high number of fall-related calls in our area. This flyer provides basic falls-prevention education and guides older adults to falls prevention resources.

As fire department and EMS staff are considered to be trusted sources of health-related information, providing the *Falls Matter* flyer for in-person distribution is an ideal method for increasing public awareness. When responding to an older adult, fall-related call and after providing necessary services, fire department and EMS staff will provide the *Falls Matter* flyer to the respondent or appropriate party. This, along with other outreach strategies already being implemented throughout the community, will increase utilization of fall-prevention resources and reduce the number of repeat fall-related calls.

Upon evaluation of the effectiveness of the *Falls Matter* flyer, other distribution methods will be assessed and incorporated into the program. Community Risk Reduction Coalition members will work with community partners to locate the *Falls Matter* flyer in locations frequented by older adults. Healthcare providers will be approached to provide the *Falls Matter* flyer to older adult patients. Social Workers, Community Health Workers, and others who works with older adults will be provided materials to distribute. This thorough and comprehensive approach will raise public awareness of one of the most costly and preventable public health issue facing Eastern Washington.

Falls Matter Flyer Pilot Program

The goal of the program is to decrease the percentage of repeat falls-related EMS calls in the service areas of both City of Spokane and Spokane Valley Fire Departments. Data from both City of Spokane and Spokane Valley Fire Departments has been evaluated by their respective Community Risk Reduction representatives confirming the volume of falls-related, non-fire calls. The departments have identified their high-volume areas and stations that will participate in the pilot program.

The pilot program will run for three consecutive months, running from January 1, 2020, through March 31, 2020. The falls prevention resources / community partners identified on the flyer will be notified of these dates. The pilot will address older adult, fall calls with and without ambulance transport. The pilot will address older adult, fall calls with and without reported injuries. Because the Older Americans Act funding sets the minimum age at 60, the pilot will include older adults aged 60 and above. The pilot audience will be English speaking and include those adults that are cognitively intact and currently living in a residential setting. The pilot program will consist of providing fire department personnel with the *Falls Matter* flyers that will be distributed at the time of response to falls-related, non-fire calls. The flyer will

be discussed and hand-delivered to either the patient or the patient’s family at the scene of the call, depending upon the specific conditions of the call, i.e., non-injury vs critical, life-threatening fall. The fire department personnel will track the number of flyers distributed, and the incident numbers (if possible). The incident number will be used to further identify the data-points collected for the pilot.

Upon completion of the pilot program, the data will be evaluated and discussed with the Coalition. The Coalition will determine any revisions to the flyer and data collection points; additional distribution methods will also be discussed. At this point, the Coalition will determine whether an additional pilot is required, whether a program roll-out is appropriate, or whether a new approach is deemed necessary.

Falls Matter Data Collection

Metrics	Frequency	Baseline
Performance Measures		
Number of flyers provided to Fire Stations # of flyers: Station #:	Monthly	N/A
Percentage of falls-related calls that are repeat calls	Monthly	Percentage of falls-related calls that are repeat calls from January 2015 through December 2019 # of falls-related calls that are repeat calls/# of falls related calls x 100
Number of customer calls and website hits: # to AMOB: # to SRHD: # to Poison Control:	Monthly	Estimated average number of calls and website hits from January 2015 through December 2019: # to AMOB: # to SRHD: # to Poison Control:
Headline Measures		
Percentage of total EMS calls that are falls-related	Annually	Annual percentage of total EMS calls that are falls-related from January 2015 through December 2019: Total # EMS calls/total # of falls-related calls x 100