

Oregon Falls Prevention Coalition

2024 – 2026 Strategic Plan

Steering Committee (in alphabetical order):

- **Anne Davenport** (Coalition Chair) PT, DPT, Board-Certified Geriatric Clinical Specialist; Program Manager for Health Promotion Services at Klamath Basin Senior Citizens' Center; Adjunct Faculty Oregon Institute for Technology Doctor of Physical Therapy
- **Matthew Edinger** (Coalition Co-Chair) RN, MHA; Trauma PI Coordinator; ATAB 5 Chair; Oregon Emergency Nurses Association President-Elect; Stop the Bleed Course Director; Asante Rogue Regional Medical Center
- **Lavinia Goto** RN, CDE, MPH, MBA, DHA; Project Manager, Long Term Care Innovation, NWSDS; Operations Manager, Oregon Wellness Network, O4AD
- **Sarah Gold** (Secretary) RN, BSN, CEN; Trauma Injury Prevention Coordinator, OHSU Trauma Program; Trauma Survivors Network Coordinator
- **Michelle Higgins** (Speaker Coordinator) RN, BSN, CEN; Trauma Injury Prevention Coordinator, Salem Health Hospitals & Clinics
- **Karen Smith** MPH, CHES, ACE-PT; Regional Health Promotion and Care Transition Coordinator, NWSDS & Oregon Wellness Network
- **Hiro Kiyoshi-Teo** PhD, RN; Assistant Professor, Oregon Health & Science University, School of Nursing

The purpose of the Steering Committee Strategic Plan Workgroup is “**To develop a cross-sector, collaborative Two-year action plan for the Oregon Falls Prevention Coalition (2024-2026).**”

Introduction

Since 2022, the Oregon Falls Prevention Coalition has brought together diverse stakeholders to focus on the public health issue of falls. As of March 2024, the Coalition includes 52 individuals representing 29 organizations across the state of Oregon. The following Strategic Plan includes the culmination of several virtual Strategic Plan Workgroup meetings and an in-person Retreat, which took place on March 8, 2024 at Salem Hospital in Salem, Oregon. It is a living document and will be updated regularly as we make progress collectively on each objective.

Coalition Guiding Principles

The purpose of guiding principles is to shape the planning, implementation, and evaluation of our goals and should be considered at each action step.

Accessibility - Practice making information, activities, and/or environments sensible, meaningful, and usable for as many people as possible.

Data-Informed & Evidence-Based Messaging - Promote a comprehensive body of work and increase broad understanding of the issues related to falls prevention. Strive for cohesive falls prevention messaging across constituents, materials, and audiences.

Equity - Recognize that all individuals do not start from the same place and must acknowledge and make adjustments to imbalances. Identify and overcome intentional and unintentional barriers arising from bias or systemic structures as an ongoing process.

Shared Decision Making - Share the best available evidence when faced with the task of making decisions, and where individuals and/or organizations are supported to consider options, to achieve informed preferences.

Trauma-Informed – Understand and consider the pervasive nature of trauma and promote environments of healing and recovery rather than practices and services that may inadvertently re-traumatize.

Coalition Mission

To connect falls prevention stakeholders across the state of Oregon to reduce the number of falls and fall-related injuries in adults by focusing on evidence-based falls prevention and risk reduction initiatives.

Coalition Goals & Objectives

1. Increase awareness and advocacy efforts of falls prevention activities and resources;

Objective 1: By the end of 2024, develop a research-based digital landing space that highlights fall prevention research, data, and action.

Objective 2: By September 2024, in alignment with National Falls Prevention Awareness Week, develop and implement a kick-off marketing campaign that drives awareness of the Oregon Falls Prevention Coalition.

Objective 3: By the end of 2024, at least 15% of Coalition members will serve on regional and/or statewide work groups and policy initiatives in order to further the Coalition Mission.

2. Enhance opportunities for collaboration among falls prevention partners;

Objective 1: By the end of 2024, increase Coalition membership to include at least one individual or organization from 50% of the 36 Oregon Counties.

Objective 2: By the end of 2024, establish a work group to develop and cultivate regional and special interest networks.

Objective 3: By the end of 2025, integrate the Oregon Falls Prevention Coalition website with a minimum of 5 stakeholder websites.

3. Prevent falls through comprehensive and coordinated clinical and community development and programming.

Objective 1: By the end of 2024, identify a mechanism and platform for recognizing and disseminating evidence-based falls prevention programs and resources (linking to existing database or platform, and/or creating space on Coalition digital landing space).

Objective 2: By the end of 2025, implement mechanism and platform for recognizing and disseminating evidence-based falls prevention programs and resources as identified in objective.

Objective 3: By the end of 2025, educate and connect, at least one regional stakeholders on the existence or future funding opportunities to support ongoing falls prevention programs for sustainability.

Workgroups

Strategic Plan – Tasked with development and maintenance of Coalition Mission, Guiding Principles, Goals, and Objectives

Evidence Based Falls Prevention Programming – Tasked with the identification of a mechanism and platform for recognizing and disseminating existing falls prevention programs, using the Oregon Health Authority 2017 Program Map as the initial information source.

Marketing & Outreach – Tasked with the development of a marketing and outreach strategy to include, but not limited to a research-based digital landing space that highlights falls prevention research, data, and action; and a kick-off marketing campaign that drives awareness of the Oregon Falls Prevention Coalition.

Membership – Tasked with the development and cultivation of membership including recruitment of individuals or organizations across the state, and establishment and oversight of special interest networks