

Goals and Objectives: 2007-2008

- **Goal I: Awareness**
- **Goal II: Education/Skill Building**
- **Goal III: Policy Development**
- **Goal IV: Partnerships with Health Care Providers and Community Agencies**
- **Goal V: Funding Sources**



Goal I: Awareness

*The KFL&A Stay on your Feet Coalition
will continue to build and maintain
a strong identity within the community,
as a group committed to reducing fall related injuries
and deaths in older adults.*

- To promote our coalition through our new Stay on your Feet identity using our mission statement, new logo, three-panel display, retractable display, posters, and other promotional resources.
- To promote the Falls Prevention Ambassador program.
- To update, print, and maintain distribution of The First Step: Falls prevention starts with you.
- To maintain and update the coalition website.
- To maximize mass communication and media opportunities.

Goal II: Education/Skills Building

The KFL&A Stay on your Feet Coalition, through health promotion, education, and skill-building will increase the proportion of older adults and caregivers practising fall prevention behaviours in the KFL&A area.

- To implement targeted education efforts to seniors through Falls Prevention Ambassador program.
- To implement targeted education efforts to seniors, healthcare professionals, and key stakeholders through coalition members.
- To participate in community displays yearly to increase the accessibility of falls-related information to community members, through the Falls Prevention Ambassador program.
- To promote the use of the coalition website as a resource for all target populations.
- To plan and implement health promotion activities for National Safety Week held yearly in November, from November 6-12.
- To promote the First Step resource booklet as a tool to create an injury prevention mindset and build the personal skills of the older adult.
- To promote and maintain a current list of printed and audio-visual resources available to the community.

Goal III: Advocacy and Policy Development

The KFL&A Stay on your Feet Coalition will create supportive environments through the advocacy of public policies and programs that will prevent falls in older adults.

- To provide leadership and advocacy for seniors in a broader community movement to enhance the environmental safety for our communities.
- To provide leadership and advocacy for seniors in our community regarding healthy aging opportunities and better environments for health.
- To identify patterns of falls and fall-related injuries in the KFL&A area in order to support the development and implementation of appropriate policies, programs, and services.
- To support and promote the municipally run Step Safe program.
- To explore and participate in advocacy opportunities to improve the safety of our communities.

Goal IV: Partnerships with Health Care Providers and Community Agencies

*The KFL&A Stay on your Feet Coalition,
through collaboration and partnerships with Health
Care Providers and Community Agencies, will strengthen
community action to promote healthy aging
and falls prevention.*

- To continue to link with new community partners who hold a vested interest in coalition activities.
- To provide opportunities for students to gain experience working in a community coalition.
- To explore and advocate for implementation of a falls clinic in KFL&A region if assessed as a need.

Goal V: Funding Sources

*The KFL&A Stay on your Feet Coalition
will ensure ongoing funding sources.*

- To continue to pursue funding and grant opportunities as needs arise and coalition projects demand.