

# Elder Services of the Merrimack Valley Evidence-Based Falls Prevention Program



## Goals, Strategies, and Activities

The overall purposes of this two-year grant are to:

- Significantly increase the number of older adults and adults with disabilities at risk of falls who participate in evidence-based community programs to reduce falls and falls risks; and
- Implement innovative funding arrangements to support community-based falls prevention programs beyond the grant period, while embedding the programs into an integrated, sustainable evidence-based prevention program network.

Elder Services of the Merrimack Valley (ESMV) in Massachusetts is expanding three evidence-based fall prevention programs:

- A Matter of Balance, an eight session community-based workshop designed to reduce the fear of falling and increase activity levels; and
- Tai Ji Quan: Moving for Better Balance, a research-based balance training regimen designed for older adults and people with balance disorders.

ESMV's strategy will center on improved program capacity, contracting with payors, and integrating

the Commonwealth's current healthcare initiative to identify elders at high risk for falls.

## Partnerships

To achieve the goals of the grant, ESMV will collaborate with the following partners:

- MA Office of Elder Affairs;
- MA Department of Public Health;
- Brookside Research and Development;
- Senior Whole Health;
- Commonwealth Care Alliance;
- Harvard Vanguard Medical Associates, Atrius Health;
- MCPS University, Pharmacy Outreach Program;
- Latino Health Insurance Program, Inc.;
- Massachusetts Home Care;
- Tufts Health Plan Foundation;
- Ethos;
- Old Colony Elder Services;
- Baypath Elder Services
- Elder Services of the Worcester Area, Inc.; and
- Lifepath, Inc.

## Anticipated Results

- Increase the number of older adults and people with disabilities from underserved, high need areas enrolled in evidence-based falls prevention

programs, resulting in 3,250 participants and a completion rate of approximately 79% (2,567 completers);

- Increase access to programs within all regions, measured by creating program capacity in 80% of the communities identified as having insufficient or no capacity for falls prevention programs;
- Increase participation by Hispanic, African American, and Asian populations by 20%;
- Establish contract status with at least three payors for the delivery of falls programs;
- Improve workforce efficiencies, such that the percentage of new leaders trained who implement programs within 12 months of training increases from less than 30% to 60%; and
- Develop new products, including improved marketing materials, educational webinars, and templates for contracting with health care providers.

#### **Contact**

Melissa Donegan  
Project Director  
Elder Services of the Merrimack Valley  
[mdonegan@esmv.org](mailto:mdonegan@esmv.org)

#### **For more information about the Administration for Community Living**

U.S. Department of Health and Human Services  
Administration for Community Living  
Administration on Aging  
Washington, DC 20201  
<http://www.acl.gov/>

