

Presentation Guide

“Selling” A Matter of Balance

Prepare before the presentation. Consider these questions when preparing for your presentation. They may help you tailor your message to your audience and decide which points in your presentation to emphasize.

Audience	Values	Concerns	Benefits
Who are the people I am talking to?	What is important to the audience in regards to falls prevention?	What might be some concerns for this group of people?	Why the workshop may be particularly beneficial to them?
Example A: Senior Center Attendees	<i>Remaining independent, staying active, healthy, and in control of their lives</i>	<i>Fear of falling, losing physical abilities</i>	<i>Interactive classes, exercise to increase strength and balance, learn how to reduce fall risk factors</i>
Example B: Support Group	<i>Maintaining a “normal” routine and lifestyle</i>	<i>Change in social life due to fears of falling, not being able to do the things they want</i>	<i>Discuss how to deal with emotions, setting realistic goals, establishing a routine of exercise</i>
Example C: Caregiver Group	<i>Helping their loved one feel better and remain as independent as possible</i>	<i>Keeping their loved one out of the hospital or nursing home, maintaining their own health</i>	<i>Help their loved one deal with fear, make changes to reduce fall risk factors, and learn exercises to increase strength and flexibility</i>

Brief Presentation for A Matter of Balance

I'm here to tell you about an exciting new program we're starting.

It's a workshop called ***A Matter of Balance*** and it was developed by the Roybal Center for Enhancement of Late-Life Function at Boston University. It is designed to reduce the fear of falling and increase the activity levels of older adults who have concerns about falls.

How many of you have a fear of falling or know someone who does? *Pause*. It's more common than one would think. The fear of a fall having life-changing consequences can cause a person to avoid things they love to do. It can also lead to inactivity that actually increases the risk of falling.

The statistics about falls and falls prevention are telling: Did you know that ... (pick 3-5 statistics that are relevant to your audience). Here are the sources retrieved in 2017: Center for Disease Control (CDC) www.cdc.gov/ncipc/factsheets/fallcost.htm. Stevens, JA et al. (2006), *Injury Prevention*. Retrieved at <http://injuryprevention.bmj.com/content/12/5/290>

Falls are a major cause of injury and death for older adults

Falls are the leading cause of injury hospitalization in the US

1/3 to 1/2 of older adults acknowledge fear of falls

Fear of falling is associated with:

- *depression*
- *decreased mobility and social activity*
- *increased frailty*
- *increased risk for falls as a result of deconditioning*

In the US in 2009:

- 19,700 seniors died from falls
- 2.2 million treated in Emergency Departments
- 1.8 million treated and released due to unintentional falls
- Falls account for 61% traumatic brain injuries for adults >65

In 2000, total cost of fall injuries among people 65 and older in the U.S. was \$19 billion (Stevens, 2006)

What would you think of spending two hours for 8 sessions to learn how you can take control of your fear and prevent falls?

Here's what you'll learn:

- To view falls and fear of falling as controllable
- To set realistic goals for increasing activity
- To change their environment to reduce fall risk factors
- To promote exercise to increase strength and balance

You'll learn from two leaders and the rest of your group. This is NOT a lecture, rather, it's a workshop where everyone participates and can learn from each other.

How many of you would be interested in attending this workshop to learn tools to live a healthier life? Excellent!

Here's some information on how to register (printed materials). Go over the details:

- date, day, and time of event
- location
- phone number
- website
- cost

I look forward to having each of you join the workshop, feel free to bring a friend. Remember class size is limited to 8-12 people, so please register as soon as possible!

Thank you!

Do you have any questions?