

Presentation Guide

“Selling” Tai Ji Quan: Moving for Better 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: <i>Senior Center Attendees</i>	<i>Remaining independent, staying active, healthy, and in control of their lives</i>	<i>Fear of falling, losing physical abilities</i>	Increased strength and balance , improved performance in functional walking, prevent falls
Example B: <i>Support Group</i>	<i>Maintaining a “normal” routine and lifestyle</i>	<i>Change in social life due to fear of falling, not being able to do the things they want</i>	Increased strength and balance, improved performance in functional walking , prevent falls
Example C: <i>Caregiver Group</i>	<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>	Increased strength and balance, improved performance in functional walking, prevent falls

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 *Tai Ji Quan: Moving for Better Balance* (TJQ) and it was developed by Dr. Fuzhong Li at the Oregon Research Institute. TJQ represents a group of enhanced traditional Tai Ji Quan training and performance as it transforms martial arts movements into a therapeutic regimen aimed at improving postural stability, awareness and mindful control of body positioning in space, functional walking, movement symmetry and coordination, range of motion around the ankle and hip joints, and lower-extremity muscle strength.

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 U.S.
- 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 U.S. in 2009:
 - 19,700 seniors died from falls
 - 2.2 million people were treated in Emergency Departments
 - 1.8 million people were treated and released due to unintentional fall
 - Falls account for 61% of traumatic brain injuries for adults over 65
- In 2000 the 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 an hour twice a week for 12 weeks to:

- Improve balance
- Improve strength
- Improve performance in functional walking activities
- Prevent falls

A second session may follow the first 12 weeks for those who wish to continue.

TJQ is designed for older adults and people with a history of falls, balance disorders, leg muscle weakness, abnormal gait or walking difficulty. The program is able to accommodate people with a mild level of mobility difficulty (e.g., people who are occasional cane users).

Exercises are led by a certified leader.

How many of you would be interested in attending this workshop to learn tools to live a healthier life? *Pause.* 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, so please register as soon as possible!

Thank you!

Do you have any questions?