



## Marketing Ideas

- Connect with your Falls Coalition
- Health fairs and have people fill in an interest card so you can call them back
- York PA Coalition website: <https://fallsfreeyork.org/>
- Podcast Marin General Hospital: <http://radiomd.com/marin/item/37312-fall-prevention-don-t-let-fear-of-falling-slow-you-down>
- Fall Prevention Bingo
- Connection with pharmacies and Schools of Pharmacy
- Work with parish nurses and health ministries
- Educate medical residents: about the benefits of connecting with Community programs
- Have material about community programs in admission info in hospitals
- Offer participant upon completion the opportunity to send a letter to their healthcare provider about A Matter of Balance
- Look at the Remember When Program Fire/Fall Safety: [www.nfpa.org/public-education/resources/education-programs/remembering-when](http://www.nfpa.org/public-education/resources/education-programs/remembering-when)
- Speak at wellness event in Community and faith based organizations
- Talk with Medicare Advantage plans
- Connect with Caregiver organizations and support groups
- Connect with Meals on Wheels and
- Co-Brand materials with other partners
- Have community classes on a regular schedule and post for a year
- Senior News and local papers
- Human interest story in newspaper, radio or TV
- Connect with local [car-fit programs](#)
- Develop testimonials locally like: [Sandy's story](#)
- Collaboration between community and hospitals
- Partner with local libraries - they will help you recruit and a great place to hold classes
- Connect with Age Friendly Community efforts
- Connect with Safe Community Programs



- Collaborate with AARP local programs
- Electronic newsletters
- Postcards to every fall victim seen in Emergency Department about falls programs
- Connect with Care Managers and Case Managers
- Social media presence
- If there are any balance screening events in your area connect!
- Connect with private Physical and Occupational Therapy practices
- Have some evening classes if it will meet your communities needs
- Ask to hold classes in a physician practice- great referrals
- Partner with the “Y”
- Create “Talking Points” for your staff and volunteers to promote programs