



Vision: Older South Dakotans will have fewer falls and fall-related injuries, maximizing their independence and quality of life.

Mission: Cultivate collaboration to reduce falls by increasing knowledge and promote implementation of evidence-based fall prevention solutions for older adults.

Goals	Objectives	Outcome Measures
Promote Evidence-Based Fall Prevention Programs	- Expand access to evidence-based fall prevention programs across all regions of South Dakota - Increase awareness of evidence-based fall prevention programs available in South Dakota. - Encourage partner organizations to share and refer individuals to these programs.	- Programs offered per region - Leader/instructor growth - Program participation/completion rates
Increase Awareness of Fall Prevention	- Increase public awareness and education on older adult fall prevention. - Promote and support activities during Fall Prevention Awareness Week. - Share fall prevention messages and resources through coalition partners and social media.	- Public campaign reach metrics (ex: Facebook) - Social media reach or engagement for fall prevention awareness posts. # of fall prevention educational materials distributed
Strengthen Partnerships	- Build and maintain a network of organizations working together to prevent falls. - Encourage active participation from partner organizations and involve new partners each year.	# of active partners representing healthcare, public health, community services, and aging services - Partner participation rates in coalition meetings
Use Data to Inform Prevention Efforts	- Share statewide/local fall injury data with coalition members at least once per year - Use data to inform goals and strategies of the coalition	# of data reports or summaries shared with coalition members annually
Maintain Webpage	- Maintain a Fall Prevention Coalition webpage that includes data, educational materials, and community resources (Webpage Action Group) - Use the webpage to share fall prevention information with the public and coalition partners. - Update the webpage with new data, resources, or events at least twice per year - Promote the webpage through partner organizations and community events	# of webpage updates # of webpage views # of partners promoting the webpage through their network or events