Goals, objectives and strategies diagram

Goal

Reduce the number of falls presenting to the Gum Tree Hospital Emergency Department by 10% in people aged 65 to 75 years living independently in the Gum Tree City Council area by December 2015.





Tip

Objectives aim to achieve vour goal by addressing the causes of the problem.

Tip

A range of strategies

required to

objectives.

achieve your

will be

Environmental objective

- > By 2010, 30% of older adults living in the Gum Tree City Council area (240 people) will have installed non-slip contrast stair edges and double hand rails on the steps and stairs in their homes.
- > By 2010, the number of older adults living in the Gum Tree City Council area who have their vision checked each year by an optometrist will have increased by 25% from the baseline.

Behavioural objective

> By 2010, 80% of optometrists working in the Gum Tree City Council area will provide advice to their clients that vision is a risk factor for falls and suggest strategies to reduce the risk after treatment or a change in eye glasses.



To achieve your goal, there will often be more than one objective.





Strategies

- > Develop an information kit about stairs and falls for builders to give to older customers when they are in their homes.
- > Work with manufacturers, retailers, hardware stores, display homes, renovators and building expos to have displays about non-slip contrast stair edges and double hand rails.
- > Explore funding opportunities to support a rebate scheme.
- > Have a display at the local community centre showing building modifications and invite the master builders association along to assist with technical questions.
- > Develop and implement a communication strategy.

Strategies

- > Develop a baseline survey for older adults asking how often they visit their optometrist and when their last visit was.
- > Develop a baseline survey for optometrists to determine the number of older people they see annually and to record if any falls prevention advice is given.
- > Develop partnerships with the optometrist association.
- > Develop and implement a falls and vision education session for optometrists.
- > Develop falls and vision media articles and advertisement.
- > Work with community newspapers and newsletter editors to include the falls and vision editorial and advertisements.
- > Develop and promote 45 minute falls and vision education session for target group.
- > Book, conduct and evaluate falls and vision education sessions.

Citation: Queensland Health. 2007. Queensland Stay On Your Feet® Community Good Practice Toolkit – Phase 2 materials: Goals, objective and strategies diagram. Health Promotion Unit, Population Health Branch, Division of the Chief Health Officer, Queensland Health, Brisbane.