



A Practitioner's Guide to Using the Canadian Chiropractic Association Falls Prevention Program

What is *Best Foot Forward*?

Best Foot Forward is a public education initiative of the Canadian Chiropractic Association aimed at reducing injuries from falls among older Canadians. Those over 65 are at greatest risk and the risk increases with increasing age. Injuries from falls are significant among the elderly population:

- One-third of independently living Canadians over 65 will fall at least once in a year.
- Serious injury occurs in 25 per cent of falls leading to hospitalization, surgery and even death.
- Hip fractures account for 40 per cent of fall-related hospitalizations and falls account for 90 per cent of wrist, forearm and pelvic fractures among older Canadians.

The chiropractic profession is ideally suited to addressing this risk through public education and risk assessment among patients. The CCA has created this public education program to provide you with practical, community-based tools you can use to network in your community and share the profession's expertise.



How is the CCA Supporting *Best Foot Forward*?

The CCA is bringing *Best Foot Forward* to the attention of government, public health agencies, consumer groups, other health professionals, and the media. *Best Foot Forward* puts the profession's best foot forward! We hope you will find ways to bring the program to your community.

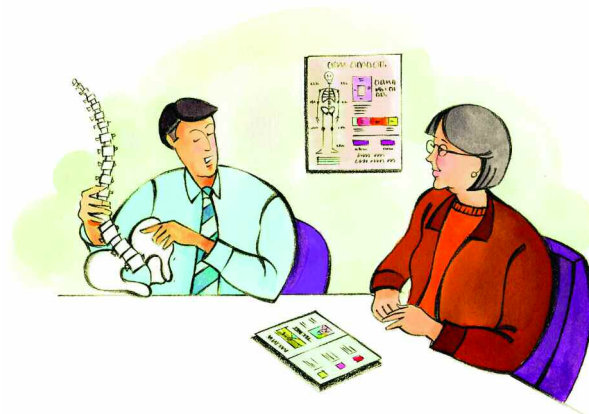
Five Ways You Can Use the Program

Best Foot Forward is a grass roots public education program that has the best qualified health professionals in Canada behind it – Canadian chiropractors.

Here are some of the ways you can use the program and expand your community networking:

1. Display the brochures and tip sheets in your office.
2. Distribute the brochure and tip sheets to community centres, retirement homes, clubs, churches and other places where older Canadians congregate in your community.
3. Arrange to give presentations to seniors' groups or their middle-aged children who have concerns about their older parents' safety. For example:
 - Organize a presentation at your clinic and promote it with posters or a public service announcement in your local media.
 - Team-up with an MD or pharmacist in your community to give a multidisciplinary presentation. It's a great way to build your inter-professional relationships while reaching out to the patient population.
 - Visit retirement homes, public health clinics, community centres, pharmacies and other places frequented by older Canadians and offer to give a prevention presentation.

4. Encourage older patients in your practice to come in for a strength and balance assessment.
5. Let other health professionals know about the program and encourage them to consider referring older patients for a strength and balance assessment.



What's in the *Best Foot Forward* Program?

The program contains materials for the public and materials for the practitioner. Here's a summary.

Consumer Brochure

A full-colour brochure to hand-out that helps older Canadians identify some of the most common risks associated with falling. Copies of the brochure can be obtained through the CMCC Supply Centre and Bookstore: Toll Free: 1-800-268-8940 Tel: (416) 482-1532 Fax: (416) 482-9745. See the order form on this CD.

Prevention Tip Sheets

A series of four public education tip sheets on preventing falls that cover: improving strength and balance; household hazards, risky behaviours; and the role of physical health. The tip sheets build on the brochure and provide more detailed advice on how to prevent falls. The tips sheets can be downloaded and printed from this CD or from the CCA website www.ccachiro.org It is recommended that you choose a good quality paper and print the tip sheets double-sided in colour.

Consumer PowerPoint Presentation

An illustrated PowerPoint presentation on prevention for giving talks to seniors groups in retirement homes, community centres and at other venues. The brochure

and tip sheets complement and reinforce the advice in the presentation. The presentation can be downloaded from this CD or from the CCA website www.ccachiro.org
NB: open the PowerPoint presentation in the "Notes Page" view on your computer so that you can see the speaking remarks that accompany each slide. (Open the presentation, then click "View" on the top navigation bar of your computer, then choose "Notes Page" from the drop down menu. The speaking remarks will appear on the screen below each slide on your computer monitor. You can print them out for easy reference during a presentation.

Practitioner Video

A video for practitioners has been developed that discusses the epidemiology of falls and provides clinicians with demonstrations of key assessment tests for balance and strength. Being physically assessed for risk of falls is a key component of prevention and practitioners have an important role to play. This CD also contains a copy of the federal *Report on Senior's Falls in Canada* which discusses this public health risk in detail. The video can be viewed on this disk or on the CCA website www.ccachiro.org

Thank You

Thank you for taking an interest in *Best Foot Forward*. We hope you will find this public education program useful. Please fill out the evaluation form on this CD and give us your feedback.

The Canadian Chiropractic Association

St. Patrick Tower
Suite 600, 30 St. Patrick Street
Toronto, Ontario
M5T 3A3

1-877-222-9303

Web site: www.ccachiro.org

For more information, please contact:

*Ms. Maureen McCandless, Director of Communications,
Canadian Chiropractic Association*

1-877-222-9303 or e-mail mmccandless@ccachiro.org