



## **Program Announcement**

### ***Step Up to Stop Falls™* Falls Prevention Collaborative**

**Advanced Grants (Erie County) and  
Diffusion Grants (Fifteen CHFWCNY Counties)**

**Falls Prevention**  
**STEP UP TO STOP FALLS™**

### **Deadlines for Proposals:**

Diffusion Grants to New Counties: July 8, 2010, 5:00 p.m.  
(See page 13-14 for eligible counties)

Advanced Grants in Erie County: July 15, 2010, 5:00 p.m.

### **Question and Answer**

**Diffusion Grants Q&A Calls: June 22<sup>nd</sup> at 10:00 a.m. and  
June 30<sup>th</sup> 3:00 p.m.**

**Advanced Grants Q&A Call: June 29<sup>th</sup> at 10:00 am and July 6<sup>th</sup> at 3:00 p.m.**

**To register: e-mail [falls@chfwny.org](mailto:falls@chfwny.org) at least two days prior to the call.  
Call-in instructions will be emailed to you.**

See: [www.chfwny.org](http://www.chfwny.org) for an electronic copy of this Program Announcement

*Falls are the leading cause of injury deaths, hospitalizations and emergency department visits among adults 65 and older. Falls can result in lasting, serious consequences, affecting mobility, independence and mental health.*

*Falls are not accidents. They are not random, uncontrollable acts of fate, but occur in predictable patterns, with recognizable risk factors and among identifiable populations. A fall is a predictable and preventable event. (NYS DOH 2009)*

## **Overview**

The *Step Up to Stop Falls*™ Falls Prevention Collaborative (*Step Up*) supported by the Community Health Foundation of Western and Central New York (CHFWCNY), aims to prevent falls among older adults living in the community who are frail, or at risk of becoming frail, and reside in counties served by the Foundation.

Using a structured process of shared learning, two groups of grantees – Advanced Grants in Erie County and Diffusion Grants in New Counties - will work together in this bi-regional Collaborative which is based on the success of the 2009-2010 WNY Falls Prevention Collaborative that focused its efforts in Erie County. That Erie County Collaborative produced a **Tool Kit** of resources for professional practice change and personal behavior change in community settings. This Tool Kit provides successful project options both groups of applicants can choose for this new collaborative.

**Advanced Grants in Erie County** will be awarded to up to six teams that must be led by, or include as an active partner, one of the experienced organizations from the 2009-2010 WNY Falls Prevention Collaborative in Erie County and include at least one new partner organization that was not part of the 2009-2010 Collaborative. *A list of organizations required to be lead or active partners for Advanced Grants is on page 18*

The *Step Up* projects will build on the successes of the first collaborative. The experienced organizations on these teams will also serve as mentors for the Diffusion Grant teams during their early work.

Grantees will receive \$25,000 each. The Advanced Grants will be one year in length.

*See pages 6-10 for application details specific to this funding opportunity*

**Diffusion Grants to New Counties** will be awarded to up to six county-based community coalitions located in the counties (other than Erie) served by the Foundation. (See page 13-14 for a list of eligible counties) At least four organizations committed to falls prevention in the county must commit to being part of the coalition.

These grants will be awarded in two phases. In the initial phase, the coalitions will receive \$10,000 to support the development of a multi-dimensional falls prevention plan. Following successful completion of a plan for their community, the coalitions will be eligible to receive additional \$100,000 grants to support implementation in their communities.

Phase one will be six months in length and, following plan approval, phase two will be eighteen months in length.

*See pages 11-16 for application details specific to this funding opportunity*

### **Target Populations**

Older adults who reside in community settings across western and central New York, their caregivers and the health professionals who care for them.

### **Foundation Support**

CHFWCNY will fund all consultation, coaching, technical support, education, management and coordination including related costs for the project team members receiving both types of grants to participate in the Learning Sessions. All Learning Sessions will be held in Buffalo. Grant funds for both types of grantees are to support the coordination of the team's work and the measurement of progress and impact.

### **Timeline**

WNY Falls Prevention Collaborative Summary Conference and Sharing of Tool Kit	May 27, 2010
Release of Program Announcement for Step Up	May 27, 2010
Q&A Phone Calls	June 22-July 6, 2010 (various times)
Proposals due – Diffusion Grants	July 8, 2010 5:00 pm
Proposals due – Advanced Grants	July 15, 2010 5:00 p.m.
Site visits as required	July 26-August 13, 2010
<i>Step Up</i> grantees selected	September 30, 2010
<i>Step Up</i> begins -- First Learning Session for all Teams	November 16-17, 2010
New County Plans Presented at Learning Session II	May 2011
Advanced Grant Final Project Reports at Learning Session III	4Q 2011
Advance Grant Summary Conference – Erie County	1Q 2012
Learning Session IV – Diffusion grantees	May 2012
Summary Conferences in each participating county	September 2012

## **I. CHFWCNY Background and Strategic Focus Areas**

The Community Health Foundation of Western and Central New York (CHFWCNY) is dedicated to improving the health and health care of the people and communities of western and central New York. From its inception in 2003, CHFWCNY has focused its funding and initiatives on improving health outcomes for frail elders and children in communities of poverty.

In 2009, CHFWCNY reevaluated its efforts and sharpened its focus within both populations. Going forward, CHFWCNY will concentrate on deferring the consequences of frailty among elders and on helping elders function successfully in the community with effective health care and supports. To help young children be healthy and ready to succeed in school, CHFWCNY will prioritize initiatives that primarily invest in children birth to five. And, in support of both groups, CHFWCNY will invest in strengthening health capacity in the communities in our region.

CHFWCNY's funding areas are the WNY counties of Allegany, Cattaraugus, Chautauqua, Erie, Genesee, Niagara, Orleans and Wyoming, and the CNY counties of Cayuga, Cortland, Herkimer, Madison, Oneida, Onondaga, Oswego and Tompkins. For more information on CHFWCNY, please visit our website [www.chfwcny.org](http://www.chfwcny.org).

## **II. Background on CHFWCNY Falls Prevention efforts**

Falls in older adults are a leading cause of injuries, hospitalizations, decreased quality of life and decreased independence. One of three older adults falls each year with one in ten of these falls resulting in injuries that require hospital care. The most important risk factors are muscle weakness, poor balance, medication usage, vision problems and fear of falling. Fear of falling often leads to reductions in activity, resulting in more falls and thereby increasing medical care for injuries from falls and nursing home admissions.

In 2007 the **WNY Falls Prevention Consortium** was formed to better understand the magnitude of problems related to falls and how to reduce actual falls. The Consortium, at the request of CHFWCNY, concentrated its efforts on Erie County to allow for better measurement and more concentrated implementation and sustainability efforts. An environmental scan was completed in 2008 to better understand the problem and identify best practices that could provide solutions. The Consortium also generated important dialog and shared learning between local providers that resulted in development of a multi-dimensional plan, The WNY Falls Prevention Plan. [See [www.chfwcny.org](http://www.chfwcny.org) for the Plan]

The **WNY Falls Prevention Plan** established a focus on prevention and maintaining independence in the community. The intent was to develop a variety of evidence-based projects that fit the broad goals established in the plan, with flexibility for a variety of settings and populations. The plan focused on two proven strategies for successful falls prevention:

- Behavior change and other interventions targeting older adults who are at risk for falls.
- Professional and caregiver practice change to support a better understanding about falls risk, assessment, and intervention.

Using the WNY Falls Prevention Plan as a guide, CHFWCNY issued a Request for Proposals in 2008 seeking teams to test the application of best practice ideas in Erie County. Applicant teams were required to propose projects based on one of two primary focus areas:

1. Self-assessment and self-management to help older adults and their caregivers take action to reduce falls risks; and
2. Professionally-focused applications to change practice of care providers and health professionals for better identification of falls risks and implementation of appropriate interventions.

Twelve teams, representing more than twenty organizations from across Erie County were selected to participate in the **WNY Falls Prevention Collaborative**. These teams worked together from February 2009 through May 2010. The results of their individual and collective work are the basis for the new *Step Up to Stop Falls*<sup>™</sup> Collaborative (*Step Up*) described in this program announcement. [See [www.chfwcny.org](http://www.chfwcny.org) for the Executive Summary of the earlier Collaborative]

In addition, the WNY Falls Prevention Consortium sponsored a **social marketing campaign** to raise general knowledge about the significance of falls and the things that can be done to reduce risks. The most significant event was a multi-site walkability audit in neighborhoods throughout the county. The Summary Report on the Walkability Survey is available on the Foundation website. [See [www.chfwcny.org](http://www.chfwcny.org) ] Social marketing will also continue and expand as a parallel effort to support *Step Up*.

### **III. *Step Up to Stop Falls*<sup>™</sup> Collaborative Overview**

The goal of *Step Up* is to help older adults to continue living safely in the community for as long as possible by reducing falls. This will be accomplished through two types of grants, both of which will focus on specific behavior and practice changes that can lead to a reduction in falls and falls risks:

- Advanced Grants in Erie County to further deepen and spread the success already achieved. (See details on pages 6-10)
- Diffusion Grants to New Counties which can build a collective capacity within a county to reduce falls and can replicate and build upon the success of the work of the WNY Falls Prevention Collaborative. (See details on pages 11-16)

The structure and process of *Step Up* will bring together all of the Advanced and Diffusion teams with the support of advisors to work on their local projects. Teams will have access to the options and support materials contained in the Toolkit developed by the earlier collaborative and will be assisted in using quality improvement strategies to further ensure success of their work. The quality improvement tools are based on the successful strategies of the quality improvement model developed by the Institute for Healthcare Improvement (IHI). Periodic learning sessions, coaching and technical support will help teams combine the Toolkit materials and quality improvement strategies to achieve measurable and sustainable results.

## **ADVANCED GRANTS in Erie County**

### **A. The Step Up to Stop Falls™ Collaborative Components – Erie County**

#### **1. Attendance at the WNY Falls Prevention Summary Conference**

Representatives of organizations participating on current teams are required to attend and participate in the Summary Conference to be eligible for an advanced grant.

NOTE: ATTENDANCE AT THE SUMMARY CONFERENCE DOES NOT GUARANTEE THAT YOUR ORGANIZATION WILL BE FUNDED THROUGH THIS PROGRAM.

#### **2. Proposals and Site Visits**

Upon receipt of proposals the Foundation may determine that a conference call or site visit is necessary as part of the selection process.

#### **3. Learning Sessions**

Teams will participate in three Learning Sessions during this collaborative along with the Diffusion Grantees. Each learning session will be two days in length. The Diffusion Grantees will be required to attend both days of each session, but the Advanced Grantees (Erie County) will attend only the second day of each session. All of the Learning Sessions will take place in Buffalo. We require a minimum of two people from each team attend these Learning Sessions.

The first Learning Session will be November 16-17, 2010 with the following sessions to be scheduled about every six months. These sessions will be structured with opportunities for the teams to learn from each other and to help each other move their projects forward for maximum impact. In addition, the Advance Grantees will function in a mentoring role with the Diffusion Grantee teams.

#### **4. Work Periods**

Between the learning sessions, teams will carry out their workplan to test, monitor, refine, and implement changes that lead to improvement. There will be two work periods for a total length of twelve months.

#### **5. Data and Measurement**

The teams will identify goals and aims statements that describe what they intend to do, by when, and with what impact. These aim statements help to guide the data collection and reporting process. By focusing on measurement, teams will know early on what is working and how to sustain or expand on success, or what isn't working and needs to be changed.

Each team will prepare a bi-monthly report of activities and measurement results to document their progress and share what they have learned. The purpose of measurement is to guide the development of the project and report impact and effectiveness. Technical assistance will be provided to teams to identify indicators to measure, to collect data, and to report results. Each team will identify and track key

indicators to measure what is done, how well it was done, and the impact of the project (is anyone better off?)

**6. Faculty, Coaching and Technical Support**

Christine Klotz, CHFWCNY Program Advisor, is the lead facilitator of *Step Up*. Ms. Klotz has been responsible for several previous collaborative projects of the Foundation. Amanda Torre Norton, will serve as Team Advisor providing specific guidance on implementing and monitoring practice change. Ms. Norton has worked as a team advisor for three previous collaboratives.

Regular contact will be maintained with teams to support efforts through:

- Individual team coaching calls with each team at least every two months.
- Individual team technical support to establish indicators for measuring the process and outcomes appropriate for their project.
- On-site consultation, which will be provided at least once for each team by the *Step Up* advisors.

**7. Summary Report and a Summary Conference**

The experience of the teams will be collated into a summary report. Any additional toolkit items developed as part of the work will be added to the existing *Step Up to Stop Falls* toolkit. A summary conference will be held for local providers and other interested groups in Erie County.

**8. Support from the Foundation**

CHFWCNY will provide all consultation, coaching, technical support, education, coordination and meeting costs for team members to participate in the Learning Sessions. The Foundation will also assist in the design of any new resources for the tool kit and for dissemination of the work.

Each team will receive a grant of \$25,000 to support their work and the measurement of the project's progress and impact.

Participating organizations are responsible for any additional costs related to compensation of staff time and project specific costs incurred in the course of the project.

**B. Step Up Criteria and Eligibility – Advanced Grants (Erie County)**

**1. Options for Team Projects**

The advanced grants must build on the work of the 2009-2010 WNY Falls Prevention Collaborative. The choices for projects should be based on work that showed positive and measurable results. [See [www.chfwcnny.org](http://www.chfwcnny.org) for the Summary of the 2009-2010 WNY Falls Prevention Collaborative]

As the Collaborative came to a close, the Foundation sought a structure within which current teams could take their work to the next level of development with a new

dimension, or use their tested approach with significant expanded implementation. All of the advanced grant proposals must be led by, or include as an active partner, a member organization from the 2009-2010 Collaborative. They all must also include at least one new partner organization that was not part of the previous Collaborative. [See attached list of 2009-2010 Collaborative organizations on page 18]

Accepted proposal ideas could include building on the success of a previous project with new applications, combining successful project ideas with the work of another team, adding significant new dimensions to previous work to make the approach more completely multi-dimensional, or taking a demonstrated successful idea and bringing it to scale with significant dissemination.

Proposals that support sustainability for the work completed in the first Collaborative or add only modest expansion components will not be sufficient for acceptance as an advanced grant. Successful projects are expected to be ambitious, though realistically achievable within one year.

The proposed projects should focus on the community and/or professional practice focus areas as they did in the first Falls Collaborative. These are:

1. Community engagement and education including implementation, evaluation and enhancements of the interventions and self-management approaches;  
AND/OR
2. Professional education and practice change for risk screening, assessment and intervention.

All of the projects are expected to build on the *Step Up to Stop Falls* Toolkit.

## **2. Eligibility and Selection**

The *Step Up* Advanced Grants are designed to support up to six (6) teams from Erie County. A team must include at least two organizations. It is **required** that the project team include an experienced organization from WNY Falls Prevention Collaborative either as the lead or as an active partner. All teams must include at least one new organization that was not part of the previous Collaborative. A new organization can apply only as a partner with an experienced organization.

To be eligible, a Project Team must meet the following criteria:

- i. At least one partner organization must have participated on a WNY Falls Prevention Collaborative team with successful outcomes. Eligible experienced organizations are listed on page 18.
- ii. At least one participating organization must be new and must not have participated in the 2009-2010 Collaborative.
- iii. Participating organization(s) must provide care or services to older adults who reside in community settings in Erie County or to professionals who serve older adults in Erie County.
- iv. Teams may select to work on community engagement and education to impact older adults directly and/or to work on professional practice change in settings that care for older adults who reside in the community.

- v. Non-profit or for-profit organizations, and government agencies are eligible to apply.

In selecting the participating teams, the foundation will seek to achieve balance of team focus for maximum benefit to the community.

### **C. Proposal – Advanced Grants (Erie County)**

Interested organizations must complete a proposal narrative, NOT TO EXCEED FIVE PAGES. The narrative should include:

1. Organizational Information (approximately one page)  
A brief description of the organization that will serve as the lead organization for the project. If this organization is not an experienced organization from the 2009 WNY Falls Prevention Collaborative, include a clear statement to describe how an experienced organization will serve as an active partner in the project. Provide a brief description of any other organization(s) included in the project, as well as the rationale for including the organization(s) to strengthen the impact of the project.
2. Project Description (approximately two pages)
  - Describe the team's goal for participation in *Step Up*. Be specific in stating the intent of the work as it relates to successes in the previous Collaborative. Include why you consider this intent of importance and what you expect to accomplish with an advanced grant and participation in this Collaborative.
  - Describe how you think the new project builds on previous work in an ambitious way that is achievable with one year. Define the population group focus for the intervention. Include in your description how you will ensure the intervention will be feasible with this population.
  - Be sure to include your plan for sustainability. [Remember: Proposals that continue the work completed in the first Collaborative or add only modest expansion components will not be sufficient for acceptance as an advanced grant.]
3. Anticipated Use of Foundation Resources (approximately one page)  
Provide a brief narrative to explain how you expect to use the CHFWCNY funds to enable the work of the project team and to achieve the results you anticipate. Include a table that shows your planned budget for uses of the grant funds by categories that make sense for your project. These categories could include personnel, travel, materials, equipment, supplies, or other relevant expenses.
4. *Step Up* Executive Leadership (approximately one page for section 4&5)  
Provide the name of the executive leader who will be responsible for *Step Up*. This person is expected to provide counsel to the project team as needed, obtain essential resources during the Collaborative, and remove obstacles as necessary. The application cover page (see attached) must be completed and signed by this person to show organizational commitment. Use additional pages as necessary to information on the other partner organizations.

5. Collaborative Project Team Members  
Please provide the name and title for the team leader and the names, titles, and organizations for at least two other people who will commit to participate in the Collaborative and attend Learning Sessions. A lead person from each participating partner organization is appropriate.

**D. Proposal Review and Project Selection (by the end of September 2010)**

We expect to receive more applications than can be accommodated for this Collaborative so applications will be evaluated based on success in the 2009-2010 Collaborative, focus and scope of the new project, commitment and the inclusion of a good mix of providers, settings, experience and expectations. We may schedule conference calls or site visits to assist in the selection process.

CHFWCNY will notify all applicants of the selection decisions by the end of September 2010.

The first Learning Session will be November 16-17, 2010.

**E. Proposal Submission – Advanced Grants (Erie County)**

**The Proposal must be submitted electronically to the Foundation.**

***Please include the following materials:***

1. Proposal Cover Page – A Proposal Cover Page signed by the Executive Director, CEO or senior executive with responsibility for the lead organization's commitment to participate in *Step Up*. This Cover Page is not counted in page limit; please use the form attached to program announcement.
2. Proposal Narrative -- The Proposal Narrative must meet the parameters described above and should be in a 12-point font with one inch margins. Applicants are expected to honor the space limitation. CHFWCNY may contact applicants for additional information, if required.

**Submission Deadline: Thursday, July 15, 2010 at 5:00 p.m.**

Please attach the signed Proposal Cover Page and the Proposal Narrative as two separate documents in your electronic submission. Include your organization name and county in the subject line. Send to [falls@chfwny.org](mailto:falls@chfwny.org).

If you are unable to submit the signed Proposal Cover Page electronically, you may submit this by fax to the Foundation at 716-852-3131 by 5:00 p.m. July 15, 2010.

Proposals will be acknowledged by a return e-mail within 24 hours.

**Questions?**

All questions should be submitted to [falls@chfwny.org](mailto:falls@chfwny.org)

## **DIFFUSION GRANTS – New Coalition-Based Grants**

### **A. *Step Up to Stop Falls*<sup>TM</sup> Components – Diffusion Grants (Other counties)**

#### **1. WNY Falls Prevention Summary Conference**

This project will build on the successes and experiences of the WNY Falls Prevention Collaborative and the other work completed in Erie County. It is important that all applicants understand the context and purpose of *Step Up* before preparing applications. It will be difficult to prepare a competitive application if someone from your community did not attend the Summary Conference held in Buffalo on May 27, 2010.

NOTE: ATTENDANCE AT THE SUMMARY CONFERENCE DOES NOT GUARANTEE THAT YOUR ORGANIZATION OR COALITION WILL BE FUNDED THROUGH THIS PROGRAM.

#### **2. Proposals and Site Visits**

After the Foundation's preliminary review of proposal narratives, coalitions which have met initial screening requirements will be scheduled for a site visit. Site visits will be held with the proposed *Step Up* coalitions between July 26 and August 13, 2010. It is expected that representatives from the primary lead organizations of the falls prevention coalition will participate in the site visit. Coalitions will be provided with guidelines to prepare for these visits.

#### **3. Learning Sessions**

Representatives from the diffusion grant teams will participate in four Learning Sessions. Diffusion grantees will be required to attend both days of each session. All of the Learning Sessions will take place in Buffalo. We require a minimum of three (3) people from each team attend these Learning Sessions; CHFWCNY will support the expenses for up to four (4) attendees.

The first Learning Session will be November 16-17, 2010 with the following Learning Sessions held about every six months. These sessions will be structured with opportunities for the teams to learn from the experienced teams and professionals with expertise on falls prevention. Teams will receive guidance on achieving practice changes and measuring results. The Learning Sessions also provide the opportunity for teams to work together, learn from each other's experiences, and help each other move forward for maximum impact.

At the end of *Step Up* in September 2012, the Foundation will assist coalitions in presenting local Summary Conferences in each of their communities.

#### **4. Work Periods**

Phase One: The first six month work period will be devoted to the planning for and the development of a multi-dimensional falls prevention plan based on the experiences of the WNY Falls Prevention Coalition.

Phase Two: Following successful completion of a Falls Prevention plan, the coalition projects will move to implementation with three and six-month work periods.

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During this time, teams will engage in activities to test, monitor, refine, and implement changes that lead to improvement in practice and changes in falls prevention practices.

### **5. Data and Measurement**

Beginning at the first Learning Session, teams will learn how to identify measures and to use data to guide their work as well as how to display data to share results. The teams will identify goals and aims statements that describe what you intend to do, by when, and with what impact. These aim statements will guide the data collection and reporting process. By focusing on measurement, teams will know early on what is working and how to sustain or expand on success, or what isn't working and needs to be changed. Some baseline measurement will be part of the planning phase.

After the completion of an approved plan, each team will prepare a bi-monthly report of activities and measurement results to document their progress and share what they have learned. The purpose of measurement is to guide the development of the project and to report impact and effectiveness. Technical assistance will be provided to teams to identify indicators to measure, to collect data, and to report results. Each team will identify and track key indicators to measure what is done, how well it was done, and the impact of the project (is anyone better off?)

Measures may include:

- Changes in behavior
- Changes in practice procedures
- Reductions in falls, near falls, and falls risks

### **6. Faculty, Coaching and Technical Support**

Christine Klotz, Program Advisor, CHFWCNY, is the lead facilitator of the collaborative. Ms. Klotz has been responsible for several previous collaborative projects of the Foundation. Amanda Torre Norton, will serve as Team Advisor providing specific guidance on implementing and monitoring practice change. Ms. Norton has worked as a team advisor for three previous collaboratives. In addition, members from the advance team projects will share experience and advice as required.

Regular contact will be maintained with teams to support their efforts:

- During the six-month planning phase, teams will have monthly individual coaching calls
- Following plan approval, when projects move into the implementation phase, individual coalitions will have coaching calls at least every two months following submission of progress reports.
- Individual team technical support to establish indicators for measuring the process and outcome measures appropriate for their project.
- On-site consultation, which will be provided once during phase one and again at least once during phase two by the *Step Up* faculty.

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### **7. Summary Report, Toolkits, and a Summary Conference**

The results and experiences of *Step Up* will be collated into a Summary Report. CHFWCNY will support each community coalition in holding a summary conference to support dissemination and sustainability of their work.

### **8. Support by the Foundation**

The Community Health Foundation will provide all consultation, coaching, technical support, education, coordination and meeting costs for team members to participate in the Learning Sessions. This includes travel costs for up to four people to participate in each Learning Session in Buffalo.

Each team will receive an initial planning grant of \$10,000 to support the development of a multi-dimensional falls prevention plan for their community. This plan must be completed and approved prior to the second Learning Session in May 2011 to move on to Phase Two funding. Given successful completion of a multi-dimensional falls prevention plan, the coalition will be eligible to receive an implementation grant of \$100,000. The Phase Two grant funds will be provided in two payments of \$50,000 each. The first upon plan approval (June 2011), and the second following successful completion of work through the third Learning Session to be held in late fall 2011 (payment by January 2012).

Participating organizations are responsible for any additional costs related to compensation of staff time and project specific costs incurred in the course of the project.

## **B. Collaborative Criteria and Eligibility – Diffusion Grants**

### **1. Options for Team Projects – Diffusion Grants**

Phase One: All coalitions will be expected to design a plan that includes strategies to improve mobility and balance, and at least one of the following areas: medical management, home safety and/or vision. The plan must demonstrate community commitment to achieving practice change with at least four organizations committed to project implementation. [See the WNY Falls Prevention Consortium's Falls Prevention Plan for Older Adults in Erie County at [www.chfwcnny.org](http://www.chfwcnny.org) as reference.]

The coalition-based plan must include focus on individual behaviors for older adults and caregivers as well as change in professional practice. It is expected that the plan should build on the experiences and successes of the WNY Falls Prevention Collaborative and use items from the *Step Up to Stop Falls* Toolkit. A sample of the toolkit was made available at the WNY Falls Collaborative Summary Conference in May 2010. Coalitions accepted for the Collaborative will receive additional toolkits at the first Learning Session. With justification, the plans may include other evidence-based programs, particularly if these are already being used in the community.

### **2. Eligibility and Selection**

The *Step Up to Stop Falls* Diffusion Grants are expected to support up to six (6) coalition teams from fifteen of the foundation's sixteen counties. The eligible counties in WNY are: Allegany, Cattaraugus, Chautauqua, Genesee, Niagara,

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Orleans and Wyoming, and in CNY are Cayuga, Cortland, Herkimer, Madison, Oneida, Onondaga, Oswego and Tompkins.

#### ***New projects in Erie County are not eligible under this grant.***

To be eligible for a Diffusion Grant, a Community Coalition Team must meet the following criteria:

- i. Participating organization(s) must provide care or services to older adults who reside in community settings, or to professionals who serve them, in one of the counties served by CHFWCNY (except Erie).
- ii. The Coalition Team must include at least four local organizations that are collectively committed to working with both community engagement and education to impact older adults directly or professional practice change in settings that care for older adults who reside in the community.
- iii. The coalition must be able to provide evidence that the participating organizations have a history of collaboration in addressing health concerns in the community. It is not necessary that the coalition be a formal or pre-existing group if the members have previously worked together cooperatively.
- iv. It is preferred that the grant recipient for the local coalitions be a 501(c)3 organization, however exceptions may be made with approval.

In selecting the participating coalitions, the foundation will seek to achieve balance of geographic distribution and intended coalition focus for maximum benefit to the regions.

### **C. Proposal – Diffusion Grants**

Interested organizations must complete a proposal narrative, NOT TO EXCEED FOUR PAGES, including.

1. Organizational Information (Approximately two pages)  
Describe the coalition and its overall mission, priorities and accomplishments. Describe the coalition's capacity to undertake this project. Describe the lead organization and provide its overall mission and goals. Name the lead organization, if the coalition is not incorporated. If the lead organization is other than the coalition, describe how the coalition will relate to the lead organization throughout the project.

#### Questions to be Addressed about the Coalition and the Project:

- a. What organizations are key to the coalition's achievement of its outcomes for this project? Four partner organizations are required.
- b. How are those key organizations involved with the Coalition?
- c. How have these organizations worked together on previous projects?
- d. Will additional organization representatives need to be added to the Coalition for purposes of this project? If so, who?
- e. How will frail seniors and their informal caregivers be included in the Coalition's efforts?

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2. **Project Description (Approximately one page)**  
Describe the team's goal for participation in the collaborative. What efforts have taken place in your community to reduce the risk of falls? How have the key organizations been involved in these efforts? Explain any known results from these efforts. From what you have learned about the WNY Falls Prevention Collaborative and your review of the *Step Up to Stop Falls* toolkit, what items are of interest to your coalition? What interventions or practice changes do you believe could be achieved in the next two years with support of this collaborative?
3. **Anticipated Use of Foundation Resources (Approximately one page for #3-5)**  
If you were to receive the full amount of the intended grant, explain briefly how you expect you would use the CHFWCNY funds to enable the work of the coalition members and to achieve the results you anticipate.
4. ***Step Up* Executive Leadership**  
Provide the name of an executive leader who will be responsible for *Step Up*. This person is expected to provide counsel to the project team as needed, obtain essential resources during the Collaborative, and remove obstacles as necessary. The application cover page (see attached) must be completed and signed by this person to show organizational commitment. Only the lead organization's leadership commitment is required. Make additional copies of the page as required to provide information on the other partner organizations.
5. ***Step Up* Coalition Team Members**  
Please provide the name and title for the team leader. Provide the names, titles, and organizations for one person from each of the four the key coalition organizations who will commit to provide leadership in the Collaborative. [The team leader may be one of the four coalition leaders] Other coalition members can be listed if appropriate.

**D. Proposal Review, Site Visits and Project Selection (by the end of September 2010)**

We expect to receive more applications than can be accommodated in this Collaborative so applications will be evaluated based on focus, commitment and the inclusion of a good mix of participating organizations, apparent strength of the coalition in working together, settings, experience and expectations.

Following review of proposal narratives, coalitions that have met initial screen requirements will be scheduled for a site visit. At this site visit it is expected that representatives from at least the four key coalition organizations will be present. Guidelines for preparation for the site visit will be provided in advance. These site visits will be scheduled between July 26 and August 13, 2010.

CHFWCNY will notify all applicants of the selection decisions by the end of September 2010. The first Learning Session will be November 16-17, 2010.

**E. Proposal Submission – Diffusion Grants**

**The Proposal must be submitted electronically to the Foundation.**

***Please include the following materials:***

1. Proposal Cover Page – A Proposal Cover Page signed by the Executive Director, CEO or senior executive with responsibility for the lead organization’s commitment to participation in the collaborative. (not counted in page limit) [form attached to program announcement] Use additional copies as needed to list four primary participating organizations.
2. Proposal Narrative. The Proposal Narrative must meet the parameters described above and should be in a 12-point font with one inch margins. Applicants are expected to honor the space limitation. CHFWCNY may contact applicants for additional information, if required.

**Submission Deadline: Thursday, July 8, 2010 at 5:00 p.m.**

Please attach the signed Proposal Cover Page(s) and the Proposal Narrative as two separate documents in your electronic submission. Include your organization name and county in the subject line. Send to [falls@chfwcny.org](mailto:falls@chfwcny.org).

If you are unable to submit the signed Proposal Cover Page electronically, you may submit this by fax to the Foundation at 716-852-3131 by 5:00 p.m. July 15, 2010.

Proposals will be acknowledged by a return e-mail within 24 hours.

**Questions?**

All questions should be submitted to [falls@chfwcny.org](mailto:falls@chfwcny.org)

Representatives from the Foundation and the WNY Falls Prevention Collaborative will be presenting highlights from the 2009-2010 Collaborative at the *Ageing Concerns Unite Us* conference in Albany on June 8, 2010.

**If you would like additional information about the 2009-2010 Collaborative, see [www.chfwcny.org](http://www.chfwcny.org) or send your request to [falls@chfwcny.org](mailto:falls@chfwcny.org)**



**Application Cover Page for:**  
**Step Up to Stop Falls Collaborative to Older Adults**

\_\_\_\_\_  
 Name of Organization County

\_\_\_\_\_  
 Grant Contact Name Title

\_\_\_\_\_  
 Address City NY Zip Code

\_\_\_\_\_  
 Telephone Fax Email

We wish to apply to participate in the Falls Prevention Collaborative. We understand that Foundation selection of our project is based on our application and project description as well as decisions to achieve balance and mix of providers, settings, and experience.

\_\_\_\_\_  
 Name of Chief Executive or Medical Officer Signature

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Partner Organization(s):

**Second** Requesting Organization

\_\_\_\_\_  
 Contact Name Title

\_\_\_\_\_  
 Address City NY Zip Code

\_\_\_\_\_  
 Telephone Fax Email

**Third** Requesting Organization (if required)

\_\_\_\_\_  
 Contact Name Title

\_\_\_\_\_  
 Address City NY Zip Code

\_\_\_\_\_  
 Telephone Fax Email

<b><u>Organizations</u></b>	<b><u>Address</u></b>	<b><u>Team Leader Phone Number and E-mail</u></b>
<b>AfterCare Nursing Services</b> and Erie County Community College, Nursing	1680 Walden Ave Buffalo, NY 14225	Deborah Rambino 716-894-7777 <a href="mailto:drambinorn@aol.com">drambinorn@aol.com</a>
<b>Continuing Care Division of Catholic Health System’s Senior Services</b> and American Red Cross, Greater Buffalo	291 North St Buffalo, NY 14201	Tara Thompson, PT 716-923-4809 <a href="mailto:tprishwa@chsbuffalo.org">tprishwa@chsbuffalo.org</a>
<b>D’Youville College, Occupational Therapy</b> and Catholic Charities of Buffalo	320 Porter Ave Buffalo, NY 14201	Dr Merlene Gingher 716-829-7830 <a href="mailto:gingherm@dyc.edu">gingherm@dyc.edu</a>
<b>Erie County Dept of Senior Services</b> , Independent Health, and Willcare Certified Home Health Agency	95 Franklin St Buffalo, NY 14202	Patricia Watson, 716-858-6413 <a href="mailto:patricia.watson@erie.gov">patricia.watson@erie.gov</a> JoAnn Calandra, 716-635-4808 <a href="mailto:jcalandr@independenthealth.com">jcalandr@independenthealth.com</a>
<b>Geriatric Center of WNY</b> , Kaleida and Kaleida Health’s Rehabilitation offices	3 Gates Cir Buffalo, NY 14209 9 <sup>th</sup> Floor	Lisa Harvey 716-887-4281 <a href="mailto:lharvey@kaleidahealth.org">lharvey@kaleidahealth.org</a>
<b>Learning Partners</b> and The Greenfields CCC of Niagara Lutheran Health System	14 Pine Ct N Buffalo, NY 14224	Theresa Vallone, Michele Karnes 716-807-2289 <a href="mailto:info@learningpartners2.com">info@learningpartners2.com</a>
<b>McAuley Seton Home Care</b>	14 Appletree Business Park 14 Cheektowaga, NY 14227	Fred Pordum 716-706-2373 <a href="mailto:fpordum@chsbuffalo.org">fpordum@chsbuffalo.org</a>
<b>People, Inc.</b> and D’Youville College Physical Therapy	2128 Elmwood Ave Buffalo, NY 14207	Ruth Camann 716-817-9290 <a href="mailto:rcamann@people-inc.org">rcamann@people-inc.org</a>
<b>Occupational Therapy Dept of the UB Dept of Rehabilitation</b>	515 Kimball Tower Buffalo, NY 14214	Machiko Tomita, PhD 716-829-6740 <a href="mailto:machikot@buffalo.edu">machikot@buffalo.edu</a>
<b>Ray Hammel Physical Therapy</b> (Buffalo Rehab) and Stall Geriatrics	30 Greenhaven Terrace Tonawanda, NY 14150	Ray Hammel, DPT, MS 716-213-0772 ext 11 <a href="mailto:rayhammel@hotmail.com">rayhammel@hotmail.com</a>
<b>The Center for Industrial Effectiveness, UB</b> ; UB Dept of Rehab Science, and Dept of Veterans Administration	1576 Sweet Home Rd. Amherst, NY 14228	Christina Shotell 716-636-2568 ext 11 <a href="mailto:cshotell@buffalo.edu">cshotell@buffalo.edu</a>
<b>Wellness Institute of Greater</b> (City of Buffalo)	65 Niagara Sq # 607 Buffalo, NY 14202-3306	Amy Higgins 716-851-4052 <a href="mailto:ahiggins@city-buffalo.org">ahiggins@city-buffalo.org</a>