

## Vision 20/20 Presentation Handout

Presentation Title: *Remembering When™: A Fire and Fall Prevention Program for Older Adults*

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### Program/Project Overview

- Adults 65 and older are more than twice as likely to be killed in a home fire as the population large. Thirty to 35% of people 65 and older fall each year. One in five falls causes a serious injury.
- The National Fire Protection Association and the Centers for Disease Control and Prevention (CDC) developed the *Remembering When* program to reduce deaths and injuries from fires and falls among older adults.
- The program uses three approaches to deliver fire and fall prevention messages to older adults: group presentations, home visits, and installation and intervention.

### Formative Evaluation—Planning

- Before the program was developed, focus group were conducted among older adults and people who work with older adults in Alaska, Arkansas, and Mississippi and in Atlanta and Cleveland to determine the best ways to deliver messages to older adults, as well as the types of activities that older adults find engaging and effective.
- Focus group results revealed that the program should include group presentations and home visits and that the presentations should be interactive. Long lectures should be avoided. The presenter should be an expert in fires and falls and someone people trust, such as a firefighter or a home visitor who already has a relationship with the older adult.
- A program draft was developed and tested in the same test sites the focus groups were run. Group presentations and home visits were conducted among older adults, and surveys were then conducted with the adults who had participated in the presentations, as well as the fire service representatives and public health workers who had facilitated the presentations or given the home visits.
- According to the survey results of the home visits, the program was relevant and on target, although minor changes in the curriculum guide and the message cards were suggested. Older adults expressed a willingness to make changes in their home and listed what they would change. Group presentations ran longer than originally intended (40 to 50 minutes versus 20 to 30 minutes) but participants were happy with the length because they were engaged in the activities.

### Process Evaluation—Implementation

- The CDC provided the program for hundreds of public health workers.

- NFPA gave more than 5,000 free programs to fire departments that filled out applications for the program.
- The curriculum was also a product for sale through NFPA.
- In order to encourage home visits to older adults and provide additional group presentations, NFPA created the Remembering When Scholarship program in 2007 for fire department public fire and life safety educators and partner representatives of organizations that conduct home visits to older adults.
- In the first four years of the scholarship program, with 128 communities reporting, 25,544 older adults have participated in *Remembering When* group presentations. Home visits using *Remembering When* messages have reached 8,442 older adults.

### **Impact Evaluation**

- The CDC's National Center for Injury Prevention and Control contracted a two-year evaluation of *Remembering When* in Virginia to determine the effects of the program on participants' knowledge and home safety behavior. It focused on group presentation formats and home assessments using a treatment and control site.
- In the treatment site, there was a significant pre-presentation to post-presentation change on 8 of the 19 knowledge items. In the control site, there was a significant pre-presentation to post-presentation change on 3 of the 19 knowledge items. The average increase for fire items in the treatment was more than double the control site. The average increase for fall items was slightly more than the control site.

### **Recommendations for Others**

- Critical to the success of this program was the partnership with an organization such as the CDC, which is committed to researching and evaluating a program. On a community level, it would be essential to partner with local organizations.
- It was essential to spend the time and effort during the development of the program to conduct a literature review and focus groups, to form a technical advisory group of experts, to test the design of the program, and to evaluate the impact of the program.
- It is important to periodically add new elements of delivery and training to a program to keep it vital.

### **Conclusions**

Older adults will continue to be an important group for fire departments to reach as this population is growing. *Remembering When* is a good example of a program that is created nationally but implemented locally. It provides a variety of options for community partnerships and examples of ways to reach older adults.