



April 2026 *A Matter of Balance: Managing Concerns about Falls*
 Master Trainer Quarterly Update
 LOCATION: Zoom

MEETING MINUTES

Meeting minutes are compiled from notes taken from the following dates.

Day	Date	Eastern	Central	Mountain	Pacific
Wednesday	April 1 st	1 PM - 2 PM	12 PM - 1 PM	11 AM - 12 PM	10 AM - 11 AM
Thursday	April 9 th	2 PM - 3 PM	1 PM - 2 PM	12 PM - 1 PM	11 AM - 12 PM
Tuesday	April 17 th	2 PM - 4:30 PM	2 PM - 3 PM	1 PM - 2 PM	12 PM - 1 PM
Thursday	April 30 th	2 PM - 3 PM	1 PM - 2 PM	12 PM - 1 PM	11 AM - 12 PM

MEETING PURPOSE: Recruitment and Retention for Coaches and Participants.

Topic	Discussion
Welcome and Announcements:	<p>MaineHealth Announcements:</p> <ul style="list-style-type: none"> • New Digital files for Low Vision Participant Workbook – these updates are now online at: https://www.mainehealth.org/healthy-communities/prevention-and-wellness/fall-prevention-matter-balance/resources-master-trainers • Thank you to all who were able to return our survey on the AMOB program reach. Our survey has been completed, and the results are being compiled. Results will be shared in the October MT session and eventually on our website.

	<ul style="list-style-type: none"> Coach Trainings: MaineHealth is now offering Lay Leader Coach trainings monthly for organizations that have a Master Trainer to provide the ongoing supervision for newly trained coaches. The cost to train a coach to delivery A Matter of Balance is \$100. For more information, please contact Raya.Kouletsis@mainehealth.org
<p>Poll</p>	<p>Poll: Three questions are below with the answer in %; total respondents = 172</p> <p>My coaches are:</p> <ul style="list-style-type: none"> a) Staff 39% b) Volunteers 25% c) Both 35% <p>I have more of a problem recruiting</p> <ul style="list-style-type: none"> a) Coaches 51% b) Participants 31% c) Both 19% <p>I have tried the following strategies to recruit for my program:</p> <ul style="list-style-type: none"> a) Flyers 87% b) Newspaper ads 26% c) Social media 67% d) Website 57% e) Community events 65% f) Search engine ads 1% g) Advertising with community partners 49% h) Radio, TV or print public service announcements 5%
<p>Recruitment & retention of Coaches</p>	<ul style="list-style-type: none"> Leverage social media, website, and work with your community partners for recruitment. Share compelling stories, highlight the impact of the coach role on older adults. Using hashtags in online posts can increase reach. Don't forget about newspapers, volunteer organizations, faith-based organizations, retired professional organizations, and radio and TV. Local stations will provide public service announcements for free. Good old-fashioned posters at the library, gyms, and community centers also attract potential volunteers. Especially if the AMOB class meets at that location that they go to already.

	<ul style="list-style-type: none"> ● Offer activities that match the individual’s interests and skills. People will stay with their role if it is meaningful and aligns with their skills and interests. ● Clearly define expectations, timelines, level of commitment and frequency of commitment. This will set you off on a good path for initial engagement and long-term retention. ● Soon after training a coach, place them in a class with a seasoned coach. If you train coaches and then wait several months to place them in a class- their interest, enthusiasm and commitment is likely to have dwindled. This is especially the case for volunteers. ● Provide feedback and continuing learning opportunities. Share the feedback from the class evaluation, identify strengths and areas of opportunity and follow through with training for skills building. When coaches feel prepared, they will experience less burnout and stress. ● Can you provide incentives or acknowledgment for classes completed? This can be a gift card, a note of thanks, social media shout out, certificates of accomplishment, taking the time to gather their feedback and listen to their ideas about how to make it go smoother next time. Recognize what they do well and provide support to help bolster needed skills. Recognition fosters loyalty, feelings of being seen, and encourages engagement. ● Invest time in your coaches and build that relationship, so they are aware of just how much they support and contribute to the team and your community. ● Build partnerships with schools and universities, community organizations that rely on volunteers – perhaps they have too many volunteers and can refer to your program's needs.
<p>Coach recruitment and retention tips from attendees:</p>	<ul style="list-style-type: none"> ● After coach training, I offer to mentor coaches at their first session. ● We train volunteers in more than one type of Health & Wellness program to keep them engaged. ● Important to show you care ● I have a script for the first call, explain the class completely ● I have a session zero to fully describe the class ● I try to give volunteers stuff. A t-shirt, water bottle, and some kind of safety items- grant funded. ● Get one on one feedback from the Coaches after each class and go over the feedback from the surveys and how their work compares to national results. Also share the NCOA 10-year study on the impact of evidence-based programs.

	<ul style="list-style-type: none"> • We are part of the Cortland Office for Aging, so we hold a Volunteer Appreciation Event during National Volunteer Week in April, and all volunteers are invited. This includes our Coaches. We give a little gift to everyone, offer door prizes and brought in a guest speaker on Self Care. • Libraries are terrific partners for holding the classes, and the ‘Friends of the Library’ groups often have older adults with free time that are interested in learning.
<p>Where do you find your coaches?</p>	<ul style="list-style-type: none"> • Our most effective marketing method is engaging champions for MOB, such as retired nurses and teachers at senior centers, libraries, Extension Service offices, and churches. • We have recruited Parish Nurses as coaches, champions, local host site coordinators, etc. • Several of our coaches are formerly class participants • I pre-screen potential coaches • We partnered with our local college volunteering class to train coaches • Health Departments, Next Door App • We mail out a magazine that lists the classes we offer including Matter of Balance sessions. • Coaches- not difficult- but keeping them going after they are trained and recruited is challenging. • I just recruited from class participants, and they are excited to be trained and teach this in their community. • I try to require prospective coaches to take the class and try to recruit from program completers. • We send flyers to local provider offices, including physical therapy offices • RSVP Program – NY state-wide Volunteer Program • I plan a session for coach observation with participants permission • I have had inquiries from my Newsletter • I put flyers up in my gym
<p>Concerns:</p>	<ul style="list-style-type: none"> • I struggle to get enough coaches for each location. Often, we end up with 1 coach, and they do not have a partner. Most of the time I end up making it work in my schedule, but then I am run thin. Going to work harder to keep volunteers engaged, that is a great piece of advice
<p>Participant recruitment and</p>	<ul style="list-style-type: none"> • Provide clear marketing for the program. Make sure people know that the class helps people identify their own personal fall risk factors and ways to reduce those risks.

<p>retention strategies</p>	<ul style="list-style-type: none"> ● Make sure that you are not advertising it as an exercise class or a class that only practices balance movements. ● Offer a Session 0 so potential participants can come to learn about what to expect before enrolling. Some organizations offer an informational session about all of the programs they offer so that people can come and learn about the many programs available to them. You can get some cross pollination this way with people registering for several programs to support independence and improved life quality. ● Flyers, websites, and tabling at community events are great ways to get the word out about your programs. ● Collaborate with local doctors' offices, PT offices, hospitals, EMS and fire departments, senior centers, 55+ living communities, faith-based organizations, Veterans organizations (Eagles, Lions, VFA, etc.) ● Host fall prevention events and invite students, PT's, doctors and pharmacists to speak about preventing falls to help raise awareness in your communities to the importance of fall prevention in staying independent and healthy.
<p>Where do you find participants?</p>	<ul style="list-style-type: none"> ● Council on Aging, Churches, Local Libraries, Fall prevention coalitions, Senior Center, City Housing Authority, Health Clinics, Senior Living Buildings, Healthcare providers, Fire/EMS, Primary Care, PT/OT, Pharmacy ● I work for a Health system, so most of my participants come from doctor's offices, physical therapy, County Health Department ● Senior Volunteer Programs: they sometimes add our programs to their monthly column in the local newspaper. ● Office on Aging ● We are working on a partnership with a local trauma center and the county EMS – so they can start referring patients to our classes ● Independent Senior Living ● NOTE: Offering a Session Zero is an effective way of providing a preview of a class and recruiting participants who are willing to make a commitment. ● Meals on Wheels – Note: just be aware that many people getting Meals on Wheels get meals delivered because they do not or cannot leave their homes or have no transportation.

	<ul style="list-style-type: none"> • We have day treatment centers • Offering a Session Zero is an effective way of providing a preview of a class and recruiting participants who are willing to make a commitment. • Local hospital cardiac and pulmonary rehab. Dawn – we do as well, but people need to know that there may be limitations for them. • Other evidence-based referrals. • Brighten Center advertises at their senior living locations. For other locations like churches, I advertise in the church bulletin for a couple of weeks and then show up with a table and balloons after all Masses one weekend to get people to sign up. AND if you have an assistive device, you are getting my flyer, LOL! • It depends on the host site. Our AAA has a great website that helps providers promote workshops. Otherwise, the host site leverages a lot of their own network. Libraries, senior centers, senior housing, etc. • Local newspapers can have free community bulletin boards for posting word of mouth from previous class attendees. • Our AMOB program is listed in our discharge order set for inpatient and outpatient/ED instructions for those with fall risks • It is scored with their initial assessment in our EMR and for those who present with falls.
<p>Questions from attendees in the chat:</p>	<p>To everyone: What type of fall risk screening tool do you have embedded in your EMR?</p> <ul style="list-style-type: none"> • I in-serviced all our adult fam medicine docs on the STEADI initiative by the CDC, then what AMOB is. The docs then screen for risk, then refer the patient to me for enrollment in our next AMOB course. Outpatient health educators also promo it. We get more people than we can accommodate sometimes. Works well though. You can see the process here https://repository.usfca.edu/capstone/1360/ • It is part of the Medicare annual wellness visit screenings. The question I believe is whether they have had a fall in the past year.
<p>Stories:</p>	<ul style="list-style-type: none"> • The MaineHealth coaches training worked very well for a new staff person. I highly recommend it.

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| | <ul style="list-style-type: none">• I have a class going on with all participants are deaf. It is going so very well. Fantastic! I am learning sign language. The interpreters have been supportive. |
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