**Prevention Task Force Report**

The Prevention Task Force has decided to initiate an educational campaign targeting seniors, related to fall prevention and preventing brain injury. Dave Johnson made initial contact with Hy-Vee corporate headquarters to ask if they would be willing to ask their stores to distribute flyers or brochures that we would produce. The initial thought was that members of the Council and other brain injury advocates could reach out to the Hy-Vee stores in their communities to ask them to participate.

With further discussion, the group decided to pursue the option of asking the head of the Healthiest State Initiative at Hy-Vee to ask all their pharmacists to distribute the information that the Council would pay to produce. This would serve an additional benefit of getting all Hy-Vee stores in the state to participate and give pharmacists a chance to review medications that may contribute to fall risk. Realistically, this would probably not be able to happen in March but could be in May, which is Healthy Aging month.

Unfortunately, IDPH staff has had difficulty getting a commitment from Hy-Vee. Most recently, we were referred to their Vice President of Pharmacy, and have not received any response.

Our hope, at this point, is to discuss alternative sites, such as Medicap or Walgreens Pharmacies, if Hy-Vee does not want to participate. We have selected information that we want to include in a brochure and would like to dedicate the funds to pay for large quantities. Our plan will still be for this to occur within the next 4-6 months.