

## Q2 State Advocate Quarterly Meeting Minutes and Check In

Apr 12, 2022 08:00 PM Eastern Time (US and Canada)

Present: (34 attendees)

Amanda Pruitt (KY), Angela Wallace (IL), Ann Holmstedt (RI), Barbara Wilson (SC), Bringa Johnson (WI), Diane Fleming (OH), Emi Gonzalez (FL), Gretchen Jackson (TN), Hannah Carlsen (OR), Howard Eisenberg (NY), Joy Kuebler (MS), Karlene Quay (SC), Kelli Davis (FL), Laurel Horne (NH), Lauren Scanlon (TN), Linda Horn (MD), Mary Thane (MT), Megan Ortega (MD), Melanie Wells (MI), Nicole Buss (WI), Nicole (AK), Pooja Mehta (NJ), Sara Mayle (WV), Stefanie Bond (FL), Stephanie Prinster (MO), Tracey Collins (PA), Vishakha Hiremath (IN), Sharon Bentley (PA), Aliya Decates-Miller (OH/East Regional Coordinator), Beth Black (NM/West Regional Coordinator), Beth Castelini (CO/Mid Regional Coordinator), Heidi Moyer (Guest Speaker - Balance and Falls SIG Chair), Haim Nesser (Guest Speaker - Balance and Falls SIG Vice Chair)

### Future Meeting Dates:

Aug 10, 2022 08:00 PM Eastern Time (US and Canada):  
Guest speaker Dr Becca Jordre @ Senior Athlete Fitness Exam

Nov 1, 2022 08:00 PM Eastern Time (US and Canada)

### 1. Introductions of Region Coordinators

Welcome new SAs

- a. Nicole from Alaska
- b. Tammy from New Jersey
- c. Suzanne from Connecticut
- d. Leigh from Connecticut
- e. Ann from Rhode Island
- f. Sara from West Virginia
- g. Tracey from Pennsylvania (onboarded 2 days prior to last meeting, so including again!)
- h. Shavon from Louisiana
- i. Angela from Illinois
- j. Nicole from Wisconsin
- k. And possible new SA from Arizona: Shweta
- l. Possible new co-SA from Oregon: Nikki

Introduce tonight's speakers:

Tonight's focused discussion is on Doable Options for Fall Prevention, with guest speakers Heidi Moyer and Haim Nesser, Chair and Vice Chair of the APTA Geriatrics Balance and Falls Special Interest Group (and both former State Advocates)

- Fall Prevention Awareness Day Toolkit (Created 2019; updated 2020)

- <https://aptageriatrics.org/sig/balance-falls-special-interest-group/falls-prevention-awareness-toolkit/>
- How do you get into the community in a variety of ways throughout the year
- Doesn't have to be a huge event in order to be successful
- Get to know your community; culture, values, how they access healthcare
  - Is your community proactive vs reactive about their healthcare?
  - Consider those cultural differences in determining how you address the community and do screenings in the community
- Webinars vs. In person vs. Call in
  - Depending on the population, some will attend in person vs webinar, or even over the phone and dial in to the presentation
  - Focus on staff vs the individuals in the community
    - What do you do if someone calls in having had a fall
      - How do you advise them, where do they go, how do you follow up
      - Or, how do you identify clients at risk for falls
  - Workshops geared towards caregivers in the community
    - How to reduce fall risk at home
    - How to guard a family member during mobility
  - Serve as an expert opinion
    - Consult when someone calls about a specific situation
      - Someone is tripping more, or dragging their feet, or falling
  - If doing a screening in the community, sometimes it takes multiple events for them to grow and get bigger
    - Word of mouth to build momentum
    - Multiple events to get more attendees
  - Just because only a few people show up doesn't make it an unsuccessful event.

**If you helped one person, you have changed the trajectory of their life**
- Questions from Advocates:
  - I have a screening day planned for a local senior center this September and would love some ideas for promotion. (WY)
    - Take a little time to have a booth or personally advertise the event that is coming up
    - Older adults don't always respond to flyers
      - If you make a personal connection -"I will be here doing a screening in 2 weeks, please come back, I would love to see you!" tends to be very effective
    - Local newsletters, email blasts
  - For initial falls prevention activity, what is most appealing to participants? What has been most successful? Presentation only? Screening? Fall recovery training? Site already provides Matter of Balance and balance screening with local VNA, so would like to offer something different (NH)
    - Hybrid presentation and fall screening after the fact

- Hits everyone's different comfort levels
  - Some want to get the screening, some just want to get the information.
- Sometimes wording the presentation differently helps
  - Call it a Student Learning Event - people like to give back and help new up and coming PT/A's rather than come to a fall screening event for themselves
  - "The benefits of an annual safety screen" - older adults respond better, and you still do your fall screen afterward
  - Focus on the positive, "Stay Independent"
  - Use "Fit over 50", "Know Your Numbers"
- People love resources that they can take home and use right away
- People like to have their vitals assessed - they may be more likely to buy in to the full falls screening if you check their vitals first
- Beth Black: I'd recommend connecting with your state's fall prevention coalition, most state's have them. If you're not aware of what might be happening in your state, NCOA has a list with contacts online:  
<https://www.ncoa.org/article/how-to-contact-your-states-falls-prevention-coalition>
- Use Freebies to get people to show up/participate! - Nightlights, exercise bands, pens!
- It was suggested to me to join the American Geriatric Society to possibly improve my ability to provide information/testing in the Fall regarding falls to various groups. It seems to have a hefty membership fee. Does anyone have information or have worked with this organization before? My luck with Horry County Council on Aging has been zero and they are an active group in the North Myrtle Beach area. (SC)
  - Group provides amazing resources, but it is expensive to be a member
  - Not always PT focused - not as applicable as a clinician
  - With that said, if you don't feel like you have all the resources you need, the Balance And Falls SIG is here to help!
  - Haim: You can also reach out to the State Dept of Aging to introduce yourself...Develop a relationship with them. Takes time, but hopefully it will flourish over time. From my experience in Central NJ, they weren't very helpful with providing resources, though they did promote our events IF branded as an exclusive APTA Geri event
  - Show that this is a Non-Profit event - don't promote any group or institution - keep it strictly an APTA Geriatrics Event
    - It shows that we are not asking for funding it's exclusively a non-profit for the community event
    - Helps with buy in - especially within the government
- any experience with discussions about fall prevention with local municipal and private ambulance organizations?
  - Some people do work with first responders on responding to falls

- What recommendations to make for those who are falling frequently
- How to get up safely from the floor
- How to prevent a fall
- How to be more proactive to prevent falls
- NCOA has info online @ working with EMS services/fire departments:  
<https://docs.google.com/document/d/1ppF06joCNzV4-jdQOaqnzufkvB-y6WNtnw4ONDrlno/edit>
- Email to Balance and Falls SIG: agptbalanceandfallssig@gmail.com
  - No event is too small! You are making an impact
  - The more often you try, the more people become familiar with you and the more traction you gain

2. State Advocate Check in:

- a. How did you like this new way to share your updates and see everyone else's?
  - i. Karlene (SC) I liked it to make me think ahead.
  - ii. Laurel (NH) Agree with Karlene
  - iii. Melanie (MI) I did look at others and it gave me some ideas on things we can try. also realize many others have the same issues on getting more members involved
  - iv. Stephanie (FL) I always like to read the minutes after so I think it'll be nice to read others updates
  - v. Linda (MD) It was easy to do this on the document rather than sending in a form
  - vi. Ann (RI) Hello, this is new to me, but I liked reading what others are doing and experiencing

3. Update on APTA Geriatrics State Advocate page. No more Leadership panel!!

- a. We have moved all of our State Advocate information onto the APTA Geriatrics Website
- b. We are no longer using the Leadership Panel
- c. Information including our State Advocate Handbook, templates, ideas on how to do a GCS study group, SAFE, Year End Reports, and even our Meeting Minutes are all posted to the website
  - i. Pros - you don't have to log in anymore! Everything is just a few clicks away
  - ii. Pros - Allows for transparency to all State Advocates and APTA Geriatrics Members regarding what the State Advocates are doing and how we can assist them in the community

4. Reminder: Get your funding requests to your Region Coordinator for chapter conferences and community events!

- State Conference participation: APTA Geriatrics has a budget each year to support State Advocate activities which includes limited funding for state conference and community event participation. Get your request in early to your Coordinators to see what is available:
- For State conferences we have the: “booth in a box”:
  - This includes a retractable sign, a handout with info on APTA Geriatrics, and some buttons as giveaways. You are welcome to bring your own materials (up to three) to the booth that you feel are important to showing members and potential members what their resources are. The Board has chosen a very minimalist booth set up with the rebranding. The materials sent to you are not to be returned. The sign is improved over our 13 previous “disposable” signs and the intention is for you to retain these, use repetitively and pass it on to future State Advocates.
  - Due to limited funding this year, we will be prioritizing conferences that do not have a booth registration fee. Start early in the year. Reach out to the conference coordinator to see if they would be willing to provide the booth for free to an APTA section.
  - If they are, proceed with filling out the link below. The request for materials will be online now via this link:  
<https://www.surveymonkey.com/r/GY96RJM>
  - If the chapter is not willing to allow participation without a fee, please let your Regional Coordinator know and begin to attempt to negotiate a reduced rate. AMPED may be able to help with this process if you are not successful.
  - This online form must be filled out 6 weeks before you need the materials.
  - When you submit your request, please notify the Coordinators to ensure that everything runs smoothly.
  - Any items requested will be facilitated by AMPED, after approval by your Regional Coordinator.
- Funding for Community Events:
  - We have allocated a smaller portion of our budget to support those of you working on events throughout your state such as for NFPAD (National Fall Prevention Awareness Day/Week), Senior Athlete Fitness Exam at your state Senior Games, Health Fairs, or other events.
  - We are looking at providing reimbursement for community event expenses such as:
    - Local copying/printing of educational handouts
    - Purchasing of equipment such as gait belts, tape, etc
    - Purchasing of giveaways such as nightlights, exercise bands, etc.
    - Reimbursement of fee for submission of geriatric-focused programming at state conference (if accepted and you make sure to advertise APTA Geriatrics as a resource in your presentation)

- The amounts available are \$30-\$50 each and we can help to fund around 12-20 state events with this amount.
  - Requests for this are made directly to the Coordinators.
  - Please request reimbursement (with estimated cost) prior to purchasing items for reimbursement. Funds are limited and will not be reimbursed if not approved before purchase.
  - After your event, please submit any receipts to APTA staff and cc to all Regional Coordinators (Let us know how the event went and # of attendees)
- 5. Open State Advocate Positions: Arizona, DC, Idaho, Maine, Vermont, Washington State
- 6. Open Co-Advocate Positions: California, Colorado, Hawaii, Massachusetts, New Mexico, Oregon, South Dakota, West Virginia
- 7. Are you ready to step up and run for an APTA Geriatrics elected position in the upcoming election this year? The open positions are:
  - a. **Open APTA Geriatrics Board of Directors positions**
    - Secretary
    - Director
    - Chief Delegate
  - b. **Open APTA Nominating Committee positions**
    - Nominating Committee Member
  - c. **Open Special Interest Groups Positions**
    - **Global Health - Chair**
    - **Bone Health - Chair**
    - **Cognitive and Mental Health – Vice Chair**
    - **Residency and Fellowship - Chair**
    - **Health Promotion and Wellness – Vice Chair**

The online application process will go live April 1st! Applications will be accepted until June 6th.

Please let Jennifer Rouse know if you have any interest in any of the positions or know of anyone who you feel would be a good candidate.

Jennifer Rouse, PT [jennifer.rouse.dpt@gmail.com](mailto:jennifer.rouse.dpt@gmail.com)

APTA Geriatrics Nominating Committee Member

8. Requested items to discuss tonight (will discuss as time allows, please f/u w/Reg Coordinator if not discussed):

Member engagement:

- a) What were your tried and true recruitment methods to get folks involved? So many things going on = hard to recruit! I need some creative juices! :) (NE)
  - i) Follow your Passion
  - ii) Reach out to students
  - iii) You are probably reaching more people than you realize with your emails, even if they don't respond or give a lot of feedback

- b) I thought I remembered seeing promotional material for the free student membership but can't find it (would like to be able to copy the flier with QR code from APTA Geriatrics page and post to FB or forward via email – is this possible? (NH)
- c) How to get people more engaged with Facebook and state goals? People seem to be at maximal capacity. (OR)
- d) Suggestions on activities to increase member engagement within the state. (WV)
- e) How to get more members engaged. (WI)
- f) New ideas that I can bring to the state, especially with feeling so spread out. Facebook doesn't seem to be the best way at times. (SD)

Other issues:

- g) How to coordinate having a booth at the state conference without paying the high exhibitor fee. (PA)
  - i) Reach out to your regional coordinator
  - ii) Lobby the chapter. Sometimes they will make accommodations due to being a section/Academy of APTA
  - iii) Share a booth with your Geri SIG if they are willing and you have one in your state
  - iv) Explain to chapter that it is of benefit for them to have members that are interested in Geriatrics to be engaged with them
- h) How to get increased engagement from other members with GCS in establishing study group (SC)

**State Advocate quarterly updates:**

Alabama

1. Progress towards 2022 goals
  - a. Develop geriatric-focused CE course at APTA Alabama Chapter conference
  - b. Working with AL State Games coordinator on plan for PT students to assist with SAFE screening

Alaska - Position recently filled

Arizona - vacant position

Arkansas

1. Progress towards 2022 goals
  - a. Chair of Governor's Advisory Council on Aging
  - b. Assist local Centers on Aging to hold 4 interdisciplinary community falls screenings
  - c. Work with AGPT/NCOA task force on a project to support EBP dissemination geared towards state advocates
  - d. Serve as a consultant for state and local health system's falls prevention programs

California

1. No updates noted

Colorado

1. Progress towards 2022 goals
  - a. Attended first meeting as Advisory Member of new DPT program

- b. Monthly conf calls continue with increased attendance
- c. Met with CO Chapter VP who is now our liaison to the CO board
- d. MOB live class canceled due to loss of lay leader

Connecticut

- 1. No updates noted

Delaware

- 1. Progress towards 2022 goals
  - a. Completed presentation on basic exercise guidelines, ideas to incorporate physical activity into daily activities, and what physical therapy can address for Take Off Pounds Sensibly, a nonprofit group that meets at a local Senior Center

District of Columbia - vacant position

Florida

- 1. Progress towards 2022 goals:
  - a. completed virtual CEU presentation
  - b. plan to be present at in person conference in the fall
  - c. volunteering at the National Senior Games in May

Georgia

- 1. No updates noted

Hawaii

- 1. No updates noted

Idaho - vacant position

Illinois

- 1. No updates noted

Indiana

- 1. Progress towards 2022 goals
  - a. Discussed with Alexandra regarding planning a CEEAA course in Indiana in February, the three locations were already decided, the potential hosts for 2023 will be decided in the summer, I hope we schedule a course soon.
  - b. Article published in March 2022 GeriNotes

Iowa

- 1. No updates noted

Kansas

- 1. Progress towards 2022 goals
  - a. APTA Geriatrics Booth and Spring Conference
  - b. Begun conversations regarding helping with the Kansas State Senior Games in September

Kentucky

- 1. No updates noted

Louisiana

- 1. Progress towards 2022 goals
  - a. Compile a comprehensive list of available resources to Seniors in their community.
  - b. Recruit PT volunteers to offer bi-annual fall screens at community resource locations.

Maine- vacant position

Maryland

1. Progress towards 2022 goals

- a. Sent the information about the free student AGPT membership to students at UMB and will see if this can be promoted by APTA MD

Massachusetts

1. Looking for a co-advocate

Michigan

1. Progress towards 2022 goals

- a. Reaching out monthly to new members in Michigan(if any).
- b. Quarterly e-newsletter being sent
- c. Will reach out to Michigan Senior Olympics for SAFE after their Winter Olympics are completed
- d. Hoping to get APTA Geriatric member(s) to present at our Fall Conference

Minnesota

1. Progress towards 2022 goals

- a. Facebook group, working to increase interaction
- b. Received interest from 1 member of study for gcs test. Possibly mentor situation if no others interested

Mississippi

1. No updates noted

Missouri

1. Progress towards 2022 goals

- a. Had a student advocacy meeting with Representatives from the 16 PT/PTA schools in Missouri.
- b. Planning to go to the state meeting and Eastern district meeting in a couple weeks.

Montana

1. No updates noted

Nebraska

1. Question or discussion topic requested for tonight's call

- a. What were your tried and true recruitment methods to get folks involved? So many things going on = hard to recruit! I need some creative juices! :)

2. Progress towards 2022 goals

- a. Progress on CEEAA course in Nebraska on hold for now due to program changes within CEEAA; hoping for 2023
- b. Conference "Zoom into Fitness: A Novel way to bring exercise experts to Seniors amidst COVID-19 Pandemic"

Nevada

1. Progress towards 2022 goals

- a. Holding virtual Stepping On Program March - April for Northern Nevadans and In person Stepping On program in Henderson for southern Nevadans
- b. Working on FPAW event planning; weekly blog posts going out on The SeniorcenteredPT by Dr. Katie

## New Hampshire

1. Question or discussion topic requested for tonight's call:
  - a. For initial falls prevention activity, what is most appealing to participants?
    - i. What has been most successful? Presentation only? Screening? Fall recovery training?
    - ii. Site already provides Matter of Balance and balance screening with local VNA, so would like to offer something different
  - b. I thought I remembered seeing promotional material for the free student membership but can't find it (would like to be able to copy the flier with QR code from APTA Geriatrics page and post to FB or forward via email – is this possible?)
2. Progress towards 2022 goals:
  - a. Posted info re free APTA Geriatrics membership to one of 3 PT/PTA programs in the state
  - b. Reached out to two local senior centers/program re potential for presenting program during Fall Prevention Awareness Day/month
  - c. Occasional postings to NH Members of AGPT FB group

## New Jersey

1. Progress towards 2022 goals:
  - a. Local community health fair- May and October
  - b. Starting to prep for GCS mentorship

## New Mexico

1. Progress towards 2022 goals:
  - a. Working with NM Adult Falls Coalition: finalized 5 year Strategic Plan
  - b. New document for consumers to supplement the CDC's Stay Independent/NCOA's Fall Risk Check Up: "What should you expect when your healthcare provider checks you for fall risk?"
  - c. Regular postings on NM Facebook including promoting NM participation on CO monthly zoom calls.

## New York

1. Progress towards 2022 goals:
  - a. Working on building communication between NY APTA and SA

## North Carolina

1. No updates noted

## North Dakota

1. Progress towards 2022 goals:
  - a. Currently working on local falls assessment/screening to be held at local senior centers once OK'd based on county's COVID levels
  - b. Looking to recruit PT volunteer involvement in ND Senior games this August

## Ohio

1. Progress towards 2022 goals:
  - a. Completed a GCS study group that involved 3 Ohio APTA Geriatrics Members across the state. Over the span of 2 months prior to their test dates, the study group met via Zoom for a total of 4 meetings with the State Advocates present

and an additional 3 meetings without the State Advocates present. All members of the study group have now sat for their GCS boards.

- b. Currently working on scheduling SAFE Screenings for Ohio Senior Olympics Event

#### Oklahoma

- 1. Progress towards 2022 goals
  - a. Falls Screening Local Senior Center
  - b. Planning for Ok Senior Games
  - c. Spring OPTA meeting in June.

#### Oregon

- 1. Question or discussion topic requested for tonight's call
  - a. How to get people more engaged with Facebook and state goals? People seem to be at maximal capacity.
- 2. Progress towards 2022 goals
  - a. Performed Geriatric based content at OPTA Spring Conference.
  - b. Planning SAFE for Senior Games in August and possibly doing talk at local PT school about Geriatric care. Will think about having a booth at next OPTA conference if in person.

#### Pennsylvania

- 1. Question or discussion topic requested for tonight's call:
  - a. How to coordinate having a booth at the state conference without paying the high exhibitor fee.
- 2. Progress towards 2022 goals:
  - a. Working on setting up study groups for this summer for the next group taking the GCS exam.
  - b. DPT Students from the University of Scranton will be participating at Health on the Heritage May 14 9am-1pm conducting fall risk screening for VNA

#### Rhode Island

- 1. Progress towards 2022 goals
  - a. Continuing and expanding upon communication and collaboration with the Program Manager of the RI Geriatric Education Center of the University of RI to attract volunteer physical therapy practitioners to support Gait Way to Better Balance balance screenings through the Geriatric Workforce Enhancement Program grant from the US Health Resources and Service Administration.
  - b. Activities for Fall Awareness Day/Week 2022 pending.

#### South Carolina

- 1. Question or discussion topic requested for tonight's call
  - a. How to get increased engagement from other members with GCS in establishing study group
  - b. It was suggested to me to join the American Geriatric Society to possibly improve my ability to provide information/testing in the Fall regarding falls to various groups? It seems to have a hefty membership fee. Does anyone have information or have worked with this organization before? My luck with Horry

County Council on Aging has been zero and they are an active group in the North Myrtle Beach area.

2. Progress towards 2022 goals

- a. Set up a facebook page
- b. Set up an email
- c. Us 3 co-advocates met each other in person at the APTASC annual conference
- d. Communicating with Katherine Smith, PT (peds) regarding mutual goals on health and wellness initiatives across the lifespan including "annual PT wellness visits' such as a presentation or paper at the next APTASC annual conference and possibly sharing a vendor table at this conference. We would welcome comments and thoughts of what other states have done.
- e. Planning October screens for Fall Prevention with little luck, thus far
- f. Gathering PT/PTA/students to volunteer for Senior Games in Oct/Nov in Florence, SC
- g. Working to get CEEAA brought to Charleston, SC in 2023
- h. Contacted state PT and PTA programs to remind re. free student membership

South Dakota

1. Question or discussion topic requested for tonight's call:

- a. New ideas that I can bring to the state, especially with feeling so spread out. Facebook doesn't seem to be the best way at times.

2. Progress towards 2022 goals

- a. A work in progress! Continue to be active in SAFE games
- b. Working on a Geriatrics PT based book club to encourage balance of work and life. But I could use new ideas and maybe some direction. Maybe a call with Beth for some strategy. Also working on a monthly lunch and learn at our local Active Generations

Tennessee

1. Progress towards 2022 goals:

- a. Attended Spring Meeting for TN APTA with booth
- b. Getting in touch with students and other geriatric therapists
- c. Doing a Zoom at end of the month to explain SAFE
- d. We will be providing SAFE in June at TN Senior Olympics in Franklin, TN.
- e. Continuing Fall prevention with medical residents to explain the importance of therapy

Texas

1. No updates noted

Utah

1. Progress towards 2022 goals:

- a. Online yoga class is still going great and had 3 more people sign up since the last meeting. I was hired at a local recreation center to teach yoga and was able to sub Silver Sneakers.
- b. I requested fall prevention and exercise materials from the National Institute on Aging that I can deliver to these groups.

- c. I also set up a night to present on "busting myths about balance and falls" at the same recreation center. Free community event.

Vermont-vacant position

Virginia

- 1. No updates noted

Washington

- 1. Progress towards 2022 goals

- a. Transitioning slowly back to more engaged platforms (zoom) from the email google groups we transitioned to during COVID in response to overall burnout.
- b. We have a guest speaker for April
- c. Continued participation from members in supporting Linda McAllister's research to create norms for the modified 30sec STS.

West Virginia

- 1. Question or discussion topic requested for tonight's call:

- a. Suggestions on activities to increase member engagement within the state.

- 2. Progress towards 2022 goals:

- a. Currently in the process of contacting members within the state to notify them of Sara coming on as co-advocate and to inquire re: activities members would be interested in. Will update re: progress toward planned activities during next call.

Wisconsin

- 1. Question or discussion topic requested for tonight's call

- a. How to get more members engaged.

- 2. Progress towards 2022 goals

- a. Brief meet and greet at APTA WI Spring conference.

Wyoming

- 1. Question or discussion topic requested for tonight's call

- a. Ideas for promoting a fall screening event. I have a screening day planned for a local senior center this September and would love some ideas for promotion.

- 2. Progress towards 2022 goals

- a. I reached out to a senior center just outside of my region and connected with them. I presented an educational session for that group on heart health.

### **Important Links:**

Shared by Heidi/Haim:

[https://aptageriatrics.org/sig/balance-falls-special-interest-group/falls-prevention-awareness-tool  
kit](https://aptageriatrics.org/sig/balance-falls-special-interest-group/falls-prevention-awareness-tool-kit)

Beth Black Shared: "I'd recommend connecting with your state's fall prevention coalition, most state's have them. If you're not aware of what might be happening in your state, NCOA has a list with contacts online:

<https://www.ncoa.org/article/how-to-contact-your-states-falls-prevention-coalition>

Nightlights on this site are "freebies"

Balance and Falls SIG email: [agptbalanceandfallssig@gmail.com](mailto:agptbalanceandfallssig@gmail.com)

Request a Booth in a Box: <https://www.surveymonkey.com/r/GY96RJM>