

Falls Prevention Awareness Week

2023 Impact Report



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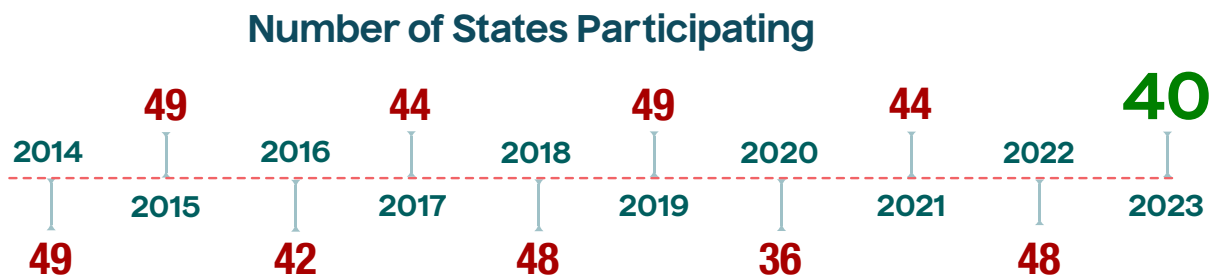
The Importance of Falls Prevention

Falls among older adults age 65 and older continue to rise each year and are the leading cause of head injuries and hip fractures, significantly impacting the quality of life of older adults and their families. The National Council on Aging is dedicated to reducing the number of fall-related injuries among older adults by increasing awareness, providing education, and promoting evidence-based falls prevention programs that help older adults adopt behaviors that support a falls free lifestyle. NCOA hosts the annual Falls Prevention Awareness Week, an awareness and activation campaign, to elevate falls education and steps older adults can take to reduce their risk of a fall.

Falls Prevention Awareness Week provides an opportunity for state falls prevention coalitions and community organizations to engage with community partners in falls prevention activities. While health care providers play an important role in falls prevention, community-based organizations also make valuable contributions. Community partners include local libraries, senior centers, faith-based organizations, and other sites that are well-known by older adults. They serve as delivery sites for evidence-based falls prevention programs and help connect older adults to other local services and resources to help manage their fall risks. A broad range of organizations and agencies have a role to play in Falls Prevention Awareness Week. Falls prevention is truly a team effort!

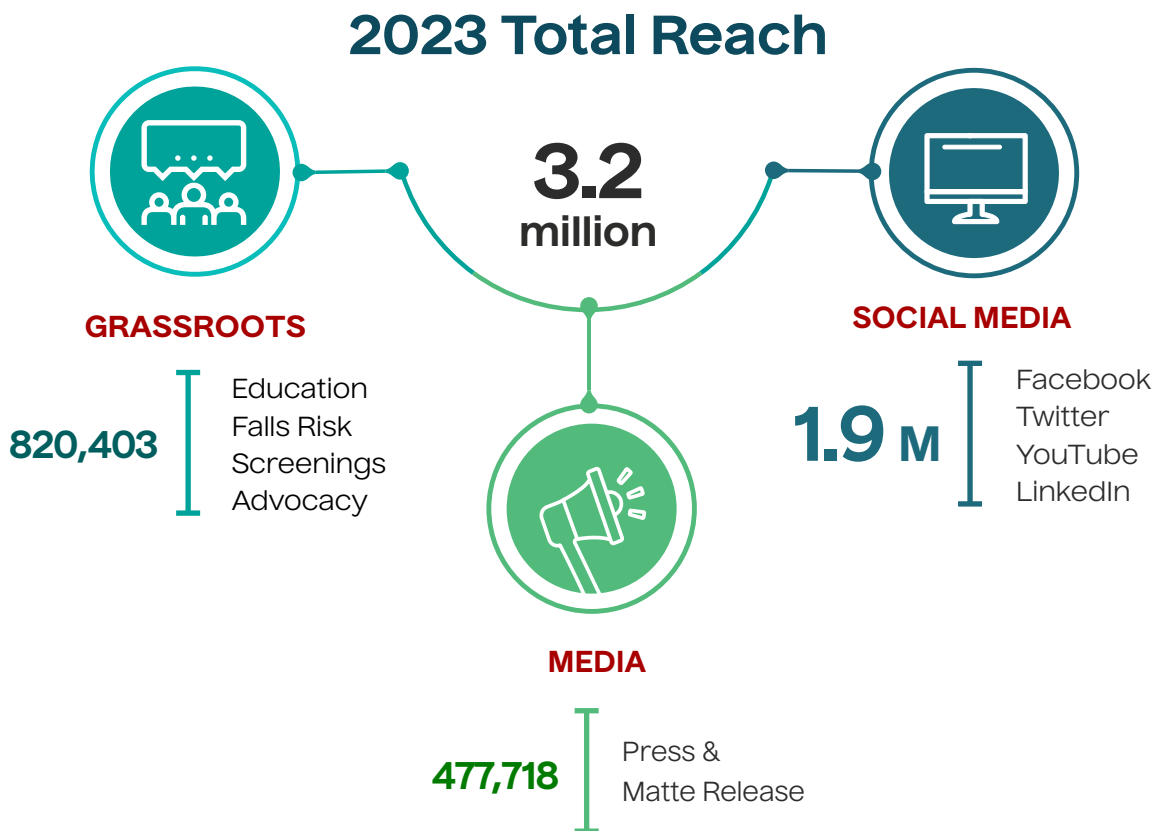
This report highlights the activities of NCOA as well as state falls prevention coalitions, their partners, and many other entities during Falls Prevention Awareness Week 2023 (Sept. 18 – 22) to reduce fall risk factors, falls, and make a positive impact in the lives of older adults and their families. The data presented in this report from state falls prevention coalitions and other Falls Prevention Awareness Week partners was derived from a national survey NCOA conducted from June-November 2023.

2023 Falls Prevention Awareness Week by the Numbers



National Outreach

To promote Falls Prevention Awareness Week, NCOA used traditional and digital media to reach older adults, caregivers, and professionals to raise awareness about falls prevention. NCOA also conducted radio interviews as a strategy to further increase awareness about the national observance. NCOA, along with state coalitions and local and national partners, contributed to Falls Prevention Awareness Week by providing education, raising public awareness, and engaging with digital communities through social media platforms.



Grassroots Efforts

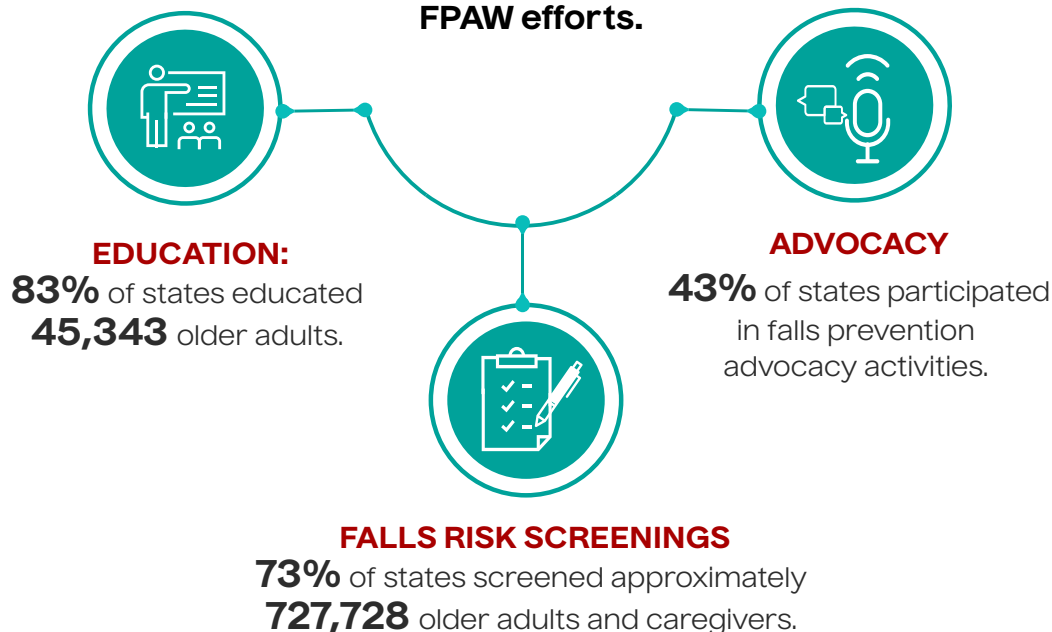
During Falls Prevention Awareness Week 2023, grassroots efforts took center stage in driving the transition “From Awareness to Action.” These initiatives, led by state falls prevention coalitions and partners, showcased a remarkable evolution in educational events. Initially designed to raise awareness, these grassroots activities seamlessly shifted toward actively promoting evidence-based programs. Through collaborative endeavors, such as tai chi demonstrations and A Matter of Balance sessions, attendees were not only informed about falls prevention but also actively engaged in evidence-based practices.

Furthermore, partnerships with local entities facilitated educational presentations across diverse venues like local colleges and universities, parks, community centers, and senior centers, effectively disseminating crucial information to a wider audience. Leveraging traditional media channels, including newspaper articles and radio spots, extended the reach of grassroots efforts, amplifying falls prevention awareness and inspiring action within communities. This strategic integration of evidence-based programs into grassroots activities empowered participants with actionable solutions, ultimately contributing to the collective goal of mitigating falls risk effectively.

2023 Grassroots Reach Total

40 states participated in the survey.

Reached **773,071** older adults across the country through FPAW efforts.



Falls Free CheckUp

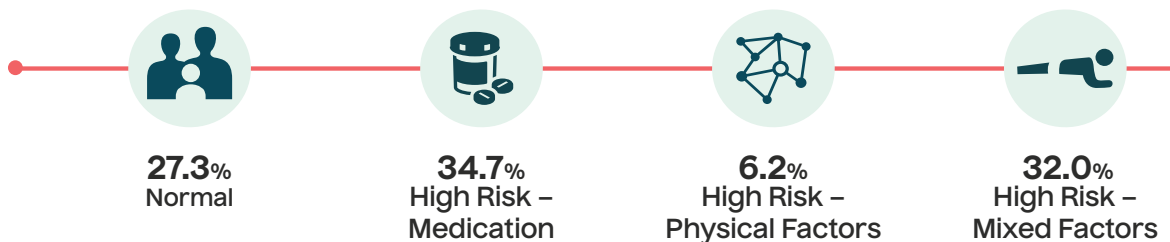
NCOA's [Falls Free CheckUp](#) is 13-question screener modeled after the Centers for Disease Control and Prevention Stopping Elderly Accidents, Deaths and Injuries (STEADI) Stay Independent brochure. This digital screener was first deployed in 2020 for professionals to promote to older adults as a tool to help them understand their risk of falling.

The Falls Free CheckUp was redesigned in 2022 with the support of CDC Foundation, Amgen, and NORC at the University of Chicago to maximize user experience. The new version provides resources and tangible action steps that are specific to the individual's risk, based on how they answered the assessment. Examples of resources shared with individuals who completed the Falls Free CheckUp include a [a home fall prevention checklist](#), [six steps to prevent a fall](#), and [health benefits of tai chi and how to get started](#). From August through October 2023, the Falls Free CheckUp had 30,411 users including 2,513 [Spanish](#) users.

The Falls Free CheckUp follows the guidance on the [CDC STEADI Stay Independent assessment](#) where scores of 4 or more to the questions indicate high risk for falling and provided insights on users who took the screening tool. Of the 27,898 users who completed the English language screening tool, 74% were at high risk for a fall, and of the 2,513 users who completed the Spanish language screening tool, 67% were at high risk for a fall. Among all users: 35% were at high risk based on medication factors; 32% at high risk with a combination of medication, physical factors, and other risk factors; and 6% were at high risk due to physical factors. This demonstrates the need to continue educating older adults about the various risk factors associated with falls and offering solutions to improve their quality of life.

The state falls prevention coalitions and partners played an integral role in disseminating this digital tool as part of their falls prevention awareness activities. NCOA encourages all partners to continue promoting and directing older adults to this valuable tool to learn about their fall risk throughout the year.

Number of Falls Free Checkup users



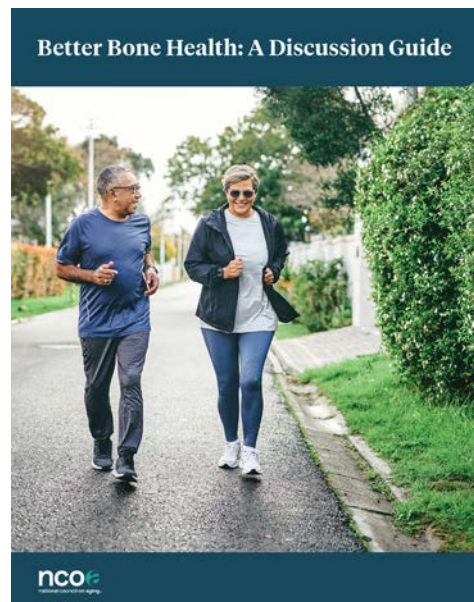
Bone Health and Falls Prevention

About 54 million Americans have osteoporosis and low bone mass, placing them at increased risk for osteoporosis and a higher risk of falls. Through our partnership with the biotechnology company Amgen, NCOA is studying a new Bone Health Education Program at senior centers across the country. The pilot program focuses on empowering older adults to take charge of their bone health through lectures and an interactive discussion that uses an NCOA-created “Bone Health Guide.” The Guide is designed to help older adults to set goals, develop an individual action plan, and change behaviors to reduce their chances of falling. It offers guidance on how to talk to a health care provider about risk factors and getting screened for bone density.

The most recent event was held in May at [Arbutus Senior Center in Baltimore](#). The program included a lecture, led by an Amgen Medical Science Liaison, on the importance of bone health as we age, strategies to maintain and improve bone health, and the relationship between osteoporosis and falls. Forty-five people participated in the event, which included a 30-minute discussion facilitated by Arbutus Senior Center Director Alice Donahue.

Survey results from Arbutus show that 78% found the discussion guide with action steps and resources to be useful or extremely useful. Thirty-two percent made a great deal or a lot of progress toward achieving their goals, and 26% made an appointment with their health care provider within 10 days of participating in the event. Thirty percent reported using the [Home Fall Prevention Checklist](#), while more than 50% added daily exercise to their routine.

Due to the success of the pilot events, plans are underway to replicate the Bone Health program in other senior centers across the country. Last year, two pilot programs were conducted in St. Petersburg, Florida. Additional pilots will soon take place in Vermont and New York, where senior centers are partnering with local bone health medical doctors from their respective communities to deliver the lecture and answer questions during the discussion.



Examples of Falls Prevention Awareness Week Partnerships and Activities

NCOA is grateful to all state falls prevention coalitions and partners for their effort to make the 16th annual Falls Prevention Awareness Week observance a success! Explore the creative ways organizations engaged with local partners to expand falls prevention awareness and education within the community.

Leveraging Community Partners in Falls Prevention

The top five most common partners survey respondents engaged in 2023:



senior centers



area agencies on aging



state and local health departments



senior housing /villages



hospitals/trauma centers

Other 2023 partners included emergency medical services (EMS) and fire departments, faith-based institutions, universities or colleges, and congregational meal sites.

Looking for new partners to engage in 2024? Consider reaching out to libraries, pharmacies, health care systems, national associations (e.g., American Occupational Therapy Association, American Physical Therapy Association, Alzheimer’s Association), and local centers for independent living that are run by and serve people living with disabilities.

*“Much of our FPAW 2023 success stems from our Alliance’s relationships with our varied community partners who help **secure venues to advertise and recruit participation** for our events.”*

- LeeAnne Kaniut, Marymount University, Virginia Arthritis & Falls Prevention Coalition

*“We partnered with **Fire Rescue** and the local Trauma Hospitals in five educational/health fairs. Each event had resources and provided lectures from **EMS**, trauma doctors, and Physical Therapists or Occupational Therapists”*

-Maureen McCarthy, Area Agency on Aging of Palm Beach, Treasure Coast

*“Utilizing our **senior centers** as the environment for our Week programs provided a captive audience and generated significant enthusiasm for the message.”*

- Michael Cunningham, Putnam County Office for Senior Resources, New York City Falls Prevention Coalition

*“Partnering with **local park districts** to provide a balance class demonstration with the focus on, “it’s never too late to work on your balance”*

- Dina Kartsonas, FYZICAL Therapy and Balance Centers, Illinois Fall Prevention Coalition

*“Partnering with **congregate meal sites** across suburban Cook County dramatically improved our reach”*

-Megan Buckley, AgeOptions, Illinois Fall Prevention Coalition

*“We were able to use a **local library’s meeting room** to host an educational falls presentation and use the CDC’s **STEADI Toolkit**.”*

-Mary Jamison, Optimal Motion PT, Virginia

*“I was able to gain additional partners this year. God’s Storehouse, a previous supporter, agreed to distribute 200 infographics to their clients. Brosville United Methodist **Church** distributed 50 infographics to their congregation.”*

-Donna Carter, Southern Area Agency on Aging, Virginia Arthritis & Falls Prevention Coalition

Engaging Clinical Partners in Falls Prevention

Falls Prevention Awareness Week provides an opportunity to engage health providers in falls prevention activities. This includes training health providers and future clinicians on the role they can play in reducing fall risk among the older adults they serve, directing health partners to sources of falls prevention information and consumer resources, and engaging students in educational presentations, screenings, and assessments.

*“We provided **an in-service training for care coordinators and care managers for Blue Cross Blue Shield** of the Midwest (248 participants) on fall prevention and fear of falling.”*

- Padraic Stanley, Rush University Medical Center, Illinois Fall Prevention Coalition

*“Held an in-service to **interprofessional home health team** on: Implementation of **STEADI** to Reduce Falls in Community-dwelling Older Adults: A Home Health Team Approach.”*

- Laurie Rockwell-Dylla, Northwestern Medicine – Palos Community Hospital Home Health, Illinois Fall Prevention Coalition

*“We have a **listerv that reaches over 500 healthcare providers** across the state and in surrounding areas. During 3 emails, we promoted Falls Prevention Awareness Week and directed them to the NCOA and UCOA websites for resources.”*

-Jamie Troyer, University of Utah Health, Living Well Coalition: Falls Prevention Subcommittee & the Utah Falls Prevention Alliance

*“A **falls prevention presentation by a group of final year nursing students** raised awareness of our Falls Prevention programs offered through our agency. This resulted in 20 people registering for upcoming falls prevention workshops with a waiting list of 6 more for the next workshop that will be scheduled.”*

- Delaine S. Caldwell, Local Office on Aging, Virginia

*“**STEADI** (Stopping Elderly Accidents, Deaths, and Injuries) was **completed by university students working in physical and/or occupational therapy** at the local Falls Risk Assessments event we held. Participants could get evaluated for their fall risk and were given additional steps to open discussions with their primary care physician.”*

- Samantha Valdez, New Mexico Department of Health, New Mexico Adult Falls Prevention Coalition



Coordinating a Falls Prevention Health Fair

Health fairs can bring together experts, information, and screenings that address a range of risk factors for falls all in one place. Whether fairs are held at a senior center, hospital, church, park, or other location, attendees can learn about their individual falls risks and get connected to services and programs to reduce their risk.

*“Baltimore County Department of Aging (BCDA) held a falls prevention health fair where **local college and university students including OTA, nursing, pharmacy, and PT** provided STEADI screenings/assessments and health education.”*

- Donna Bilz, Baltimore County Department of Aging (BCDA), Maryland Falls Prevention Coalition

*“We coordinated a community **Fall Prevention Fair at a local senior center** with an information booth on our hospital’s programs including our senior exercise and medical alert program, a representative from the fall prevention alliance, a home modification company, county parks and recreation, and a senior village organization.”*

- Cathy Turner, Virginia Hospital Center, Northern Virginia Falls Prevention Alliance

*“We hosted a **public event in Fort Greene Park which featured a health fair and a physical activity demonstration** for participants, led by a Parks Department instructor. The event also featured hearing screenings, performed on a mobile screening van.”*

- Caitlyn Smith, New York City Department of Health and Mental Hygiene, New York City Falls Prevention Coalition

*“We held an **expo that encouraged community members to take the “Check Your Risk for Falling,” then directed them to a specific booth (community partner or resource) that would help them take that step to address their fall risk.** For example, we had our medical institution’s pharmacy residents present to complete a medication review, if the attendee identified medications as their risk. Free lunch,*

raffles, and free food boxes helped get people through the door.”

- Anne Davenport, Klamath Basin Senior Citizens’ Center, Oregon Fall Prevention Coalition

*“We had **98 attendees at our fair with local vendors providing the following services:** medical equipment loan programs, vision screenings, fall risk assessments, bone density scans, blood pressure testing, glucose testing, flu vaccines, fitness organizations and opportunities, socialization opportunities, hearing aid information and education, and caregiver supports.”*

- Ashlin Toland, Area Agency on Aging 3, Ohio Injury Prevention Partnership (OIPP) & OIPP Falls Coalition

Promoting Evidence-Based Falls Prevention Programs

Falls Prevention Awareness Week is a great time to highlight new and ongoing evidence-based falls prevention programs. Consider hosting presentations, demonstrations, or instructor trainings. If your target population will be attending your event, have sign-up sheets available for attendees interested in joining upcoming classes.

*“A **reunion of A Matter of Balance (MOB) graduates from the past two cycles of classes** was held on September 21, 2023, at LIFE Center for Independent Living in Bloomington. The LIFE-Center for Independent Living (CIL) Vision Advocate provided information about assistive devices to help older adults with low vision. We also conducted a **review of MOB exercises for 9 graduates and 3 professionals.** As a result of the event, LIFE CIL plans to host A Matter of Balance for older adults with low vision at their facility.”*

- Michael O’Donnell, Community Care Systems, Illinois Fall Prevention Coalition

*“The **Citrus County Health Department (CCHD) recently became certified in both A Matter of Balance and Tai Chi for Arthritis and Fall Prevention.** This helped bring Falls Prevention Awareness Week to the forefront of their community. The CCHD offered 4 local lectures and demonstrations which showcased falls*

prevention workshops, answered questions about falls, and **provided demonstrations of Tai Chi and A Matter of Balance. Upon each presentation's completion, CCHD staff collected contact information for scheduling 2024 workshops in areas that had not been reached. The information and demonstrations were well received.**"

- Wendy Bonilla, Elder Options, Florida

"Our 2023 Falls Prevention effort began in the spring/summer to **train staff and recruit a team of volunteers to teach evidence-based programs.** We participated in a series of public speaking opportunities and health fairs to promote upcoming fall prevention classes. Finally, we offered Tai Chi for Arthritis and Fall Prevention and Matter of Balance classes for 8 weeks in the months of August/September. This was a coordinated effort to offer a "season" of fall prevention classes."

- John Lagoutaris, Young at Heart Resources, Show Me Falls Free Missouri Coalition

"Funding for a free virtual Matter of Balance program training made it possible to certify volunteer coaches. **Attending a 2-day professional development workshop in Tai Chi for the evidence-based program we offer was also very helpful to more effectively teach the program. The timing of the trainings really worked out leading up to Fall Prevention Awareness Week. Having available trainings planned with fall prevention events made a real difference.**"

-John Lagoutaris, Young at Heart Resources, Show Me Falls Free Missouri Coalition

"At least 12 of the local organizations that the Montana Falls Prevention Program supports **started a Stepping On or SAIL workshop. Two sites were interviewed by local TV stations, and both reported that since their TV interviews they have had a huge volume of calls to register for their classes.**"

-Melissa Dale, Montana Falls Prevention Program, Montana Injury Prevention Coalition

"Offered Fall Prevention Bingo at two sites in our region, which involves **regular bingo with**

a fall prevention tip and/or demo of a fall prevention program (Matter of Balance, Tai Ji Quan: Moving for Better Balance, or SAIL) offered after each number."

-Amy Dallmann, Dancing Sky Area Agency on Aging, Minnesota Fall Prevention Collaborative

Engaging Policy Makers and Elected Officials

Cities, counties, and states across the country have obtained proclamations from elected officials to recognize Falls Prevention Awareness Week. Others have conducted evidence-based falls prevention program demonstrations for policymakers, held education and awareness activities on how falls affect their older constituents, and advocated for falls prevention programs, policies, and funding.

"Our community Stand Strong Fall Prevention steering committee **met with our mayor to share Fall Prevention local and state data, evidence-based programming that is happening and ask him to sign our Mayor's Proclamation for Falls Prevention Awareness Week.**"

- Karla Cazer, Sanford Medical Center, South Dakota Falls Prevention Coalition

"**Presented to Washington State Senior Lobby, Washington State Injury and Violence Prevention Task Force, and more.**"

- Paige Denison, Sound Generation's Project Enhance, King County Fall Prevention Coalition, Washington

"**Met with elected officials to garner support for Healthy Aging Grants bills to continue to fund the Falls Free Wisconsin initiative. Governor's Proclamation was for a whole month, not a week or day"**

- Suzanne Morley, Wisconsin Institute for Healthy Aging, Falls Free Wisconsin

"**Held an Enhance Fitness demonstration for the governor-appointed Minnesota Board on Aging.**"

- Laura Strait, Minnesota Board on Aging, Minnesota

Creative Engagement Strategies

Each new year brings new ideas and ways to recognize Falls Prevention Awareness Week. Convening walks in parks, interactive contests and challenges, and even lighting buildings are creative ways to bring attention to the issue of older adult falls prevention.

*“Included Falls Prevention topic on the schedule for **the monthly walk with a doc** that takes place at a local park. This is a well-attended event.”*

-Alma Torres-Nguyen, Kaweah Health, in-house hospital Falls Prevention Committee, California

*“Baltimore County Department of Aging (BCDA) started the week off with our annual **Get Ready! Get Set! Get Fit! 5K Run/1M Walk**; 537 were in attendance.”*

-Donna Bilz, Baltimore County Department of Aging (BCDA), Maryland Falls Prevention Coalition
*“MCOOADS hosted the **Senior Health & Fitness Walk** where over 750 registrants participated in the day’s activities. MCOOADS also tabled at the event and shared falls prevention information.”*

-Lisa Cheng, Middlesex County Office on Aging & Disabled Services (MCOOADS), Middlesex County Empowering Seniors Fall Prevention Network (MCESFPN), New Jersey
*“Through the tools provided at fallsfreewi.org, and the ads driving traffic to our **interactive home safety challenge**, we engaged older adults in taking action to improve safety at home to reduce falls.”*

- Suzanne Morley, Wisconsin Institute for Healthy Aging, Falls Free Wisconsin

*“NYC **lit City Hall, Bronx Borough Hall, and the David N. Dinkins Manhattan Municipal Building** in yellow to honor FPAW on 9/18. City Hall issued a press release and Time Out NY covered the **building lightings**”*

-Caitlyn Smith, New York City Department of Health and Mental Hygiene, New York City Falls Prevention Coalition

From Awareness to Action

Building awareness can pave the way for action. Think about steps you can take to help individuals and their families to address fall risks by connecting to health care services, enrolling in falls prevention programs, increasing safety in the home, and other behavior changes to reduce fall risks.

*“Shared resources on community exercise classes available that addressed their fitness needs based on results of STEADI screening. **Gave them instructions to take their STEADI Fall Risk assessment results to their PCP for review.**”*

-Laura White, PT, DScPT, University of South Alabama Department of Physical Therapy
*“Participation in Schiller Park’s Senior Health and Resources Fair, where multifactorial screenings were performed. Included use of the NCOA’s FallsFree Check Up tool and **1:1 discussions to encourage older adults to take further action to prevent falls.**”*

-Megan Buckley, AgeOptions, Illinois Fall Prevention Coalition
*“We discussed safety precautions for fall prevention with Tai Chi classes and encouraged clients to make changes in their homes. **Several reported installing handrails, removing rugs, and purchasing safer ladder with wide steps and rails. Clients also reported making eye appointments and lifestyle changes.** Many of them put into place a new plan for maintaining hydration to keep them from getting dizzy or weak. They bought new water bottles, labeled them for each day, and set goals.”*

-Jennifer Edwards, West Florida Area Health Education Center
*“We provided education and information, free items, and a **goal sheet having participants decide what action they were going to take to prevent a fall.**”*

- Kayt Zundel, Legacy Health Systems- Trauma Nurses Talk Tough Program, Oregon Fall Prevention Coalition

Outreach to Diverse and Underserved Populations

Reaching minority and underserved populations with falls prevention initiatives is paramount for fostering inclusive improvement in health outcomes. By translating presentations into different languages and tailoring outreach efforts to diverse cultural backgrounds, organizations can bridge language and cultural barriers to ensure equitable access to vital information. These efforts not only empower individuals with knowledge about fall risks and prevention strategies, they also demonstrate a commitment to addressing health disparities.

*“We provided a falls prevention training for a **supportive housing complex.**”*

-Kerrie Braley, Bristol Elder Services, Massachusetts Falls Prevention Coalition

*“A Falls Prevention ad in **English and Spanish** was placed on our Kaweah Facebook page during the month of September.”*

-Alma Torres-Nguyen, Kaweah Health, in-house hospital Falls Prevention Committee, California

*“The event consisted of a talk about the mechanisms in which Tai Chi helps to improve balance conducted by two Tai Chi bilingual instructors in **English and Spanish.**”*

-Elizabeth Peterson, Illinois Fall Prevention Coalition & University of Illinois Chicago Department of Occupational Therapy

*“In addition to KCFPC members participating in local Health Fairs with Falls focus in September, Age Friendly Seattle hosted their monthly Civic Coffee at Southeast Seattle Senior Center during 2023 Fall Prevention Awareness Week. Aging and Disability Services, International Community Health Services, King County Fall Prevention Coalition and Sound Generations were on site for an informative interactive hybrid discussion with **live translation in Spanish and Amharic.**”*

- Paige Denison, Sound Generation’s Project Enhance, King County Fall Prevention Coalition, Washington

*“Evidence of older adults taking action included requests for home safety and cognitive screenings made after the educational workshops which were provided by an **occupational therapist who provided information in Chinese.**”*

- Jeannie Tsui, Chinese American Service League, Illinois Fall Prevention Coalition & University of Illinois Chicago Department of Occupational Therapy

Leveraging Social Media Presence

Explore how leveraging online platforms can build awareness, driving crucial actions like connecting to health care services, enrolling in prevention programs, and promoting behavior changes to reduce fall risks. Discover the impactful role of social media in fostering a safer environment.

*“Our **social media posts, flyers, brochures, presentation to the senior center, and word of mouth** encouraged people to sign up for the class. The more ways you can get the information out there, the better.”*

-Kendra Seilstad, Central Montana Health District/OneHealth, Montana Fall Prevention Coalition



*“Encouraged organization to take an action of liking or **sharing the social media post** as an action item. The goal was to help spread the Falls Free Check Up message but making the ask to be simple for the end user. **Through the social media post--there were about 200 individuals that clicked on the Falls Free Check Up link.** This was a big action step for those completing the falls risk assessment.”*

-Melissa Dale, Montana Falls Prevention Program, Montana Injury Prevention Coalition

*“The toolkit for **social media campaigns** was **VERY helpful.** It allowed us to get specific messaging out with just a few clicks.”*

- Margy Hughes, Alaska Public Health

*“Claiborne County posted **9 Social Media Posts reaching 1,588.**”*

-Lisa Fuller, University of Tennessee Extension, Chattanooga and TN Fall Prevention Coalition

*“Sacramento County Public Health used the NCOA’s social media toolkit and **used Facebook and Twitter to publish posts about fall prevention.**”*

-Aknor Birk, Sacramento County Public Health, StopFalls Sacramento Coalition

*“CDPH’s Healthy Aging Initiative (CDPH-HAI) supports **Falls Prevention Awareness Week through our Department’s robust social media platforms, including Facebook, Twitter, and Instagram.** CDPH-HAI used NCOA’s social media toolkit to draft posts, which our Office of Communications then adapted to align with CDPH branding standards. CDPH was able to achieve over 26,000 social media impressions with three posts on the three platforms listed prior (nine posts total) and received numerous likes, comments, and shares.”*

-Karissa Anderson, California Department of Public Health

*“Used **social media (NYC Health and NYC Aging Twitter and Facebook accounts)** to reach an estimated 10,000 people.”*

-Caitlyn Smith, New York City Department of Health and Mental Hygiene, New York City Falls Prevention Coalition

Creating Innovative Educational Materials

Understanding the pivotal role of innovative educational materials in falls prevention awareness is paramount. These materials serve as instrumental tools in disseminating crucial information and fostering proactive steps. By creatively designing educational resources, we can effectively communicate the risks associated with falls, promote preventive measures, and encourage behavioral changes.

*“Printed and distributed almost 6,000 placemats from the NC Falls Prevention Coalition website placemat contest. **Placemats were an important tool for reaching those that can’t or don’t attend senior centers.** Placemats were shared with congregate sites and Home Delivered Meals programs in 10 counties!”*

-Ellen Bailey, NC Center for Health and Wellness, North Carolina Falls Prevention Coalition

*“Additional awareness and **education included the viewing of the Saving Claire documentary** immediately followed with a panel discussion by healthcare professionals. 80 people were reached.”*

-LeeAnne Kaniut, Marymount University, Virginia Arthritis & Falls Prevention Coalition

*“Our nutrition and health and wellness unit created an **informational placemat on falls prevention and nutrition.**”*

-Donna Bliz, Baltimore County Department of Aging (BCDA), Maryland falls Prevention Coalition

*“Distributed **falls prevention awareness bags** to over 60 adults.”*

-Nora Kramer, Thomas Jefferson University Hospitals, Pennsylvania Falls Prevention Coalition

“The Fall Prevention Nature Walk engages participants (at every stage of life), through informational boards that incorporate evidence-based national resources, self-assessments, checklists, and community resources connected to fall risk and fall prevention. 12 educational

boards were displayed along a paved path at Laurel Park in Gainesville Georgia and topics include self-advocacy, brain health, and age-appropriate exercise. Each board also contains an actionable item, such as a phone number or a QR code that links participants to resources or programs in their community.”

-Megan Passineau, Georgia Department of Public Health, Georgia Fall Prevention Coalition

Coordinating Falls Prevention Presentations

Discover the multifaceted strategies employed across different regions, from virtual sessions like Georgia’s Falls Free Friday, to local panel presentations and community expos. These accounts, shared by dedicated professionals nationwide, offer a glimpse into the diverse approaches used to address fall risks. From medication reviews and awareness campaigns to interactive workshops and engaging presentations, these efforts demonstrate a collective commitment to fostering safer, informed communities.

“The Georgia Fall Prevention Coalition hosted **7 free virtual Falls Free Friday sessions** topics included Nutrition for Falls, Developing Interventions to Prevent Falls A Neuromechanical Perspective, Preventing Falls with Home Safety (presented by the National Council on Aging and the USC Fall Prevention Center of Excellence), Managing Fall Risk & Social Isolation, a Tai Chi Demonstration, and Using Fall Prevention as a Non-Stigmatizing Topic to Talk about Challenging Health Issues. Audiences included older adults, community members, healthcare professionals, and public health professionals. The final Georgia Falls Free Friday virtual session on Managing Fall Risk and Social Isolation was included in the CDC Core State Injury Prevention Program (Core SIPP) quarterly newsletter, Injury Research and Practice in Action, in September and received over 100 registrations.”

- Megan Passineau, Georgia Department of Public Health, Georgia Fall Prevention

“We held a **Fall Prevention Panel Presentation** with a Trauma Prevention Coordinator, Physical Therapy, Occupational Therapy & Pharmacy at a local Senior Center.”

- Stefania Kaplanes, Alameda Health System - Highland Hospital, Alameda County Senior Injury Prevention Coalition, California

“We launched Walk with Ease and will be launching Moving for Better Balance. We encouraged everyone to identify hazards and provided resources that could help correct them. When asked, most people said that exercise is a great way to reduce risk. Many others shared about taking care with medications. **We aimed to spread awareness and get people to participate in evidence-based and non-evidence-based programs. We also educated about the connection between nutrition and falls, and the importance of getting vision and hearing checked to reduce the risk of a fall.**”

- Ellen Bailey, NC Center for Health and Wellness, North Carolina Falls Prevention Coalition





“Presentations on impact of pharmaceuticals on balance and falls, emergency preparedness, importance of nutrition on falls prevention, role of regional trauma center in treating falls and infalls prevention, role physical therapy and importance of proper usage of assistance devices.”

- Michael Cunningham, Putnam County Office for Senior Resources, New York City Falls Prevention Coalition

*“We had a **presentation called, “Let’s Talk about Falls!”** We had a participant that expressed how this information was helpful for her because she is taking care of her aunt that has dementia.”*

- Paulita Edwards-Childs, Mississippi State Department of Health

*“A **falls prevention presentation by a group of final year nursing students raised awareness** of our Falls Prevention programs offered through our agency. This resulted in 20 people registering for upcoming falls prevention workshops with a waiting list of 6 more for the next workshop that will be scheduled.”*

-Delaine S. Caldwell, Local Office on Aging

*“We hosted a **Falls Prevention webinar from Awareness to Action. We had speakers from NCOA, State coalition and local AAA. It was attended by 75 people.** The goal was to provide this education and awareness to health care providers so they could have a better understanding of what was available at the national, state, city and local level.”*

-Nora Kramer, Thomas Jefferson University Hospital, Pennsylvania Falls Prevention Coalition

Encouraging Falls Prevention Screenings

Falls prevention screenings play a pivotal role in promoting public health, particularly during Falls Prevention Awareness Week. These screenings offer a proactive approach to identifying and addressing fall risks in individuals. By conducting balance assessments, vision screenings, and other evaluations, health care professionals can pinpoint potential hazards and provide tailored recommendations for preventive actions.

*“We **had physical therapists come and do balance screenings** at our local senior centers. They also demonstrated the exercises from *Stepping On* and encouraged those in attendance to sign up for the next workshop.”*

-Brent Peterson, Tooele County Health Department, Living Well Coalition

*“We ran a **fair at Salem Health providing vision screenings, balance assessments by Physical Therapists,** education related to adaptive equipment, brain health information, nutrition, and physical activity demonstrations.”*

-Erin Clubb, Salem Health Hospitals and Clinics: Community Health Education Center, Oregon Fall Prevention Coalition

*“We also **provided a balance screening, screening 12 participants at a health fair** at one of our local senior centers and began a suite of evidence-based workshops including 2 Matter*

of Balance workshops and 1 Tai Chi for Arthritis and Fall Prevention.”

-Padraic Stanley, Rush University Medical Center, Illinois Fall Prevention Coalition

“We **offered balance screenings**, blood pressure, vision, grip strength, medication reviews with a pharmacist at a community fall prevention fair we held at a local senior center.”

-Cathy Turner, Virginia Hospital Center, Northern Virginia Falls Prevention Alliance

“We also **provided a balance screening, screening 12 participants at a health fair** at one of our local senior centers and began a suite of evidence-based workshops including 2 Matter of Balance workshops and 1 Tai Chi for Arthritis and Fall Prevention.”

-Padraic Stanley, Rush University Medical Center, Illinois Fall Prevention Coalition

“The Department of Kinesiology from Pacific Lutheran University was **conducting fall risk screening through the validated gait, strength, and balance assessments** (Timed Up and Go test, 30-sec chair stand, and 4 stage balance test). Good Samaritan Hospital nurses were conducting blood pressure checks and educating to how blood pressure can affect balance.”

-Dena Santos, Pierce County Fall Prevention Coalition

“**Balance screening for patients, family members and visitors** in our emergency department lobby.”

-Stefania Kaplanes, Alameda Health System - Highland Hospital, SIPP Senior Injury Prevention Program

Elevating Traditional Media

Traditional media channels such as newspapers, television, and radio have a wide reach and remain accessible to diverse demographics, making them invaluable tools for spreading awareness about fall risks and preventive measures. Encouraging the use of traditional media platforms for falls prevention awareness is crucial due to their ability to reach a broad audience, especially older adults.

“*El Diario*, an online newspaper, wrote about Falls Prevention Awareness week. NY1 ran two televised video pieces on FPAW. One featured footage from a public event that we hosted, and one included an interview with high-level NYC Aging staff. **Several newsletters were sent out with substantial FPAW information and promotion**, including by NYC Aging to its Older Adult Centers. This reached an estimated total of 10,000.”

-Caitlyn Smith, New York City Department of Health and Mental Hygiene, New York City Falls Prevention Coalition

“**Wrote an article for the NH Commission on Aging newsletter**, Aging Matters newsletter. Electronically delivered statewide.”

-Dawna Pidgeon, New Hampshire Falls Risk Reduction Task Force

“Hamilton County **participated in a TV interview with estimated reach of 15,000.**”

-Lisa Fuller, University of Tennessee Extension, Chattanooga and Tennessee Fall Prevention Coalition

“**Press release, ad in newspaper, local news interview** all contributed significantly to the spread of awareness of the event.”

-Ashlin Toland, Area Agency on Aging 3, Ohio Injury Prevention Partnership (OIPP) & OIPP Falls Coalition “I was part of an **interview for a Delaware Radio Station** about the falls prevention awareness that we were providing as part of the health fair.”

-Trevor Mahoney, University of Delaware Physical Therapy Clinic, Delaware Falls Prevention Committee “A **newsletter article** printed in Wisconsin Health News, **three interviews on WITV channels**, and an interview by Wisconsin Public Radio.”

-Suzanne Morley, Wisconsin Institute for Healthy Aging, Falls Free Wisconsin

“We kicked off 6 weeks of falls prevention activities after Labor Day by **writing articles for our church newsletter**, read by about 300 parishioners.”

-Ruth E. Fugee, St. James' Episcopal Church

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Funder

- Administration for Community Living

National Stakeholders

- AARP
- Administration for Community Living
- Advancing States
- American Association on Health and Disability
- American Occupational Therapy Association
- American Physical Therapy Association
- American Podiatric Medical Association
- American Society of Consultant Pharmacists
- Brain Injury Association of America
- Centers for Disease Control and Prevention, National Center for Injury Prevention and Control
- Diverse Elders Coalition
- Evidence-Based Leadership Collaborative
- Genesis Rehab Services
- Grantmakers in Aging
- Hartford Center for Mature Market Excellence
- Home Modification Occupational Therapy Alliance
- Homes Renewed
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- National Association of Nutrition and Aging Services Program
- National Association of State Head Injury Administrators
- National Center for Healthy Housing
- National Fire Protection Association
- National Indian Council on Aging
- National Osteoporosis Foundation
- National Senior Games Association
- Prevent Blindness
- Rebuilding Together
- Safe States Alliance
- University of Southern California Leonard Davis School of Gerontology, Fall Prevention Center of Excellence
- USAging
- YMCA of the USA

Learn more at www.ncoa.org/FallsWeek



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