SEPTEMBER 3, 2024, PEER-TO-PEER SHARING WEBINAR

Arthritis and Falls Prevention – Awareness to Action

NATIONAL ASSOCIATION OF CHRONIC DISEASE DIRECTORS

Promoting Health. Preventing Disease.

Agenda

- Welcome
- Falls Prevention Landscape
  - Emily Nabors, MSG, National Council on Aging
- State Sharing and Q&A
- Wrap Up

Webinar Objectives

1. Provide an overview of falls prevention work and resources available from the National Council on Aging (NCOA)
2. Engage participants in discussion around opportunities to integrate arthritis public health approaches and falls prevention strategies
3. Provide a platform for peer-to-peer learning and sharing

Housekeeping

Rename	Rename yourself to include state or organization
Use	Use the chat box for questions during the presentation or present questions via speaking during Q&A
Visit	Visit the Action on Arthritis website for recording, notes, and resources, and the Engage platform for continued conversation on this topic

NACDD Technical Assistance Opportunities - Arthritis

- Engage
  - Discussion platform
- Meetings and Webinars*
  - Monthly webinars, 1st Tuesday/month @2pm ET
  - Strategy 1 workgroup, 2nd Thursday/month @2pm ET
  - Strategy 2 workgroup, 1st Thursday/month @2pm ET

**Registration required*

Presentation

Emily Nabors, MSG

National Council on Aging

national council on aging

Arthritis and Falls Prevention: Awareness to Action

Emily Nabors, MSG
Senior Program Specialist
Center for Healthy Aging
National Council on Aging

September 3, 2024

Who we are

Vision	A just and caring society in which each of us, as we age, lives with dignity, purpose, and security
Mission	Improve the lives of millions of older adults, especially those who are struggling
Goal	Impact the health and economic security of 40 million older adults by 2030.

The work we do

Resources

Trusted, unbiased information that enable older adults and their caregivers to take small steps that can have a big impact on their health and financial security

Best Practices

Technical assistance and support for professionals in community-based organizations who serve older adults every day

Tools

Personalized, online support for individuals to find benefits, choose a Medicare plan, prevent falls, and plan for a healthy and secure life

Advocacy

A national platform and voice to fight against ageism—and to strengthen the federal programs we all depend on as we age

NCOA's Center for Healthy Aging

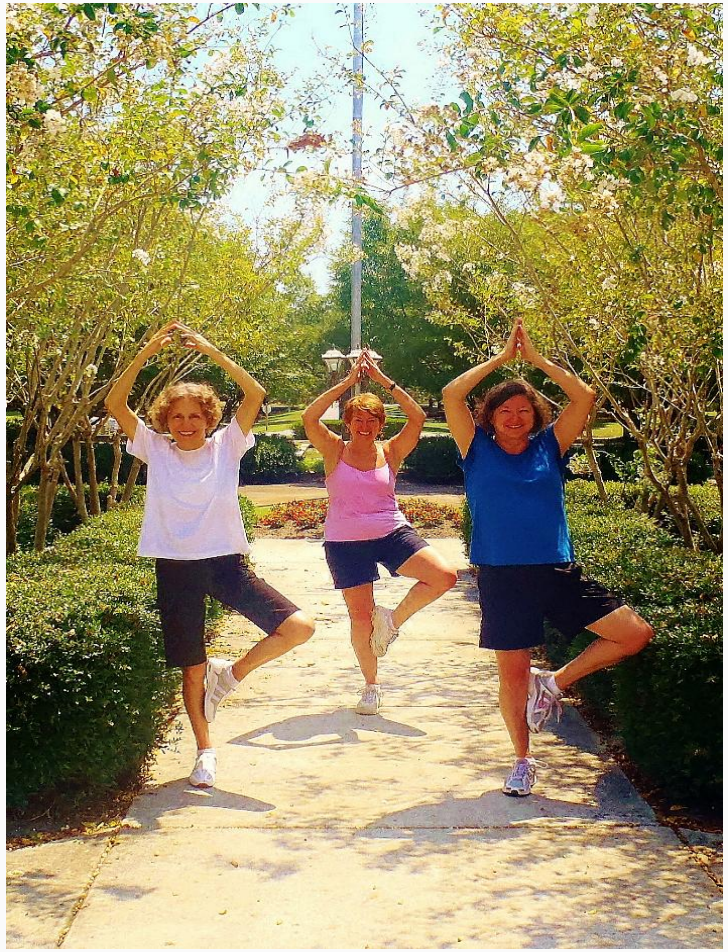
- **Goal: Provide tailored, culturally relevant solutions that enhance health and improve independence, quality of life, overall health, and the ability to age in place.**

- **National resource centers funded by the Administration for Community Living**
  - Chronic Disease Self-Management Education (CDSME)
  - Falls Prevention
  - Senior Centers
  - COVID-19 and Influenza Vaccine Uptake Initiative

National Falls Prevention Resource Center

www.ncoa.org/professionals/health/center-for-healthy-aging/national-falls-prevention-resource-center/

- Increase public awareness about falls prevention
- Serve as the national clearinghouse for tools and resources
- Support and stimulate evidence-based programs and strategies



National Falls Prevention Resource Center

Goal: Increase public awareness about the risk of falls and support the implementation and dissemination of evidence-based falls prevention programs (EBFPP) and strategies across the nation.

1

Evidence-Based Falls Prevention Programs

Technical Assistance to ACL Falls Prevention Grantees

EBFPP Program Search Tools

Remote Delivery Resource Guide

National Falls Prevention Database

Best Practices Clearinghouse
- Capacity building
- Implementation
- Sustainability strategies

2

Public Education and Awareness

Falls Prevention Awareness Week Campaign

National State Falls Prevention Coalition Workgroup

Consumer Resources and Social Media
- Falls Free CheckUp
- Six Steps to Prevent a Fall
- Falls prevention articles

Advocacy Strategies

3

Clinical Community Connections

Promotion of the STEADI Toolkit
- Partnership with the CDC and CDC Foundation

Task Forces and Collaborative Leadership, e.g., home safety and home modification

Grand Rounds Webinars and Workshops

Partnership Development
- Disability community
- Indigenous populations
- Healthcare and others

National Falls Free Initiative

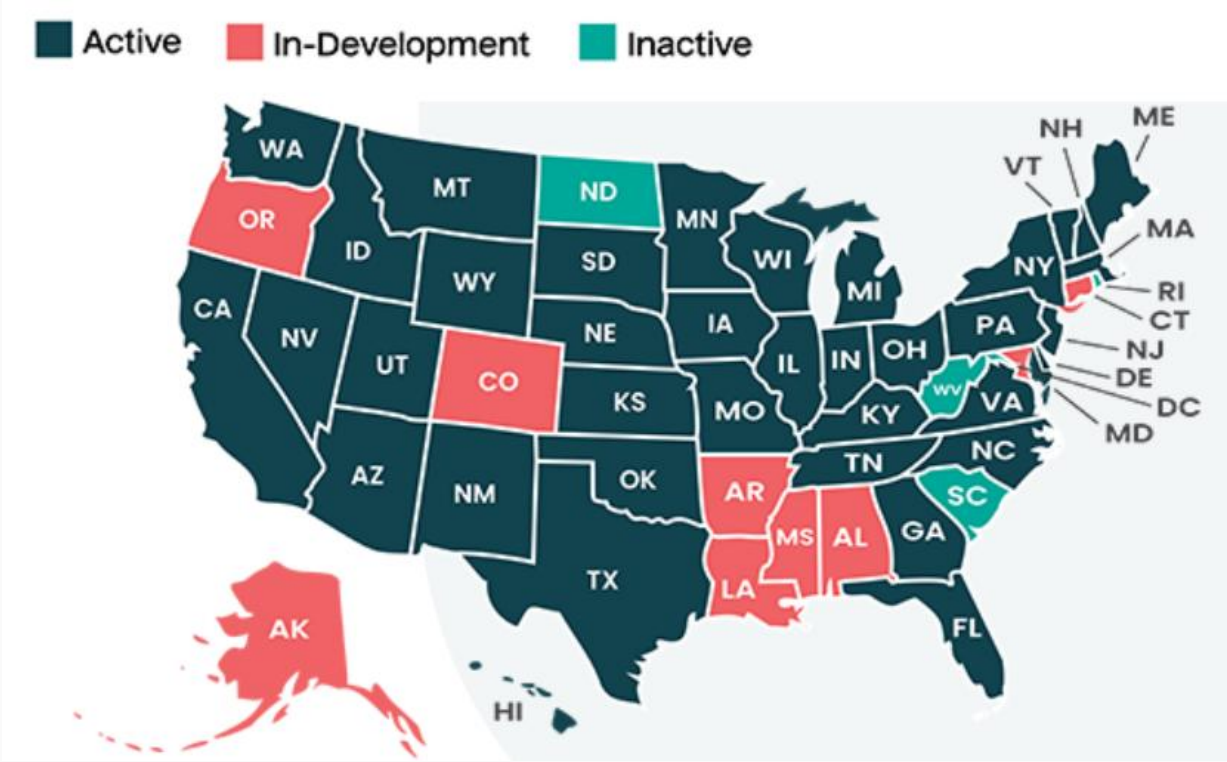
national council on aging | FallsFree

- **A network of partners dedicated to falls and injury prevention**
  - Administration for Community Living and the Aging Network
  - CDC's National Center for Injury Prevention and Control
  - National professional and consumer organizations
  - State and local public health entities
- National Action Plan developed in 2005; updated in 2015
- 48 State Falls Prevention Coalitions

national council on aging | FallsFree

State Coalitions on Falls Prevention

- A network of partners dedicated to falls and injury prevention
  - National professional and consumer organizations
  - State and local aging and public health entities
- 48 State Falls Prevention Coalitions
- Quarterly meetings hosted by NCOA
- Lead on national public policy and advocacy related to falls prevention



https://ncoa.org/page/state-falls-prevention-coalitions/

Falls: A Significant Public Health Issue

The Problem

- Every year, more than 1 in 4 adults age 65+ fall
    - Results in 3 million emergency room admissions to treat falls injuries
- More than 95% of hip fractures are caused by falls
- Falls are the leading cause of traumatic brain injuries
- People with arthritis are 2.5 times more likely to report two or more falls and suffer a fall-related injury as those without arthritis (CDC)
- Falls and their consequences cost the U.S. healthcare system ~$80 billion annually (CDC)
- Falls rates and health care spending are projected to rise as older adult population is estimated to increase by 55% by 2060

https://www.cdc.gov/falls/data-research/facts-stats/index.html

National Falls Prevention Awareness Week

September 23-27, 2024

- Purpose: To raise awareness about how to prevent falls and fall-related injuries among older adults.
  - Education
  - Action
  - Advocacy

- Historically, Falls Prevention Awareness Day was observed each year on the first day of fall.

- In 2020, we observed a full week dedicated to falls prevention.

Falls Prevention Awareness Week Days of Action

Albuquerque, NM

Partners

- ABQ Area SW Tribal Epidemiology Center (AASTEC)
- ABQ Area Indian Health Board (AAIHB)

Focus

Indigenous older adults

Dallas/Ft. Worth, TX

Partners

- Texas Healthy at Home
- WellMed

Focus

Hispanic older adults

Seattle, WA

Partners

- WA State Dept. of Health
- Sound Generations
- King County Coalition

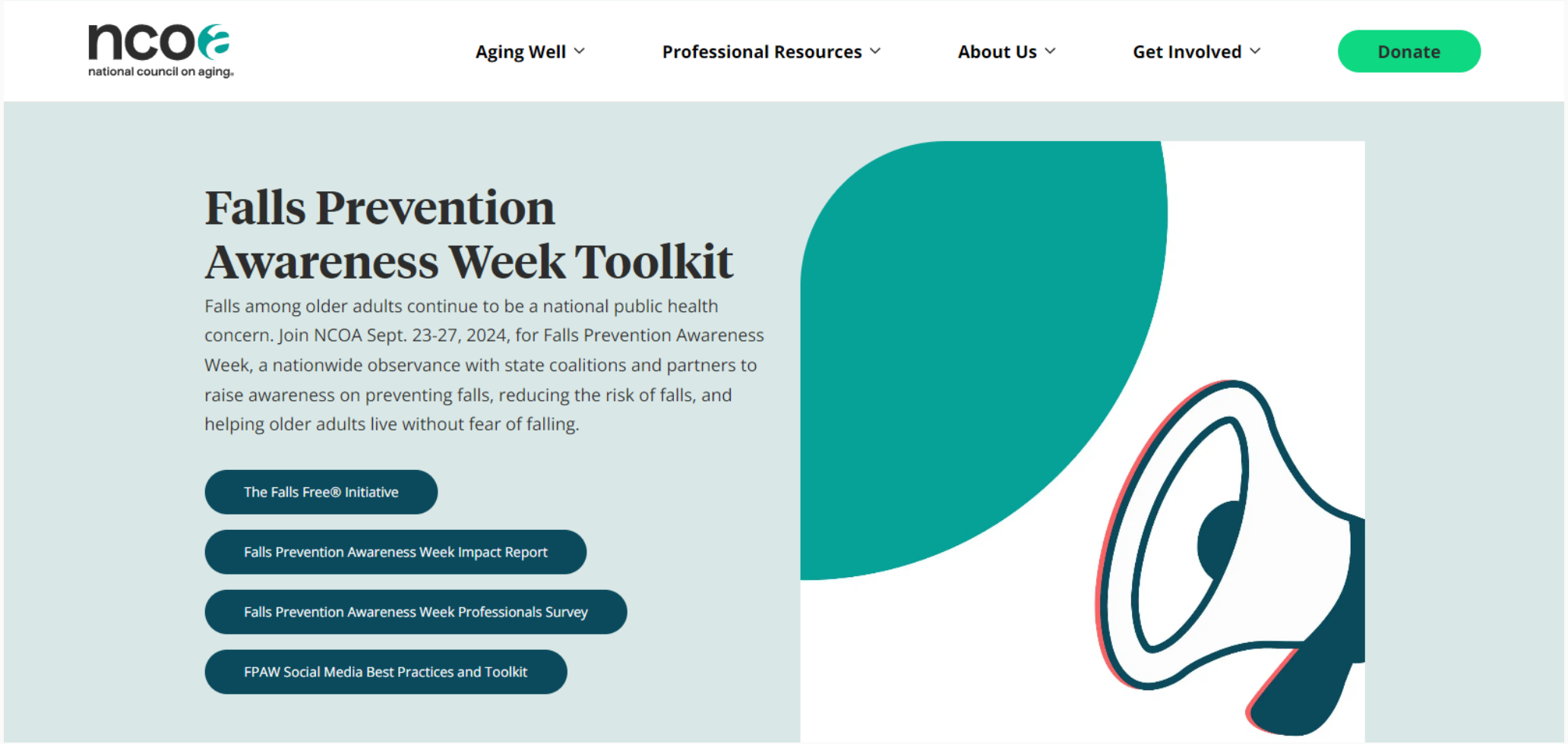
Focus

Asian American and African American older adults

Falls Prevention Awareness Week Toolkit

From Awareness to Action

www.ncoa.org/page/falls-prevention-awareness-week-toolkit/



Handouts

Take Control of Your Health:
6 Steps to Prevent a Fall

Every **11 seconds**, an older adult is seen in an emergency department for a fall-related injury. **Many falls are preventable.**

Stay safe with these tips!

1

Find a good balance and exercise program

Look to build balance, strength, and flexibility. Contact your local Area Agency on Aging for referrals. Find a program you like and take a friend.

2

Talk to your health care provider

Ask for an assessment of your risk of falling. Share your history of recent falls.

3

Regularly review your medications with your doctor or pharmacist

Make sure side effects aren't increasing your risk of falling. Take medications only as prescribed.

4

Get your vision and hearing checked annually and update your eyeglasses

Your eyes and ears are key to keeping you on your feet.

5

Keep your home safe

Remove tripping hazards, increase lighting, make stairs safe, and install grab bars in key areas.

6

Talk to your family members

Enlist their support in taking simple steps to stay safe. Falls are not just a seniors' issue.

To learn more, visit ncoa.org/FallsPrevention.

Tome el control de su salud:
6 pasos para prevenir una caída

Cada **11 segundos**, un adulto mayor es atendido en la sala de emergencia por una lesión relacionada a una caída.

Muchas caídas se pueden evitar.

¡Permanezca seguro con estos consejos!

1

Busque un buen programa de ejercicios y equilibrio

Un programa que le permita desarrollar equilibrio, fuerza y flexibilidad. Comuníquese con su Area Agency on Aging local para referencias. Busque un programa que le guste y lleve un amigo.

2

Hable con el proveedor del cuidado de su salud

Pida una evaluación del riesgo de caídas Menciónele de alguna caída reciente.

3

Regularmente revise sus medicamentos con su doctor o farmacéutico

Asegúrese que los efectos secundarios no estén aumentando su riesgo de caídas. Tome sus medicamentos como se los han recetado.

4

Revise su vista y audición anualmente y actualice sus lentes

Sus ojos y oídos son la clave para mantenerlo de pie.

5

Mantenga su hogar seguro

Retirar objetos que representen peligro de tropiezo, aumente la luz, asegure las escaleras e instale barandas de seguridad en áreas cruciales.

6

Hable con su familia

Obtenga el apoyo de ellos al tomar pasos simples para estar seguro. Las caídas no son solo un problema de las personas mayores.

Para aprender más, visite ncoa.org/FallsPrevention.

ncoa | FallsFree.

Let's Talk About Falls: 5 Easy Ways to Talk to Your Family and Friends About Preventing Falls

Family and friends can play an important role in keeping you falls free. They support you for all events in your life and can also help you be independent and safe from falls.

1. **Start off small.** Have a one-on-one conversation with a trusted friend or family member about your concerns about falls. They might have ideas and solutions.
2. **Ask for help and be specific.** The more information you share, the more your family can help you. Ask them to help you find information that would be most helpful to you.
3. **Involve the family.** Share with your family any upcoming medical appointments, what medications you are taking, and any current problems or concerns you have. Remember to let them know if you have already fallen and what the happened after you fell.
4. **Keep talking.** One conversation is often not enough. Keep revisiting the topic with your family and friends and let them know if your needs change or grow.
5. **Be assertive!** Be clear and confident as to what you need. Ask your family members to help you with actions you are taking to prevent falls, such as removing home hazards and making home modifications, like adding grab bars in the bathroom.

ncoa | FallsFree.

Hablemos de caídas: 5 maneras fáciles de hablar con su familia y amigos sobre la prevención de caídas

La familia y los amigos pueden desempeñar un papel importante para evitar que se caiga. Le brindan apoyo en todos los eventos de su vida y también pueden ayudarle a ser independiente y mantenerse a salvo de caídas.

1. **Empiece de a poco.** Tenga una conversación personal con un amigo o familiar de confianza sobre sus preocupaciones sobre las caídas. Podría ofrecerle ideas y soluciones.
2. **Pida ayuda y sea específico.** Cuanta más información comparta, más podrá ayudarle su familia. Pídales que le ayuden a encontrar información que le sea útil.
3. **Involucre a la familia.** Comparta con su familia las próximas citas médicas, qué medicamentos está tomando y cualquier problema o preocupación actual que tenga. Recuerde informarles si ya se ha caído y qué sucedió después de la caída.
4. **Siga hablando.** Una conversación no suele ser suficiente. Siga tratando el tema con su familia y amigos, y hágales saber si sus necesidades cambian o aumentan.
5. **¡Sea asertivo!** Sea claro y firme en cuanto a lo que necesita. Pida a los miembros de su familia que le ayuden con las acciones que está tomando para prevenir caídas, como eliminar los peligros y hacer modificaciones en el hogar, como agregar barras de apoyo en el baño.

Talk to Your Family

ncoa | FallsFree.

Talking To Your Doctor About Falls: 6 Tips for Helpful Conversations

More than one in four older adults falls each year, but only half tell their doctor. It is important for your doctor to know about any health problems, including concerns about balance and falls. Get the most out of your conversations with these six tips.

1. **Write a list of things you want to talk about.** Before your appointment, create a list of health topics you want to talk about, including balance and falls. The outline will help you remember your conversation points and questions.
2. **Ask for a falls risk assessment.** If you have fallen, have trouble walking, or feel unsteady, talk to your doctor about having a falls risk assessment.
3. **Talk about other specialists.** Ask your doctor if you would benefit from seeing a physical therapist, occupational therapist, or other specialists to help improve balance, strength, medication use, nutrition, vision, and hearing to reduce your risk of falls.
4. **Be honest about your concerns.** Tell your doctor if you have fallen and share as many details as possible. The more your doctor knows, the more they can help you.
5. **Take notes—and ask for notes!** Bring a notepad and pen to write down any important information your doctor shares with you. This helps to remind you of information shared during the appointment.
6. **Ask your doctor questions.** If there is anything you do not understand, ask your doctor again. Repeating information back to the doctor will help you remember and let the doctor know you understand the information.

ncoa | FallsFree.

Hable con su médico sobre caídas: 6 consejos para conversaciones útiles

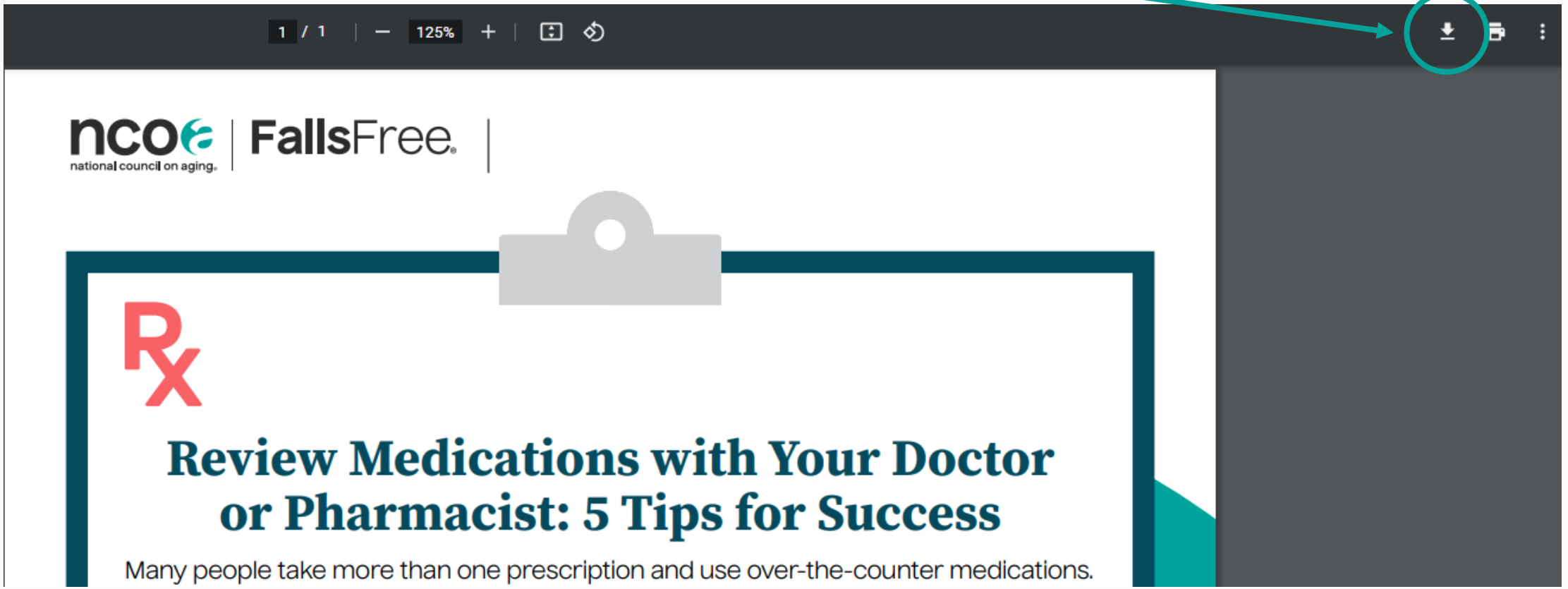
Más de uno de cada cuatro adultos mayores se cae cada año, pero solo la mitad informa a su médico. Es importante que su médico sepa acerca de cualquier problema de salud, incluidas las preocupaciones sobre el equilibrio y las caídas. Aproveche al máximo sus conversaciones con estos seis consejos.

1. **Escriba una lista de las cosas de las que quiere hablar.** Antes de su cita, haga una lista de temas de salud de los que quiera hablar, que incluyan el equilibrio y las caídas. El esquema le ayudará a recordar sus puntos de conversación y preguntas.
2. **Pida una evaluación de riesgo de caídas.** Si se ha caído, tiene problemas para caminar o se siente inestable, hable con su médico acerca de una evaluación de riesgo de caídas.
3. **Hable sobre otros especialistas.** Pregúntele a su médico si se beneficiaría de ver a un fisioterapeuta, terapeuta ocupacional o otros especialistas para ayudarle a mejorar el equilibrio, la fuerza, el uso de medicamentos, la nutrición, la visión y la audición para reducir el riesgo de caídas.
4. **Sea honesto sobre sus preocupaciones.** Informe a su médico si se ha caído y comparta tantos detalles como sea posible. Cuanto más sepa su médico, más podrá ayudarle.
5. **¡Tome nota y pida notas!** Traiga una libreta y un bolígrafo para anotar cualquier información importante que su médico comparta con usted. Además, pregunte si puede grabar la cita para repasar y escuchar. Esto le ayuda a recordar la información compartida durante la cita. Si desea más información sobre el punto de vista de su médico, los médicos deben brindar sus notas a los pacientes. Visite opennotes.org/onc-federal-rule para más información.
6. **Hágale preguntas a su médico.** Si hay algo que no entiende, consulte de nuevo a su médico. Repetirle la información a su médico le ayudará a usted a recordar y le hará saber al médico que comprende la información.

Talk to Your Doctor

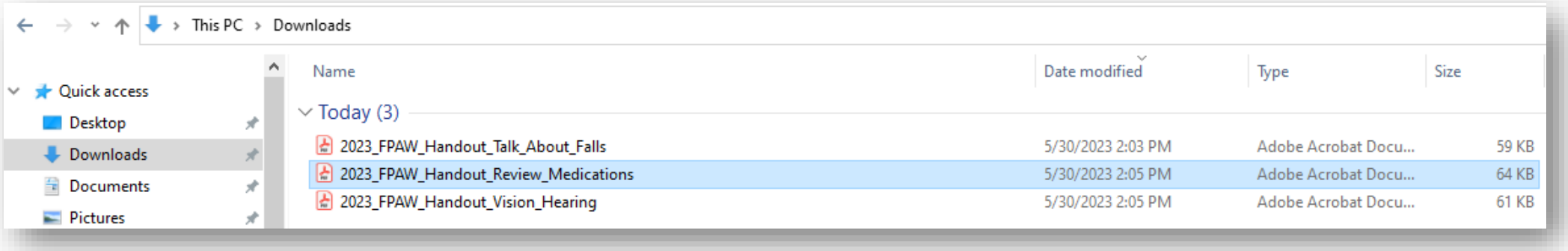
How to cobrand on handouts

1. Ensure you have Adobe Acrobat Reader FREE PDF Viewer application on your computer.
2. Download the handout you are interested in.



How to cobrand on handouts

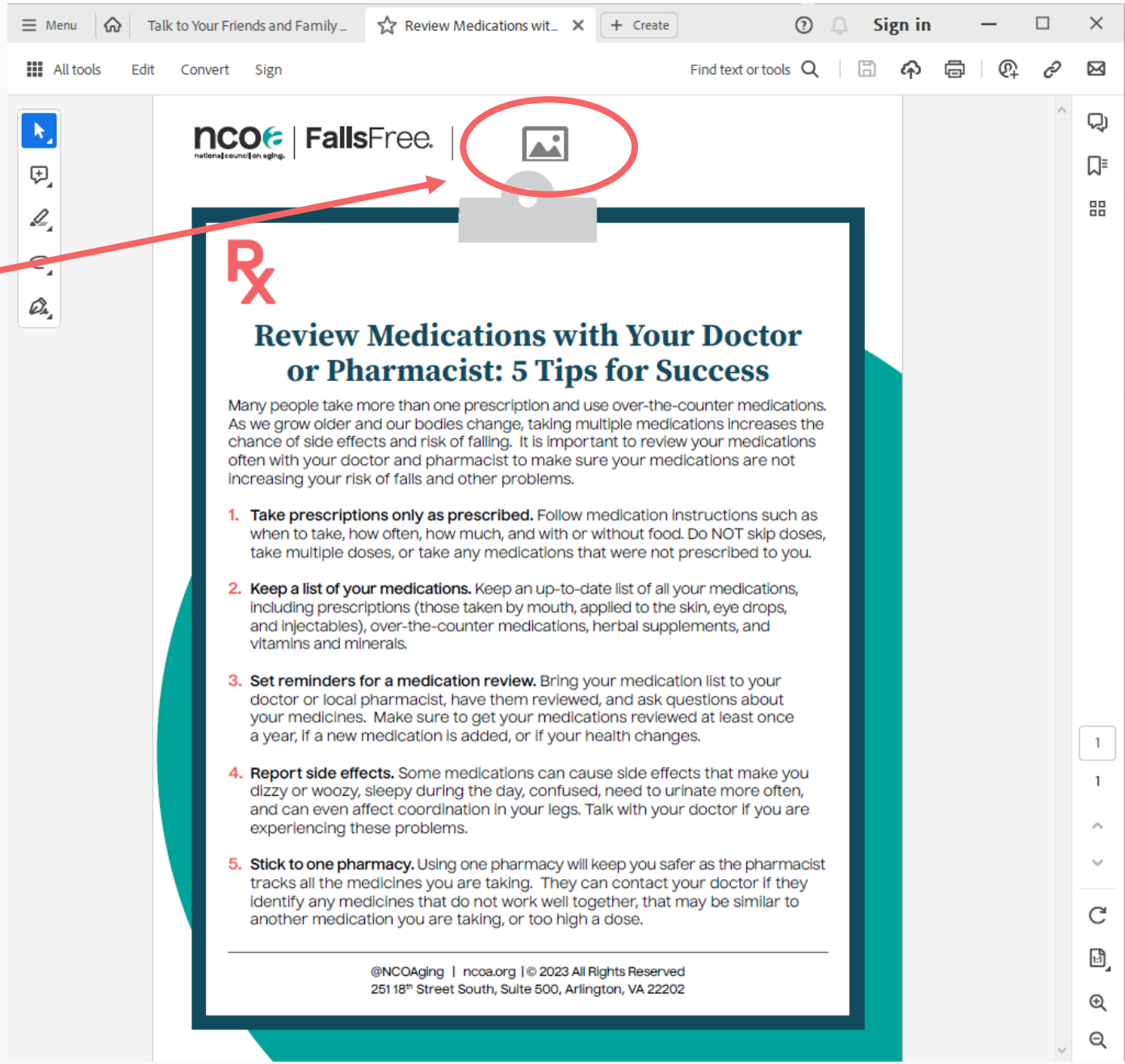
3. Access the handouts in your downloads folder:



4. Click on the file to open in Adobe application on your computer.

How to cobrand on handouts

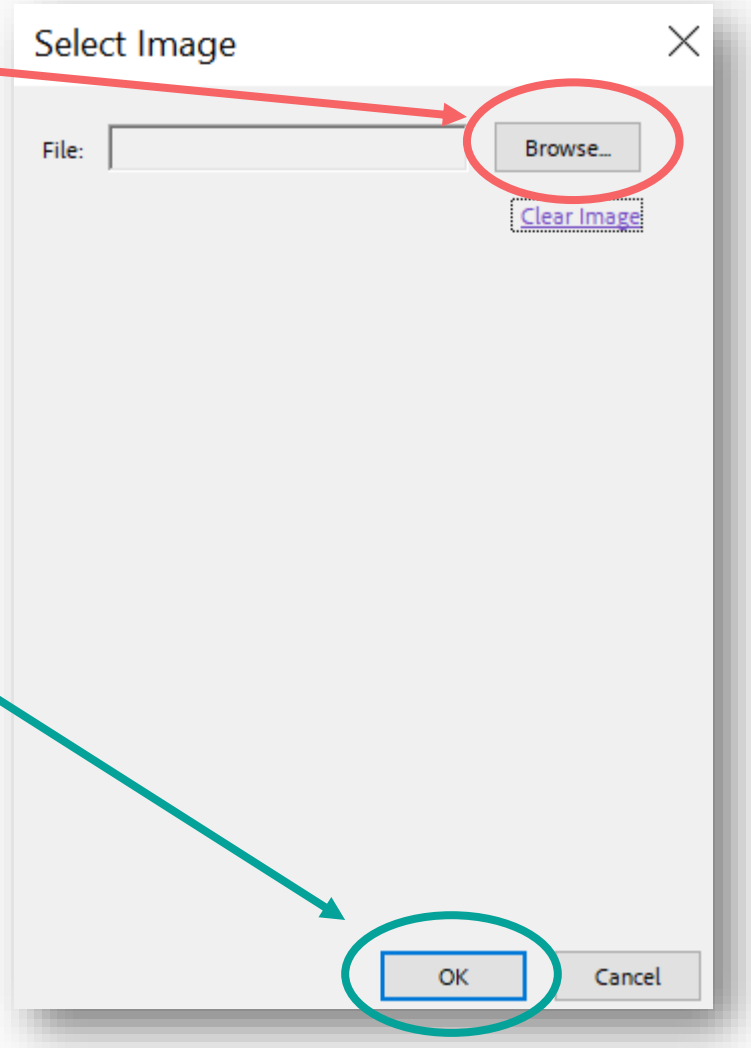
4. Click on the image field to upload your organization logo.



How to cobrand on handouts

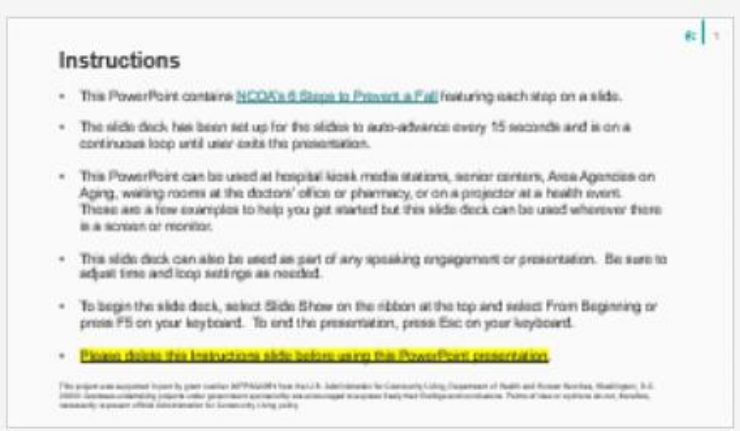
5. Click browse to select your organization logo within your files.

6. Hit okay when done.



Note: If you choose to not cobrand, the image field will be blank when you print the handout.

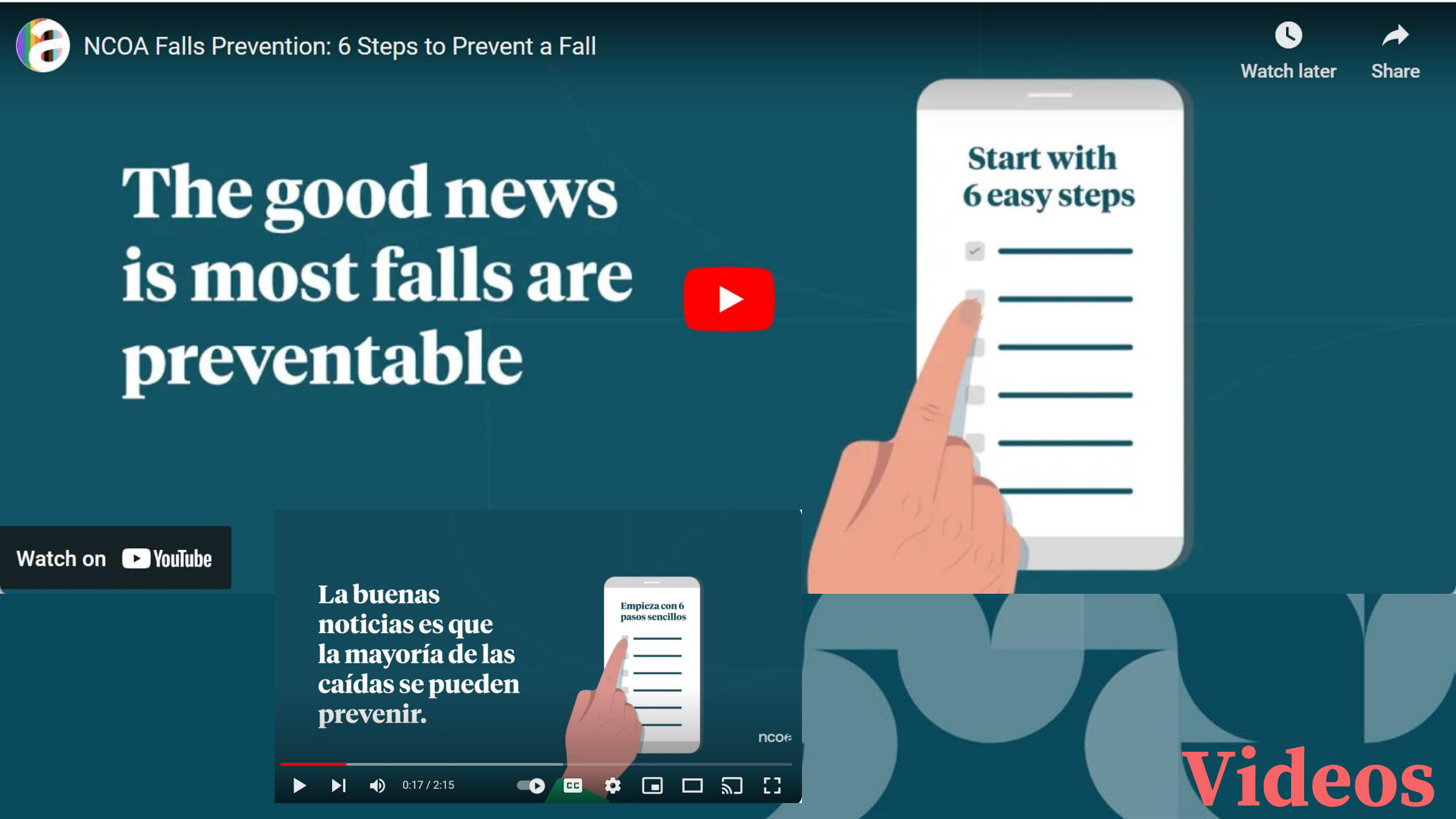
PowerPoint Presentations



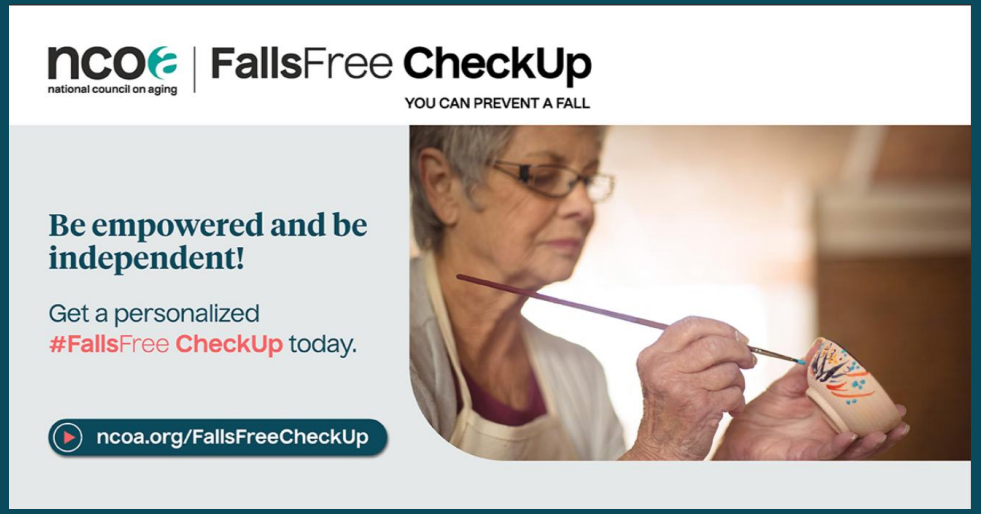
1

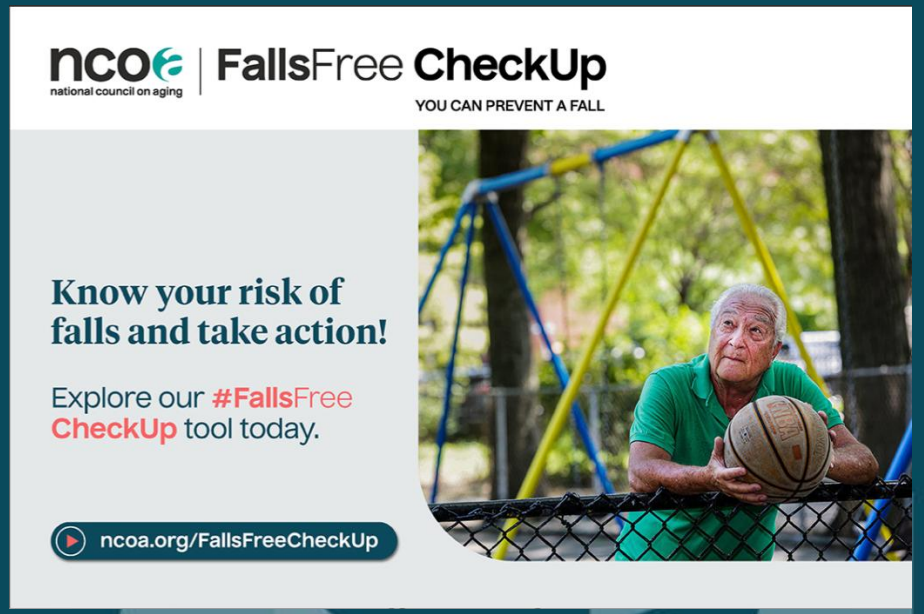
2

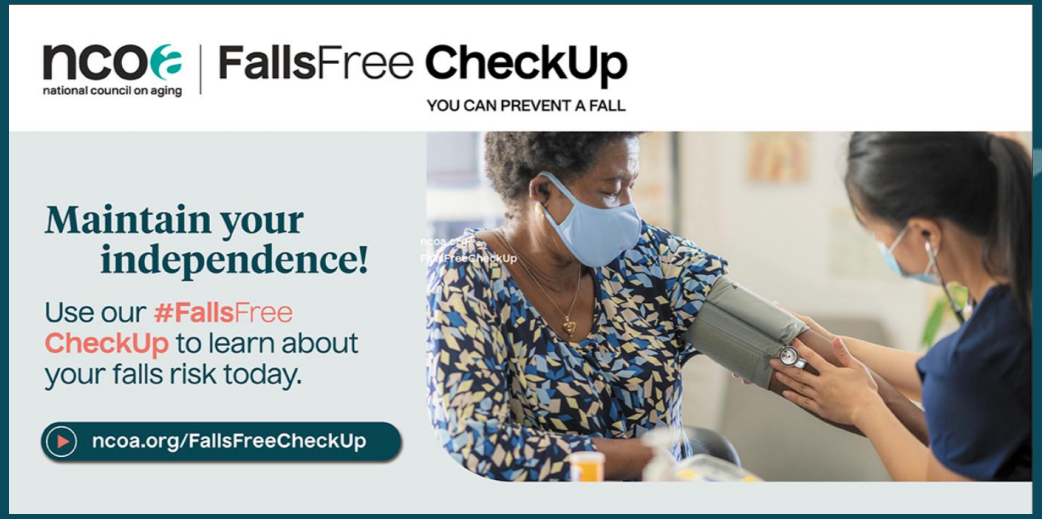
3


NCOA Falls Prevention: 6 Steps to Prevent a Fall
Watch later
Share
The good news is most falls are preventable
Start with 6 easy steps
Watch on YouTube
La buenas noticias es que la mayoría de las caídas se pueden prevenir.
Empieza con 6 pasos sencillos
ncoa
0:17 / 2:15
Videos

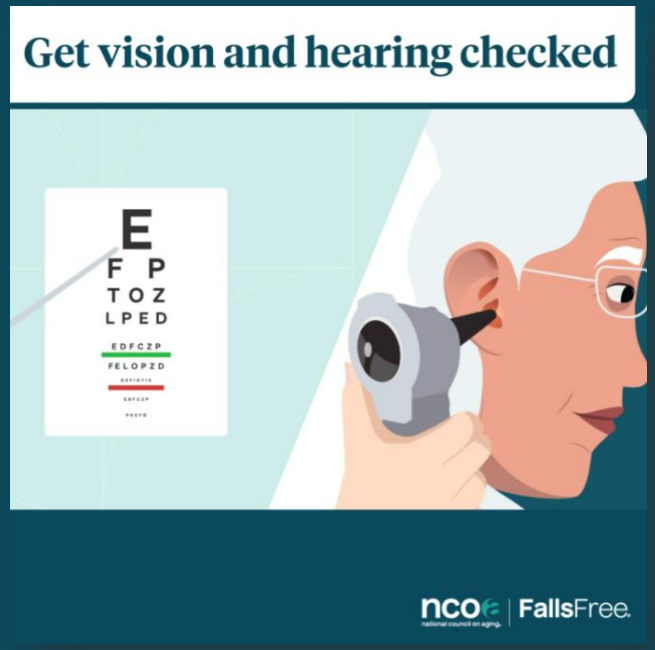
Social Media Banners







Social Media Graphics



ncoa national council on aging | FallsFree

Get the Facts on Osteoporosis, Falls, and Broken Bones

What is osteoporosis?

Osteoporosis is a disease where the bones become thin, weak, and more likely to break. Although you can break a bone in any part of your body, the most common broken bones associated with osteoporosis are the arm, wrist, and hip.

How are falls and osteoporosis linked?

- **1 out of 5 falls** among older adults leads to serious injury such as a broken bone. If we can prevent falls, we can prevent broken bones of the arm wrist, and hip. Most broken hips are the result of a fall.
- **Lack of Vitamin D** is a risk factor for both falls and broken bones. Daily Vitamin D is linked with reduced falls and fewer broken bones in older adults. Calcium helps keep bones strong. Speak with your health care provider about how much vitamin D and calcium is right for you.
- **Regular physical activity** and exercises that combine weight-bearing, muscle strengthening, and balance help reduce the risk of falls and improves your bone health.

Take action to prevent osteoporosis and reduce the risk of falling

1. **Eat a balanced diet rich in calcium:** A few good sources include milk, cheese, canned sardines, and yogurt.
2. **Eat foods high in Vitamin D:** Vitamin D helps the body absorb calcium and can be found in eggs, milk, and salmon but Vitamin D supplements are available.
3. **Get regular exercise and lift weights:** Weight-bearing exercises stimulate bone building to increase bone density.
4. **Don't smoke:** Smoking reduces blood supply to bones and production of bone-producing cells.

CONCUSSION AWARENESS NOW

Get the Facts on Concussions & Falls

What is a **concussion**?

A concussion is an **injury to the brain.**

- Sudden impact from a fall, bump, hit, or jolt causes the brain to bounce around or twist inside the skull.
- The brain may strike the inner skull.
- The head may also decelerate and stop its motion, causing the brain to hit the opposite side of the skull.

This can cause changes in the brain, damaging cells, and creating potentially serious effects. For some people, symptoms may develop immediately. For others, hours or even days may pass before warning signs show up.

Fall

Hit

Jolt

How are concussions and falls **linked**?

Falls are the **#1 cause** of concussion.

According to the Centers for Disease Control (CDC), falls are the leading cause of injury among older adults age 65+ with 36 million falls reported each year in this age group.

More than 1 in 4 older adults fall every year in the United States, and 1 in 5 falls leads to serious injury. In addition, persons with brain injuries are at high risk for falls and a subsequent fall can make an existing head injury worse.

Taking steps to lower the risk of falling also helps to lower the risk of sustaining a concussion.

To **reduce the risk** of falling and sustaining a concussion, what actions should be taken?

Talking with your doctor about falls, engaging in strength and balance exercises, managing medications, having vision and hearing checked regularly and making living environments safer, and asking for help are all steps that can be taken to prevent a fall.

Over half of falls take place at home. Regularly checking for fall risks at home and addressing potential hazards like clutter, throw rugs, and poor lighting is recommended.

Aging adults are encouraged to seek support from family members and/or healthcare providers to address concerns about the risk of falling. Ask family members for help with preventive measures, such as making home modifications and removing hazards.

Taking steps to lower the risk of falling also helps to lower the risk of sustaining a concussion.

What actions should be taken **if someone falls** and hits their head?

Over half of people who think they have a concussion never seek medical care, most commonly because they do not think their symptoms are severe enough. The reality is that concussions can be an invisible and often symptomless injury with serious and long-term consequences. **It is important to get checked by a medical professional.**

In some instances, a blow to the head can cause a type of bleeding near the brain, called a subdural hematoma. Subdural hematomas can be life-threatening, so it's important to see a healthcare provider immediately if your symptoms are severe.

Concussion symptoms, such as dizziness, confusion, or vision issues, may look like signs of typical aging and can be missed or misdiagnosed. Additionally, aging adults may be reluctant to seek medical care for fear of losing independence, not wanting to burden their family, financial considerations, and other reasons. However, the consequences of inaction can jeopardize long-term health.

It is critical that if a person sustains a hit or blow to the head, they seek medical care to ensure accurate diagnosis, treatment, and recovery planning.

Stop!

Look for Symptoms.

Get it Checked.

Need additional help?

For more information on resources and support, call the National Brain Injury Information Center helpline at **1.800.444.6443**

Join the cause as a Concussion Awareness Now (CAN) **Champion**!

Concussion Awareness Now (CAN), co-chaired by Abbott and the Brain Injury Association of America, is a coalition of nearly 20 advocacy groups, including the National Council on Aging, that is **raising awareness** about the importance of diagnosis and treatment for concussions.

Help spread CAN's message by signing up to be a CAN Champion! Champions will receive up-to-date information including new resources, tools, and education opportunities.

Join Our Cause

Resources:

Brain Injury Association of America (BIAA) offers many concussion resources on their website: https://www.biausa.org/brain-injury/about-brain-injury/what-is-a-brain-injury/concussion-mtbi. Additional BIAA resources include webinars and support resources for patients and caregivers, and a variety of professional program offerings, including a concussion certificate and training for professionals working in the field of brain injury.

National Council on Aging (NCOA) offers a resource, "A Guide to Traumatic Brain Injury Resources for Older Adults and Caregivers," available on the NCOA website. The guide provides listings of organizations that provide resources for older adults with traumatic brain injury (TBI), caregivers and families, and professionals. https://www.ncoa.org/article/a-guide-to-traumatic-brain-injury-resources-for-older-adults-and-caregivers.

BRAIN INJURY ASSOCIATION OF AMERICA

ncoa national council on aging

Falls Prevention Is a Team Effort

[Falls Prevention Is a Team Effort (ncoa.org)]

Arthritis Resources

How Seniors Can Find Programs that Help with Arthritis (ncoa.org)

Home / Aging Well / Health & Wellness / Physical Health / Chronic Diseases

Arthritis, Osteoarthritis, and Osteopenia

Caused by inflammation or swelling in th
more 100 types of arthritis, including oste
Osteopenia can be a warning sign of oste
older adult may be experiencing reduced
Learning more arthritis, osteoarthritis, ar
osteopenia.

Stay Healthy with Physical Therapy

Maintain Your Medication Record

CHRONIC DISEASES

How Walking Can Ease Arthritis Symptoms

KEY TAKEAWAYS

Osteoarthritis is common, expensive, and a leading cause of disability ... but it also can be prevented and managed.

Movement is a key part of managing pain from osteoarthritis.

Learn about Walk with Ease, a six-week program focused on making physical activity a part of your everyday life.

ARTHRITIS, OSTEOARTHRITIS, AND OSTEOPENIA

Managing Arthritis Symptoms: How to Find a Program That Helps

KEY TAKEAWAYS

Osteoarthritis is the most common form of arthritis, and although it can't be cured, the symptoms of the disease can be managed.

Arthritis-approved evidence-based interventions (AAEBIs) are programs that have proven to have a positive impact on arthritis symptoms.

Participating in AAEBIs can improve physical activity levels and/or self-management skills for people with arthritis.

Arthritis Resources

[Chronic Conditions and Fall Risk: Cross-Promoting Programs Across the Continuum of Care (ncoa.org)]

NATIONAL FALLS PREVENTION RESOURCE CENTER

Chronic Conditions and Fall Risk: Cross-Promoting Programs Across the Continuum of Care

KEY TAKEAWAYS

Among falls prevention program participants, the top three chronic conditions are arthritis, heart disease, and diabetes.

Exploring the relationship between chronic conditions and fall risk can identify solutions and program options to promote healthy aging.

Engaging participants and providers in evidence-based programs across the continuum of care encourages community partnerships and collaboration.

Arthritis Resources

[Falls Prevention for People Living with Arthritis (ncoa.org)]

FALLS PREVENTION

Osteoarthritis and Falls: Understanding the Connection and Protecting Your Well-Being

KEY TAKEAWAYS

People with osteoarthritis are at an increased risk for falls and fall-related injuries.

Learn about how osteoarthritis relates to falls risk and how you can take action to protect yourself.

Some recommended action steps: stay active, participate in falls-prevention programs, know your risk, and schedule regular check-ups.

Chronic Conditions and Falls Risk: Arthritis

Learn the link between arthritis and falls, and which falls prevention program is right for you.

Types of Arthritis	• Osteoarthritis • Rheumatoid Arthritis • Fibromyalgia • Lupus • Gout
Falls Risk Factors	• Joint pain • Stiff joints • Limited lower body mobility • Fatigue
Solutions	• Strengthen muscles to support joints • Be active to improve balance, mobility, and flexibility
Falls Prevention Program Options	
Contact Information	

ncoa national council on aging

Learn more at www.ncoa.org/falls.

Stay independent. Stay falls free.

Evidence-Based Programs

Find an Evidence-Based Program | NCOA

USE THIS TOOL TO SEARCH FOR

Evidence-Based Programs

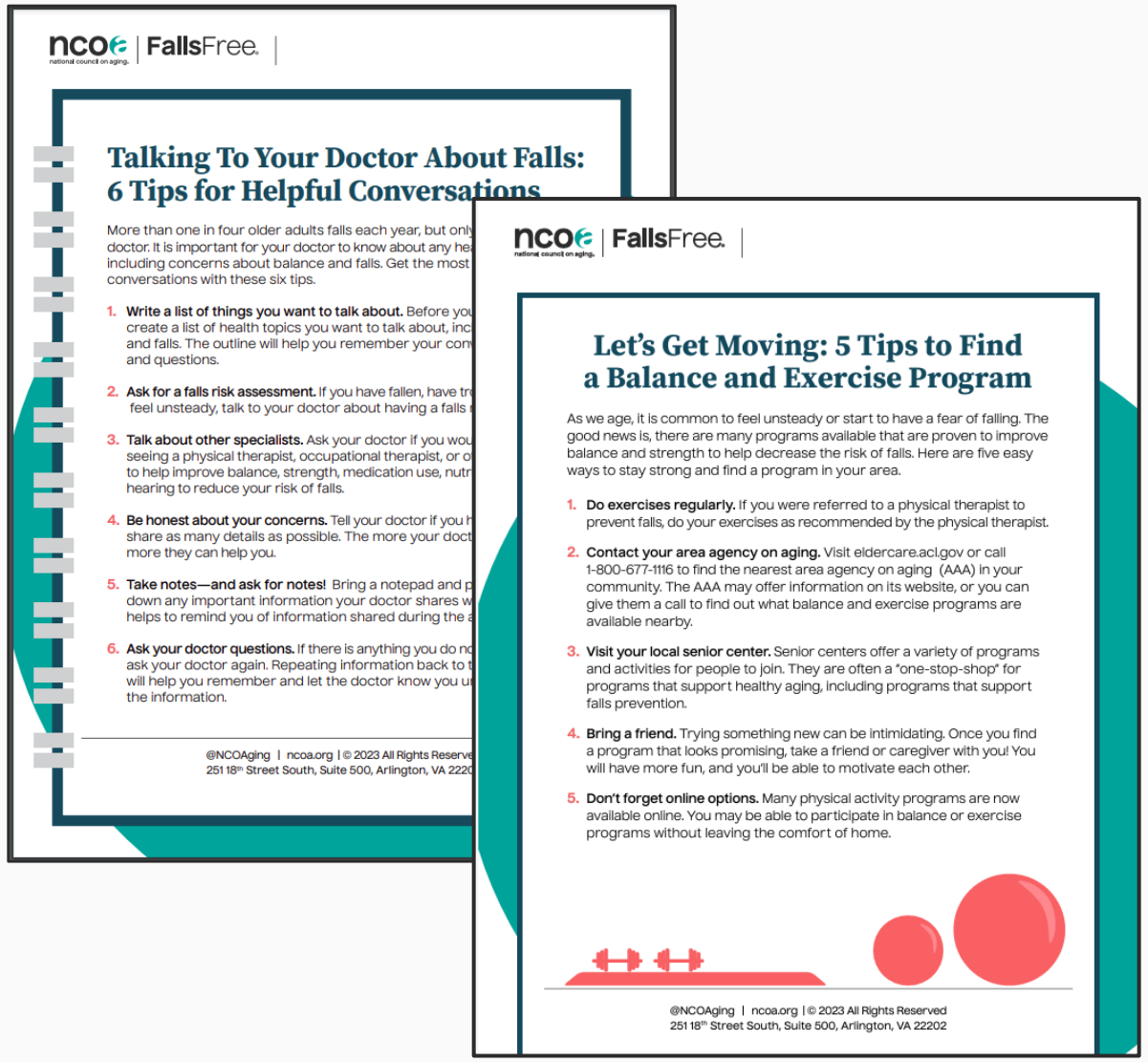
Evidence-based programs offer proven ways to promote health and prevent disease among older adults. Use this tool to search for evidence-based programs that match your community's needs and are approved for funding through Older Americans Act Title III-D. The programs included are not exhaustive and represent those that have been approved through the Evidence-Based Program Review Process.

Download the spreadsheet of approved programs.

Ideas for Falls Prevention Awareness Week

Disseminate handouts

- Pass out 1 handout at each class during a workshop
- Include handouts in meal deliveries
- Pass out at health events or put out for people to pick up in communal areas
- Include handouts in swag bags/packets
- Enlarge handouts and print as posters



Ideas for Falls Prevention Awareness Week

Engage Older Adults through Social Media

- Use the Social Media Toolkit and graphics to make a post about falls prevention each day
- Post about evidence-based workshops available in the community hosted by your organization or a partner
- Provide information to community partners about the 6 steps to falls prevention
- Post a challenge each day that addresses falls prevention using tips on the handouts

national council on aging

Falls Prevention Awareness Week 2023

NCOA's Annual National Observance for Falls Prevention

Social Media Best Practices and Toolkit

About NCOA's Falls Prevention Awareness Week

Dates: September 18-22, 2023

Thank you for supporting Falls Prevention Awareness Week 2023 (FPAW). This FPAW social media toolkit offers posts and images you can use to generate engagement and awareness through your social media channels and email messages. Please use our suggested copy below in your organization's posts, along with NCOA's branded social media graphics that can be found here. To view all of NCOA's FPAW 2023 campaign assets, click here.

Disseminate the FallsFree CheckUp

Falls Free CheckUp logos and banners

It is important for older adults to understand their risk of falling. NCOA's Falls Free CheckUp is a digital assessment where older adults can answer 13 simple questions to get their falls risk score and steps to reduce their risk.

- **English:** ncoa.org/FallsFreeCheckUp
- **Spanish:** ncoa.org/ChequeoContraCaidas

Each of the following campaign banners has been formatted for the social media platform you plan on using to promote Falls Free CheckUp. These banners are intended to serve as a cover photo during Falls Prevention Awareness Week.

Download NCOA's Falls Free CheckUp logos and campaign banners below in English and Spanish to promote our digital tool.

Templates and Media Toolkit

national council on aging

Calendar Announcement Template

Send this announcement to your local newspaper, TV station, online publication, or municipal office to be included in their local calendar. Typically, you will need to send announcements at least 2-3 weeks before your event. Include a list of invited special guests to increase media interest. If you don't have a commitment from all special guests, but you have a pretty good indication they will attend, you can say "Mayor Jon Smith (invited)" on your materials.

[ORGANIZATION LOGO]

CONTACT:
[Name]
[Title]
[Organization]
[Phone]
[Email]

[NAME & DATE OF EVENT]

Did you know that falling is NOT a normal part of aging?

[ORGANIZATION] is committed to empowering all older adults in [COMMUNITY] to age well and stay falls free. We are partnering with the National Council on Aging (NCOA) to mark **Falls Prevention Awareness Week on September 23-27, 2024**.

This is a perfect opportunity for older adults and caregivers in our hometown to learn how to prevent falls and take simple steps to reduce their risk.

Join us on [DATE] at [TIME] for [EVENT] to learn how you or an older relative, friend, or neighbor can stay falls free.

The event will feature an online falls risk assessment tool available at no cost to individuals across the country. Visitors to www.ncoa.org/FallsFreeCheckUp can complete a short survey that screens for the most common falls risk factors.

For more information about [EVENT], call [PHONE] or visit [WEBSITE].

2024 (State) Falls Prevention Awareness Week

(Note: Edit the document and yellow highlights as needed for your state. National numbers in the proclamation template are cited. States can add citations for their state-specific data.)

Whereas, it is estimated that ___percent of (State) citizens are 65 years of age or older;

Whereas, it is estimated that one fourth of people 65 and older will fall each year;[i]

Whereas, one out of five falls causes a serious injury such as broken bones or a head injury;[ii] [iii]

Whereas, falls are the leading cause of both fatal and nonfatal injuries among older adults in the United States[iv]

Whereas, according to ____, falls are the leading cause of fatal and nonfatal injuries among people 65 and older in (State), leading to ___ deaths in (year); ___ hospitalizations in (year); and ___ emergency department visits in (year);

Whereas, falls are the most common cause of traumatic brain injuries among (State) citizens 65 years of age and older, with falls accounting for ___percent of fatal traumatic brain injuries among older adults;

Whereas, falls can lead to depression, loss of mobility, and loss of functional independence;

Whereas, the average hospitalization charge for an unintentional fall among (State) residents ages 65 and older was $___ in (year);

Whereas, the financial toll for older adult falls is expected to increase as the population ages and may reach $101 billion nationally by 2030;[v]

Whereas, injuries from falls are largely a preventable community health problem;

Whereas, evidence-based programs reduce falls by utilizing cost-effective strategies, such as exercise programs to improve balance and strength, medication management, vision improvement, reduction of home hazards, and fall prevention education;

Whereas, the (State) Falls Prevention Coalition is working to increase awareness of this issue, promote multidisciplinary strategies to prevent falls, and encourage citizens to take steps to protect those who are at increased risk of falling;

NOW, THEREFORE, I, (Governor's Name), Governor of (State) do hereby proclaim September 18th – 22nd, 2023 as "Falls Prevention Awareness Week" in (State) and urge our citizens to commend its observance.

For more ideas…

Check out the Falls Prevention Awareness Week Impact Report for examples:

- 2022 Impact Report: pages 8-14
- 2023 Impact Report: pages 8-17

Examples include leveraging partnerships, working with clinicians and clinical students, hosting a falls prevention health fair, obtaining a proclamation for FPAW, and more.

https://ncoa.org/article/falls-prevention-awareness-week-impact-reports

Falls Prevention Awareness Week Impact Report

https://ncoa.org/article/falls-prevention-awareness-week-impact-reports

- Each year, NCOA compiles the Falls Prevention Awareness Week (FPAW) Impact Report.
- The FPAW Impact Report highlights the activities, outreach efforts, and outcomes of Falls Prevention Awareness Week.
- The report showcases effective falls prevention activities and innovative educational materials that can be replicated for future observances.
- The data featured in the FPAW Impact Report is collected using the Falls Prevention Awareness Week Survey.

Falls Prevention Awareness Week Survey

https://www.surveymonkey.com/r/N7LRSW5

- We appreciate you sharing your overall reach and impact during the observance.
- Please collect as much information about your Falls Prevention Awareness Week activities offered by your organization.
- Submit by **October 31, 2024** to be included in the National Falls Prevention Awareness Week Impact Report!

ASTHO and NACCHO Falls Prevention Tools

ASSOCIATION OF STATE AND TERRITORIAL HEALTH OFFICIALS

Home / Our Work / Report / **Expanding Falls Prevention Through Surveillance, Community-Clinical Linkages, and Strategic Planning and Evaluation**

Expanding Falls Prevention Through Surveillance, Community-Clinical Linkages, and Strategic Planning and Evaluation

OCTOBER 03, 2023 | CLAIRE PENDERGAST, TALYAH SANDS, PRIYA SHAH, TYRONE BETHUME

Jnintentional falls are the leading cause of injury and injury death among older adults in the United alls and 5 million report fall injuries. Older adult falls contribute to more than 900,000 hospitalizati he likelihood of a long-term nursing home admission, creating either a temporary or permanent los elated deaths among older adults in the United States, averaging more than 100 deaths per day. Fa ıre a public health burden, leading to over $50 billion in medical costs each year.

NACCHO

ABOUT | MEMBERSHIP | EVENTS | OUR WORK | RESOURCES

Toolkit: Older Adult Fall Prevention

Fall prevention is key to retaining independence for community-dwelling older adults. NACCHO is collecting resources to help LHDs develop their capacity to identify older adults at risk for falls and to implement evidence-based fall prevention programs and practices with their community resources.
General older adult fall prevention resources, including guidelines, frameworks, reports and initiatives can be found at the following resource centers:

- **Older Adult Falls** (*Centers for Disease Control and Prevention*): Webpage curated by CDC containing facts about falls, falls data by state, and fall prevention resources for clinicians, pharmacists, and older adults
- **Falls Prevention Resources for Older Adults and Caregivers** (*U.S. Department of Health and Human Services, Administration for Community Living*): Collection of fall prevention tips, programs, and resources from ACL and their partners.
- **Fall Prevention Center of Excellence: Resources by Organization** (*Fall Prevention Center of Excellence*): List of fall prevention resources and supporting education materials from national organizations, state collaborations and international governments.
- **National Falls Prevention Resource Center** (*National Council on Aging*): This center supports the implementation and dissemination of evidence-based falls prevention programs and strategies.

This toolkit classifies resources by the following four topic areas:

- **Community Awareness**
- **Data and Evaluation**
- **Planning and Implementation**
- **Programs, Practices, and Interventions**

Thank you!

Emily Nabors, MSG

Senior Program Specialist, Center for Healthy Aging

National Council on Aging (NCOA)

emily.nabors@ncoa.org

State Sharing and Q&A

Wrap Up and Closing

Thank you!

NATIONAL ASSOCIATION OF CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.