

# Falls Prevention Awareness Day Activities

## September 22, 2017



The 10th annual Falls Prevention Awareness Day (FPAD) will be observed on **Sept. 22, 2017**—the first day of fall. In honor of this notable milestone, the theme of the event will be “**10 Years Standing Together to Prevent Falls.**” This event raises awareness about how to prevent fall-related injuries among older adults.

Visit the National Council on Aging web page (<https://www.ncoa.org/healthy-aging/falls-prevention/falls-prevention-awareness-day/>) for information about this year’s theme and ideas for activities you can do locally. Resources include an infographic, media toolkit and examples and resources that other states have used in previous years.

### **Develop a press release for Falls Prevention Awareness Day**

- Contact media connections that you have and let them know about the day and what you will be doing.
- Data on falls-related deaths, hospitalizations and hospital charges is available by county at this link - <http://idph.iowa.gov/falls-prevention> (under “Falls in Iowa by County”)

**Hold demonstrations on evidence-based fall prevention programs**, including Tai Chi, *A Matter of Balance* or *Stepping On*. Collaborate with trained leaders in your area to host a demonstration or promote falls prevention awareness.

**Offer screenings in the community** that address fall risk factors, including:

- Vision exams
- Balance and gait testing
- Blood pressure checks
- Medication reviews

**Partner with professional students** in physical therapy, occupational therapy, pharmacy, nursing or physician assistants to offer screenings.

### **Contact local businesses to highlight products in their stores that can reduce falls**

Local or national home-improvement stores may be willing to partner with you to display items that can be used in the home to reduce falls.

### **Other ideas and resources**

**CDC** - <https://www.cdc.gov/homeandrecreationalafety/falls/index.html>