

Falls Prevention Awareness Week

2024 Impact Report



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The Importance of Falls Prevention

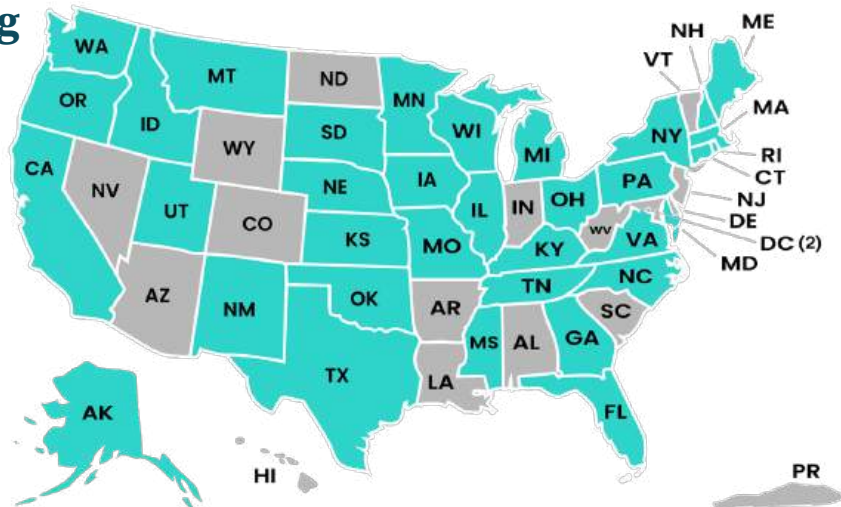
The National Council on Aging (NCOA) is dedicated to reducing falls and falls-related injuries among adults age 65 and older by increasing awareness, providing education, and promoting evidence-based falls prevention programs that help older adults adopt behaviors that support a falls free lifestyle.

While living longer is linked to a number of positive outcomes and societal benefits, falls among older adults continue to rise each year, producing challenges for older adults, their families, and the community as a whole. As we age, falls can impact our health, independence, and overall well-being. An estimated one in four older adults falls each year, and falls are the number one cause of injury and injury-related deaths for adults aged 65 and over. The good news is that there are many ways to reduce falls risks, and we all have a role to play in spreading the word.

Each year, NCOA hosts Falls Prevention Awareness Week, an awareness and activation campaign designed to elevate falls education and highlight steps older adults can take to reduce their risk of falling. Falls Prevention Awareness Week provides an opportunity for state falls prevention coalitions and community organizations to engage community members and partners in falls prevention activities. An individual's falls risk involves a variety of factors, from nutrition and medications to home environment and lifestyle choices. Thus, a successful approach to falls prevention requires engagement across multiple sectors and disciplines. Health care providers and community-based organizations play distinct, yet equally valuable, roles in falls prevention.

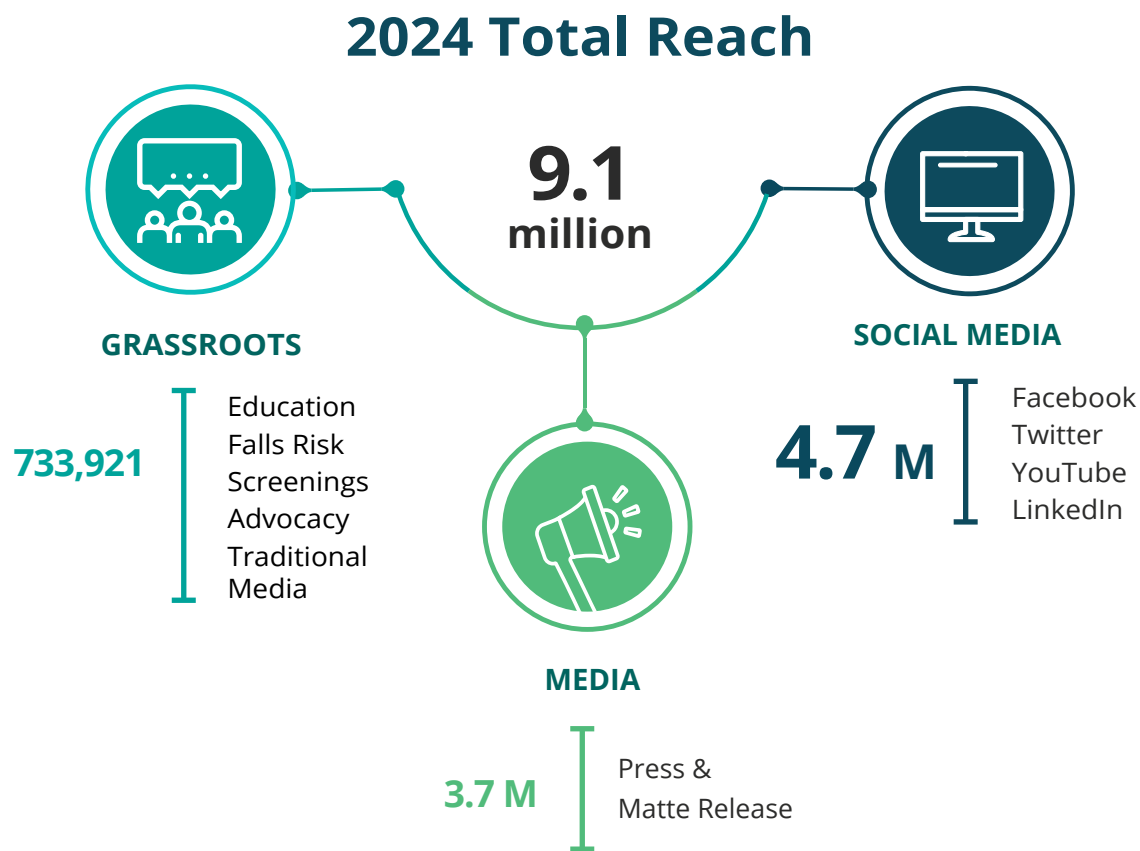
This report highlights the activities of NCOA, state falls prevention coalitions, and their partners during Falls Prevention Awareness Week 2024 (Sept. 18 – 22) to reduce falls and falls risk factors and make a positive impact in the lives of older adults and their families and caregivers. The data presented in this report was collected from state falls prevention coalitions and other Falls Prevention Awareness Week partners through a national survey conducted by NCOA from June through November 2024.

34 states reported participating in FPAW in 2024



National Outreach

To promote Falls Prevention Awareness Week nationwide, NCOA used traditional and digital media to raise awareness of falls prevention among older adults, caregivers, and professionals. NCOA, along with state falls prevention coalitions and local and national partners, contributed to Falls Prevention Awareness Week by providing free resources and education, improving public awareness, and encouraging community action to prevent falls.

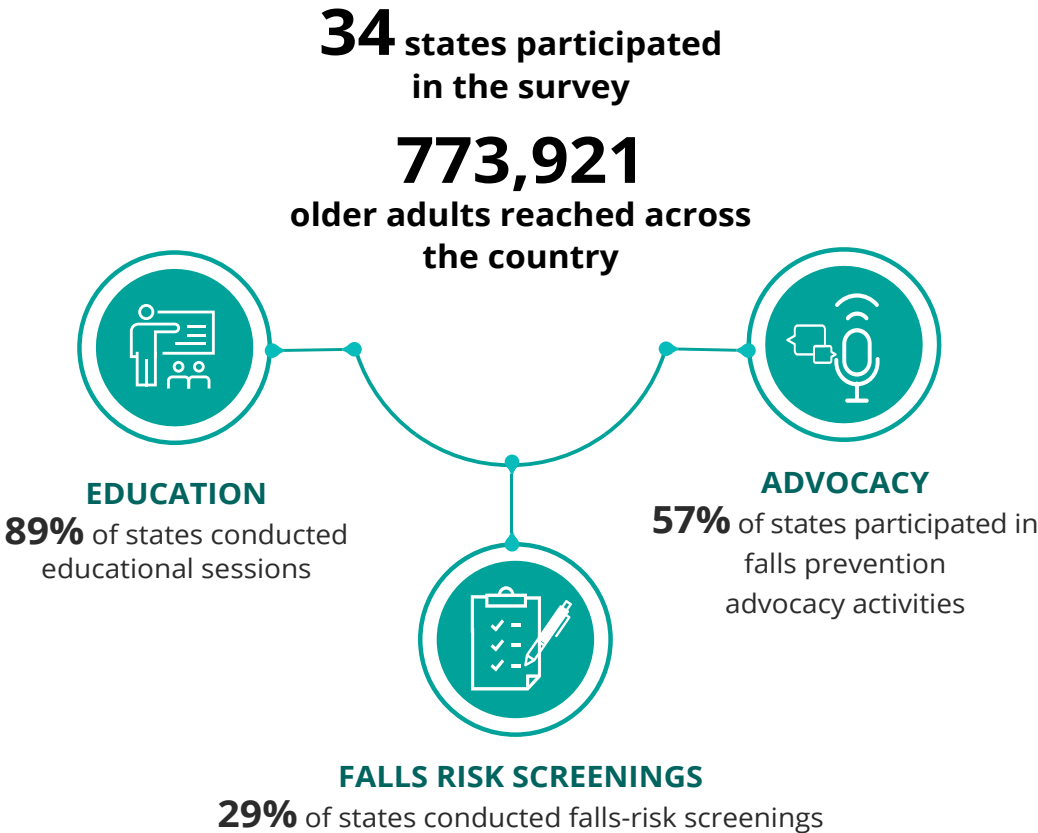


Grassroots Efforts

Falls Prevention Awareness Week 2024 saw grassroots initiatives driving real change by shifting from awareness to action. State falls prevention coalitions and partners leveraged local collaborations to expand their reach, ensuring falls prevention strategies were both accessible and actionable. Events such as tai chi demonstrations and A Matter of Balance sessions provided interactive opportunities for participants to actively engage in falls prevention efforts.

Strategic partnerships and collaboration with a wide range of community partners was essential in carrying out grassroots activities. Educational presentations were delivered in a variety of community settings including colleges, parks, libraries, and senior centers, helping to spread key falls prevention messages. Traditional media channels, such as newspaper articles and radio features, amplified these efforts, ensuring broader community engagement. Advocacy efforts also played a vital role in promoting falls prevention policies and reinforcing the importance of evidence-based falls prevention programs. These Falls Prevention Awareness Week grassroots activities successfully empowered older adults and caregivers with practical solutions to reduce their falls risk.

2024 Grassroots Reach Total



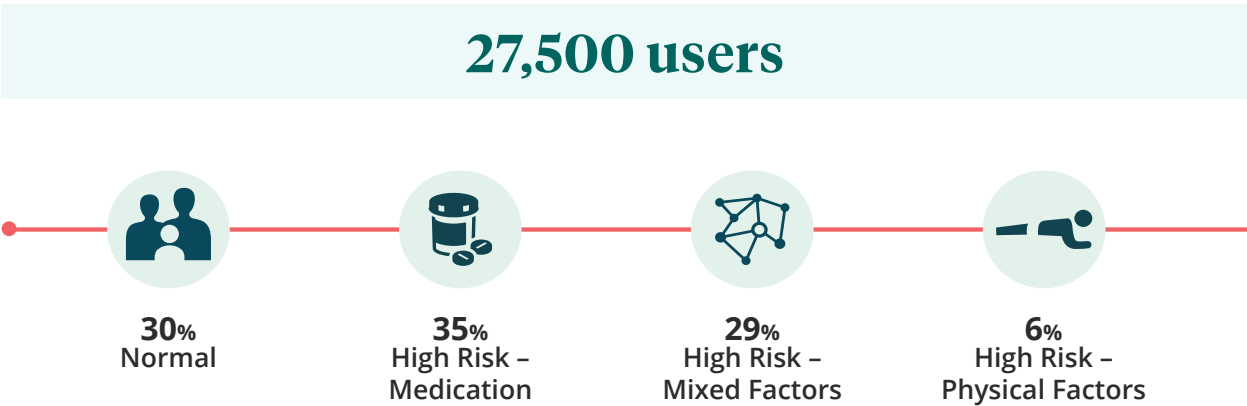
Falls Free CheckUp[®]

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. It provides resources and tangible action steps that are specific to the individual's risk, based on how they answered the assessment. Examples of resources provided to users include a [home fall prevention checklist](#), [six steps to prevent a fall](#), and [health benefits of tai chi and how to get started](#).

During Falls Prevention Awareness Week 2024, 27,500 people completed the **Falls Free CheckUp**. Of those, 70% were at high risk for a fall, with 35% at high risk based on medication-related factors; 29% at high risk with a combination of medication, physical factors, and other risk factors; and 6% at high risk due to physical factors. These results demonstrate the need to continue educating older adults about the risk factors associated with falls and offer solutions to improve their quality of life.

State falls prevention coalitions and partners played an integral role in disseminating the Falls Free CheckUp as part of their falls prevention awareness activities. NCOA encourages all partners to promote and direct older adults to the [Falls Free CheckUp](#) to learn about their falls risk throughout the year.

Number of Falls Free CheckUp Users



National Falls Prevention Awareness Day: Days of Action

This year, NCOA worked with partners in three cities— Albuquerque Area Southwest Tribal Epidemiology Center (AASTEC) in Albuquerque, New Mexico; Texas Healthy at Home in Dallas/Fort Worth, Texas; and Sound Generations in Seattle, Washington—taking a more targeted approach to increasing awareness and action to address falls at the local level.

Working with the communications firm M+R, partners in the three cities developed and conducted awareness-raising campaigns leading up to the Days of Action based on landscape reviews and listening sessions. Outreach strategies included using social media, radio, and newspapers, as well as engaging community leaders and building new partnerships. M+R and the city partners also developed tailored messaging and resources for each community based on focus groups and message testing with older adults and caregivers.

During the Days of Action, community and city-wide events included screenings (balance, strength, feet and shoes, medications), home safety and modification education, tai chi demonstrations, and [Falls Free CheckUp](#) completions. The events encouraged participants to take action to reduce their falls risk. The lessons learned and resources developed as part of the project are available on [ncoa.org](#).



Bone Health and Falls Prevention

About 54 million Americans have osteoporosis and low bone mass, placing them at increased risk for falls. Through our partnership with the biotechnology company Amgen, NCOA has completed a series of Bone Health Education Programs at senior centers across the country. This 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 set goals, develop an individual action plan, and change behaviors to reduce their chances of falling. It offers guidance on talking to health care providers about falls risk factors and getting screened for bone density.

The most recent Bone Health Education Program was held in September 2024 at Cheektowaga Senior Citizen Center in Buffalo, NY. The program included a lecture led by Erlin J. Marte—a U.S. Air Force flight surgeon and endocrinologist who teaches at the State University of Buffalo—on the importance of bone health as we age, strategies to maintain and improve bone health, and the relationship between osteoporosis and falls.

Eighty-four people participated in the event, which included a 30-minute discussion facilitated by Senior Center Director, Kerry Peek. Survey results from Cheektowaga show:

- **92%** of participants found the discussion guide to be useful or extremely useful
- **50%** reported making “a great deal” or “a lot” of progress toward achieving their goals
- **54%** made an appointment with their health care provider within 10 days of participating in the event
- **42%** reported using the Home Fall Prevention Checklist
- **65%** added daily exercise to their routine

Five senior centers across four states—Florida, Maryland, Vermont, and New York—have hosted the Bone Health Education Program. Over 290 older adults have participated in these events. A link to the Bone Health Guide and the impact of the Bone Health Education Programs is described in the NCOA.org article [Bone Health Education at Senior Centers: Why It Works](#).



Falls Prevention Awareness Week Activity Highlights

Everyone has a role to play in falls prevention. Each year, state falls prevention coalitions, community-based organizations, and other entities use a variety of techniques to educate and raise awareness about falls prevention within their communities. The following section highlights the many creative partnerships, innovative engagement strategies, and inspiring events that made Falls Prevention Awareness Week (FPAW) 2024 a success!

Leveraging Community Partners in Falls Prevention

Partnerships are essential to engaging older adults and their families and caregivers in Falls Prevention Awareness Week activities.

The top five most common partners survey respondents engaged in 2024:



senior centers
68%



state and local health departments
61%



area agencies on aging
60%



senior housing
44%



EMS/fire departments
Hospitals/Trauma centers
40%

**value indicates the percentage of respondents who partnered with this category of community partner*

Looking for new partners to engage in 2025? Consider reaching out to entities with a demonstrated commitment to supporting older adults, such as banks, local businesses (e.g., grocery stores, coffee shops, salons and barbershops, etc.), and home care providers or partner with sites where older adults are already engaged, such as community centers, gyms and fitness clubs, and volunteer organizations.

Highlights of Leveraging Community Partners

“Our community partnerships are our greatest success.”

- Sara Pappa, Marymount University, member of Northern Virginia Falls Prevention Alliance and the Virginia Arthritis and Falls Prevention Coalition

At senior centers in Utah, 90 older adults were engaged in conversations about the importance of preventing falls. These attendees were surprised to learn that “if we don’t practice our balance, we lose it—the phrase “use it or lose it” really stuck with them.”

- Allie Tedrow of Salt Lake County Health Department, member of the Salt Lake County Falls Prevention Coalition

In Wisconsin, an event showcased the investment of local businesses in preventing falls. The event included presentations and distribution of information.

- Karalyn Peterson, Midstate Independent Living Choices, member of Portage County Falls Prevention Coalition

In New Hampshire, an outreach and educational falls prevention presentation was held in collaboration with the National Injury Prevention Foundation and a local rehab network. The program helped attendees recognize their concerns about falling and identify hazards in their home and community that contribute to falls.

-Tanya Flagg, Elliot Hospital, member of the NH Falls Risk Reduction Task Force

The Older Adults Community Coalition of Weber and Morgan County organized a falls prevention awareness event at a local botanical garden. The event featured tai chi classes for new and experienced participants, a health fair, beautiful weather, involvement of senior centers and the fire department, and impactful conversations with attendees.

-Megan McCourt of Weber Human Services Area Agency on Aging, member of Living Well Coalition (Healthy Aging) Utah

In Idaho, falls prevention awareness included partnering with their health systems’ hearing and balance center to provide hearing and balance tests as well as medication and nutritional reviews for older adults. A partnership with Habitat for Humanity and their Health Department’s “Fit and Fall Proof” program also allowed for information sharing and referrals for home safety checks.

-Erin Olsen of Idaho Commission on Aging, member of Falls Prevention Coalition of Idaho

Engaging Clinical Partners in Falls Prevention

Falls Prevention Awareness Week provides an opportunity to engage a range of health providers in falls prevention activities. This includes training health providers and future clinicians on the role they can play in identifying and reducing falls 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.

Clinical partners that engaged in falls prevention education and awareness activities in 2024 include:

- Primary care providers and staff from their offices
- Hospital staff (e.g., residents, nurses, nursing assistants, social workers)
- Physical and occupational therapists
- Specialty providers (e.g., podiatrists, neurologists, rheumatologists)
- Nursing assistants (e.g., certified nursing assistants, home health aides, licensed practical nurses, medication aides)
- Students pursuing careers in health and geriatric care (e.g., pharmacy, physical and occupational therapy, nursing, public health, social work)



Highlights of Engaging Clinical Partners

The Iowa Falls Prevention Coalition organized and moderated a virtual symposium for network professionals that provided up to six continuing education (CE) credits to attendees.

-Bailey Rickels, University of Iowa Health Care, member of Iowa Falls Prevention Coalition

A provider push conducted at Rush University Medical Center equipped providers with resources and promoted utilizing the health system's electronic medical record (EMR) to place referral orders for falls prevention programming.

-Padraic Stanley, Rush University Medical Center, member of the Illinois Falls Prevention Coalition

In Baltimore County, university students from nursing, pharmacy, and occupational and physical therapy programs engaged health fair attendees in screenings, education, and interactive activities.

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

100 hospital staff members attended a presentation on free resources for preventing falls in Salt Lake County, Utah.

-Allie Tedrow, Salt Lake County Health Department, member of the Salt Lake County Falls Prevention Coalition

Education to primary care providers shared tips for facilitating conversations about falls with patients, leveraging electronic medical records to reduce falls, and sharing actionable steps older patients can take to reduce their fall risk.

-Jamie Caulley, Providence Senior Health, member of Oregon Falls Prevention Coalition

Coordinating and Participating in Health Fairs

Health fairs bring together experts, information, and screenings that address a range of risk factors for falls all in one place. These fairs may span a whole day or even a week and are routinely held at senior

centers, hospitals, churches, parks, and other locations that are easily accessible to older adults. Attendees can learn about their individual falls risks and connect to services and programs to address them.

42% of FPAW 2024 survey respondents hosted or participated in a falls prevention awareness health fair.

Many reported hosting or participating in multiple fairs across their state!

Highlights of Coordinating and Participating in Health Fairs

Health fairs saw impressive participation!

Members of the Georgia Falls Prevention Coalition hosted several Falls Prevention Awareness Health Fairs across Georgia. Each fair was attended by up to 100 participants and included "several demonstrations, exercise programs, and falls prevention screenings."

-Megan Passineau of Georgia Department of Public Health, Injury Prevention Program, member of the Georgia Fall Prevention Coalition/Georgia Fall Prevention Task Force

The Baltimore County Department of Aging "held a falls prevention health fair in partnership with local colleges and universities at [their] annual Run/Walk." Over 500 attendees participated in education, screenings, and interactive activities led by university

students from health programs. “The feedback was positive, especially with those programs and screenings provided by the students!”

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

Organizers hosted health fairs at a variety of venues!

In Washington, a weeklong falls prevention fair was hosted at a local senior center.

-Lani Miller, Skagit County Public Health, member of WA Falls Prevention Coalition

Falls risk assessments and medication education were offered at health fairs sponsored by local health systems in Iowa. In addition, several local banks with conference space served as sites for health fairs.

-Kristin Meyer, Drake University College of Pharmacy and Health Sciences, member of Iowa Falls Prevention Coalition

Promoting Evidence-Based Falls Prevention Programs



Falls Prevention Awareness Week is a great time to highlight new and existing evidence-based falls prevention programs. Organizations promote evidence-based falls prevention programs by hosting information sessions and demonstrations for prospective attendees, recruiting and training program instructors, and initiating new programs.

Highlights of Promoting Evidence-Based Falls Prevention Programs

The New Hampshire Falls Risk Reduction Task Force promoted Tai Ji Quan: Moving for Better Balance (TJQMBB), initiated three new TJQMBB programs, trained new instructors, and identified four additional sites that will be initiating TJQMBB!

-Dawna Pidgeon, New Hampshire Falls Risk Reduction Task Force

A one-day workshop for Washington State Stay Active & Independent for Life (SAIL) instructors equipped program facilitators with new falls prevention presentations and data that they can incorporate into their work in the community.

-Cindy Jaffe, Stay Active and Independent for Life -SAIL, member of Washington State Falls Prevention Coalition

In Wisconsin, a new Stepping On program was initiated in collaboration with the Aging and Disability Resource Center.

-Kelly Faymoville, SSM Health, member of Standing Strong Against Falls Coalition of Fond du Lac County

During FPAW, 50 participants registered to participate in A Matter of Balance at Woodland Senior Center! As a result of this interest, the program will be broken into multiple offerings to be held at the senior center.

-Brittany Lathrop, Area Agency on Aging 4, member of StopFalls Sacramento

Engaging Policy Makers and Elected Officials

Securing city, county, and state representatives' commitment to falls prevention demonstrates the importance of the issue of falls. It can also

promote community awareness, sustain and expand resources, and change policy. Engagement with policymakers and elected officials can involve obtaining proclamations to recognize Falls Prevention Awareness Week, conducting evidence-based falls prevention program demonstrations for policymakers, holding education and awareness activities on how falls affect older constituents, and advocating for falls prevention programs, policies, and funding.

Congratulations to the following states that reported obtaining a proclamation from their governor to recognize Falls Prevention Awareness!

Congratulations to Connecticut, Iowa, Idaho, Illinois, Kansas, North Carolina, New Hampshire, New Mexico, Utah, Washington, and Wisconsin!

Idaho obtained a state proclamation from their governor in addition to two city proclamations made by mayors and City Councils.

-Erin Olsen, Idaho Commission on Aging/Falls prevention Coalition of Idaho, member of the Falls Prevention Coalition of Idaho

The Alameda County Senior Injury Prevention Partnership was presented with a Falls Prevention Awareness Week Proclamation by the Alameda County Board of Supervisors. Following this, the county shared a post including the proclamation and photos of the presentation with their network.

-Carol Powers, Alameda County Emergency Medical Services, member of the Alameda County Senior Injury Prevention Partnership

Sharing the governor's declaration on Facebook kicked off a Falls Prevention Awareness Week social media campaign in Utah.

-Maria Bailey, Five County Area Agency on Aging, member of Live Well Falls Prevention Coalition

Highlights of Engaging Policy Makers and Elected Officials

In Montana, the state's Injury Prevention Coalition presented on falls prevention at the Governor's Conference on Aging.

-Melissa Dale, Montana Falls Prevention Program, member of the Montana Injury Prevention Coalition

Creative Engagement Strategies

Creativity is essential to engaging broad audiences in Falls Prevention Awareness Week activities. Innovative recruitment techniques, interactive contests and challenges, and public installations help to



engage new audiences and bring attention to the importance of falls prevention.

Georgia hosted their second annual “Fall Prevention Nature Walk.” This event engages participants at every life stage through informational boards that present information on evidence-based national resources, self-assessments, and community resources for falls prevention. The “Falls Walk” will be installed at a local park for six weeks and copies of the information presented will be displayed in public libraries throughout September.

-Megan Passineau of Georgia Department of Public Health, Injury Prevention Program, member of the Georgia Fall Prevention Coalition/Georgia Fall Prevention Task Force

A refer a friend campaign proved to be a successful strategy for engaging new participants in evidence-based falls prevention programs. Information about the campaign was shared at the end of workshops and disseminated via a text campaign to past participants. Those that brought a friend to a future class or enrolled in an additional evidence-based program received a coffee card!

-Julie Walker, Petersburg Medical Center, Alaska

In Nebraska, Tai Chi in the Park provided a demonstration by current Tai Chi class participants to raise awareness of tai chi as a best practice for reducing fall risk.

-Nicki Ayer, Resurrection Evangelical Lutheran Church, member of the Nebraska Falls Prevention Coalition

From Awareness to Action

Raising awareness can lead to action. Consider the steps you can take to support individuals and their families to take action to address fall risks—such as connecting them to health care services, enrolling them in falls prevention programs, improving home safety, and encouraging behavior changes that reduce the risk of falls.

During Falls Prevention Awareness Week, various organizations conducted falls-risk

screening activities in senior centers and community settings, facilitated by professionals such as certified personal trainers, physical therapists, nurses, and nursing students. These screenings included balance assessments and blood pressure checks, with partnership established with local medical centers, hospice services, and therapy practices to enhance outreach and support.

For instance, a local physical therapist not only conducted balance screenings but also provided referrals for further assistance, while collaborations with eight organizations like Always Best Care and Angel Medical Physical Therapy allowed for comprehensive fall risk assessments. Additionally, educational seminars on topics like dementia care and healthy living added further information along with the screenings, providing valuable knowledge to participants. Follow-up actions included encouraging individuals at risk to consult healthcare providers and sign up for evidence-based programs. Overall, these screenings and educational efforts were well-received, demonstrating the importance of community collaboration in promoting falls prevention.

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, Illinois, AgeOptions, Illinois Fall Prevention Coalition

Leveraging Social Media Presence

Explore how social media can be a powerful catalyst for falls prevention by raising awareness, fostering engagement, and driving meaningful action. Online platforms provide opportunities to share educational content, connect individuals with health care services, and encourage participation in evidence-based programs. By leveraging social media to highlight personal

stories, promote community discussions, and reinforce prevention strategies, organizations can inspire behavior change and create a culture of safety and awareness.

“Social media boosting received a lot of impressions and clicks that went directly to the Montana Falls Prevention webpage.”

-Melissa Dale, Montana Falls Prevention Program, member of the Montana Injury Prevention Coalition

In addition to in person efforts and television broadcasts on falls prevention, social media played a significant role in North Carolina’s FPAW campaign. Social media posts shared across various platforms increased awareness about falls prevention resources and upcoming events.

- Ellen Bailey, NC Center for Health and Wellness, member of NC Falls Prevention Coalition

“Engagement was encouraged by word of mouth, personally sent emails inviting participation, social media, group email blasts, article in our Time of Your Life Digest and senior newsletters.”

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

Creating Innovative Educational Materials

Innovative educational materials play a key role in raising awareness and encouraging action in falls prevention. Well-designed resources help communicate risks, promote preventive strategies, and support behavior change. By developing engaging materials, organizations can empower older adults with knowledge and tools to reduce their falls risk.

A placemat was designed with fall prevention information and a word search and crossword puzzle on one side, and nutritional information on fall prevention on the other side. Our senior centers and Eating Together program distributed over 1,500 copies. People enjoyed the placement activities, finding them fun and informative.

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



"We used a balloon popping game for questions about fall prevention strategies. Seniors at a health fair tossed a bean bag to pop a balloon. We asked a specific question for each different balloon. The seniors often laughed and seemed to enjoy the activity. We had a good number come to our booth and participate. There were 135 at the event."

-Megan McCourt, Weber Human Services Area Agency on Aging, Living Well Coalition (Healthy Aging) Utah

"Participant feedback showed a strong preference for live, interactive workshops over pre-recorded content, so we integrated real-time polling and Q&A sessions into our virtual fall prevention seminars. This approach increased engagement and made the sessions more dynamic."

-Becky Robel, UnityPoint Health and Tai Chi for Health Institute, Iowa Falls Prevention Coalition

"Interactive websites were used in group presentations, allowing for hands-on engagement. Overall, feedback from older adults and caregivers was overwhelmingly positive, with participants expressing a desire for continued programming in the future."

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

Coordinating Falls Prevention Presentations

Explore how organizations across the country are engaging communities through falls prevention presentations. From local health expos and awareness campaigns to webinars and media outreach, professionals are using a range of strategies to educate and empower older adults. These efforts reflect a shared commitment to providing resources, fostering awareness, and promoting safety.

"The Georgia Fall Prevention Coalition hosted four virtual, educational sessions on each Friday throughout September, called 'Falls Free Friday'". The target audience for three of the sessions were primarily the general public (Bingocize Demonstration, 'Managing Medications as Patient

Advocacy in Reducing the Risk of Falls' and 'Chronic Health Conditions and Falls') and one session was targeted primarily to healthy aging professionals (Community-based Fall Prevention Initiatives for Emergency Medical Services and Fire Departments). Each presentation was recorded and available on the Injury Prevention Research Center at Emory (IPRCE) YouTube webpage. Participants also received copies of the presentations and access to additional resources. There were over 75 attendees across all sessions."

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

"During the Healthy Living Festival at the Oakland Zoo, our team led over 100 older adults through Bingocize exercises and falls prevention education. The event created an engaging and interactive-environment where participants not only learned about fall risks but also actively practiced prevention strategies. The large turnout and enthusiastic participation reinforced the importance of making falls prevention education accessible in community settings."

- Carol Powers, Alameda County Emergency Medical Services, Alameda County Senior Injury Prevention Partnership





"Our team delivered a series of educational presentations using the STEADI toolkit. The sessions were held at libraries, senior living facilities, and community centers to reach as many older adults as possible."

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

In Massachusetts, an interactive falls prevention webinar enabled participants to ask physical therapists and aging specialists questions live. The webinar also incorporated polls and real-time demonstrations to keep attendees engaged.

- Amanda Myers, Massachusetts Executive Office of Elder Affairs, Massachusetts Falls Prevention Coalition

Encouraging Falls Prevention Screenings

Falls prevention screenings serve as a crucial tool in safeguarding public health, especially during Falls Prevention Awareness Week. These screenings take a proactive approach to identifying potential risks by assessing key falls risk factors such as balance, vision, and

overall mobility. Through these evaluations, health care professionals can detect underlying concerns and offer personalized recommendations, equipping older adults with the knowledge and resources needed to take preventive action.

Pharmacists and student pharmacists either engaged older adults in the NCOA Falls Free CheckUp or sent the information home with them. Provided a one-page handout from CDC on medications and fall risk.

-Kristin Meyer, Drake University College of Pharmacy and Health Sciences, Iowa Fall Prevention Coalition

"We conducted the STEADI screening as a part of the Healthy Steps for Older Adults program. This was in a community center setting. We will do a 4 week follow up with the participants."

-Stephanie Labenz, Aging Resources of Central Iowa, Iowa Falls Prevention Coalition

"We also partnered with one of our health systems' hearing and balance centers. These provided hearing and balance tests, medication and nutritional reviews. We also included our

partner Habitat for Humanity and our Health Department's Fit and fall Proof programs to discuss and provide information/referral on home safety checks. We offered information-only on chronic conditions, osteoporosis/osteoarthritis and foot health, including the importance of proper footwear. Similar screenings were held in several locations across the state although in rural areas not all had all the above-identified resources. We held screening at hospitals, community/senior centers, a university (at 2 of their campus locations), and a few public locations."

-Erin Olsen, Idaho Commission on Aging, Falls Prevention Coalition of Idaho

"Physical Therapist/Occupational Therapist evaluation of new admits and long-term care residents with review of recent falls and risk factors, some residents started therapy services to improve strength and balance."

-Whitney Gardner, Powerback Rehabilitation

Elevating Traditional Media

Traditional media platforms like newspapers, television, and radio offer broad reach and remain accessible to many audiences, making them essential for spreading awareness about falls risks and prevention. Using these platforms effectively is key to reaching a wide audience, particularly older adults, and encouraging proactive steps to reduce falls.

"We had a radio interview and podcast episode. We also used NCOA's toolkit for a series of social media posts. Our governor also signed [a] Falls Prevention Awareness Week proclamation."

-Angela Vasquez, Department of Aging and Disability Services, Bureau of Aging, Falls Free CT

"Placed articles in the newspaper and on social media to promote our events. Articles in digital newsletters went to health system caregivers as well as a primary care provider regarding our events and the various roles we all can take to support patients in fall risk management. Interviews with TV on physical therapists' role in fall prevention with a patient and their physical therapist. Interview with a pharmacist on what

older adults should know what older adults should know about medications and fall risk. Event communication via email to stakeholders. Blog post with Medbridge continuing education platform (for rehab professionals and registered nurses) on fall prevention strategies with patients."

-Jamie Caulley, Providence Senior Health, Oregon Falls Prevention Coalition

A variety of press releases, letters to the editor, a few radio interviews, e-mail blasts and social media posts were made. We provided our seminar schedule, specific seminar promotions, event invitations, informational posts, and a variety of resources from our website resource library.

-Erin Olsen, Idaho Commission on Aging, Falls Prevention Coalition of Idaho

Including information about upcoming evidence-based programs in the newspaper, social media posts, and local radio announcements were effective strategies for information dissemination.

-Julie Walker, Peterburg Medical Center, Alaska

"Supported the effort to acquire another proclamation this year through Iowa HHS. Posted throughout the month of September on webpage, email, social media and encouraged other members of the IFPC to do the same."

-Trina Radske-Suchan, Iowa Community HUB, Iowa Falls Prevention Coalition

The Montana Department of Public Health & Human Services (DPHHS) distributed a press release to local media outlets in Montana and participated in an interview about falls risk and prevention on the Aging Horizons, through the Montana DPHHS State Unit on Aging.

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

Acknowledgments

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Learn more at www.ncoa.org/FPAW

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