

### **Matter of Balance, Master Trainers**

Thank you for the opportunity for us to speak with you about Fall Prevention Awareness Day (FPAD) on September 22<sup>nd</sup>. This will mark the 6<sup>th</sup> annual observance with the theme of **Preventing Falls – One Step at a Time**. This year's theme was chosen by the states to unite professionals, older adults, caregivers, and family members to play a part in raising awareness and preventing falls.

Every year, one in three Americans aged 65+ is treated in an emergency department for a fall-related injury. Falls threaten seniors' safety and independence and generate enormous economic and personal costs. They affect families, caregivers, employers, and even entire communities, and annually result in over 2.3 million fall-related emergency department visits, more than more than 650,000 hospitalizations, and 20,000 deaths costing \$30 billion. (CDC/National Center for Injury Prevention and Control <http://www.cdc.gov/HomeandRecreationalSafety/Falls/adultfalls.html>).

**NCOA Falls Free® Initiative:** <http://www.ncoa.org/improve-health/falls-prevention/>  
Falls among older adults are largely preventable. This year we are pleased to have 47 states participating in FPAD – most have functioning coalitions, and we hope you are a part of this work. To learn more about the states' activities, go to our interactive map: [www.ncoa.org/Fallsmap](http://www.ncoa.org/Fallsmap). We also have posted some state falls injury profiles on line that can give you an individual state impact at [www.ncoa.org/FallsStateProfiles](http://www.ncoa.org/FallsStateProfiles).

Each year, we update the NCOA web page ([www.ncoa.org/FPAD](http://www.ncoa.org/FPAD)) devoted to FPAD, posting tools and resources to share. You will find a media toolkit to help you raise attention in local news outlets. <http://www.ncoa.org/improve-health/center-for-healthy-aging/content-library/falls-prevention-awareness-1.html> Of course adding an older adult personal story or inviting local reporters in to see your program adds a real touch. You will also find other resources like a placemat to print for use in congregate meal sites, hospitals or even with home delivered meals. <http://www.ncoa.org/assets/files/pdf/center-for-healthy-aging/2012-Placemat-NJ.pdf>

### **Fall Prevention Center of Excellence** <http://www.stopfalls.org>

The Fall Prevention Center of Excellence is a California fall prevention initiative that provides information to both consumers and professionals on various topics relating to falls and fall prevention. Resources include newsletters, fact sheets, and more are available here: [http://www.stopfalls.org/resources/FPCE\\_resources.shtml](http://www.stopfalls.org/resources/FPCE_resources.shtml)

### **National Center for Injury Prevention and Control (NCIPC)**

NCIPC serves as the Injury Center for the Centers for Disease Control and Prevention. Their website section includes fact sheets, graphs, and brochures about falls and fall prevention for older adults and may be accessed at <http://www.cdc.gov/homeandrecreationalafety/falls/index.html>.

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