



# Webinar: 2021 Falls Prevention Awareness Week

September 20-24, 2021

Jennifer L. Tripken, Associate Director,  
Center for Healthy Aging

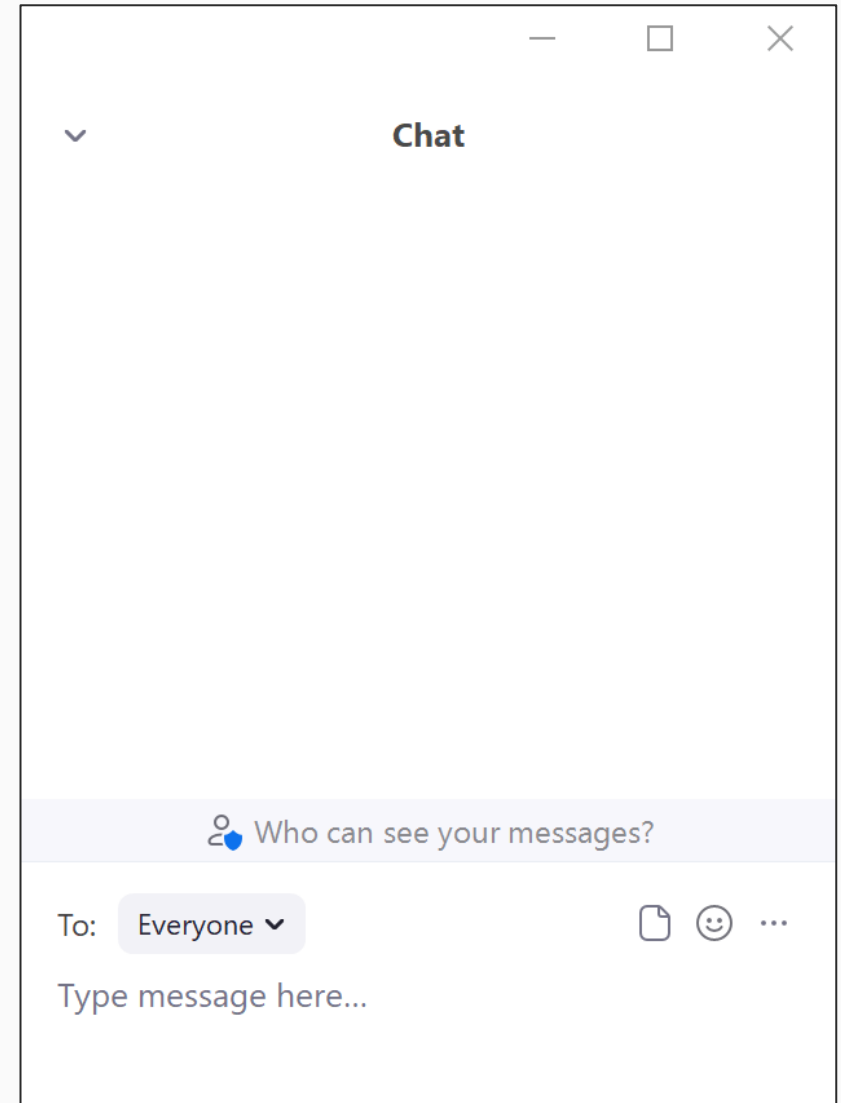
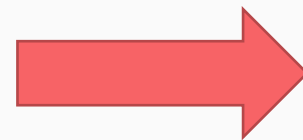
Michelle Mai, Program Associate,  
Center for Healthy Aging

August 4, 2021



# Housekeeping Items

- This event is recorded and will be sent to all attendees later this week.
- Please share any questions or comments in the chat box.
- In the chat box, change it to **EVERYONE** so all attendees and hosts can see your message.



# Webinar Overview

- Falls Prevention Awareness Week Introduction and Overview
- Falls Free CheckUp Tool
- Falls Prevention Awareness Week 2021 Resources and Materials
- EMS/Fire Department and Falls Prevention Materials
- Falls Prevention Awareness Week 2021 Survey

# NCOA's Center for Healthy Aging

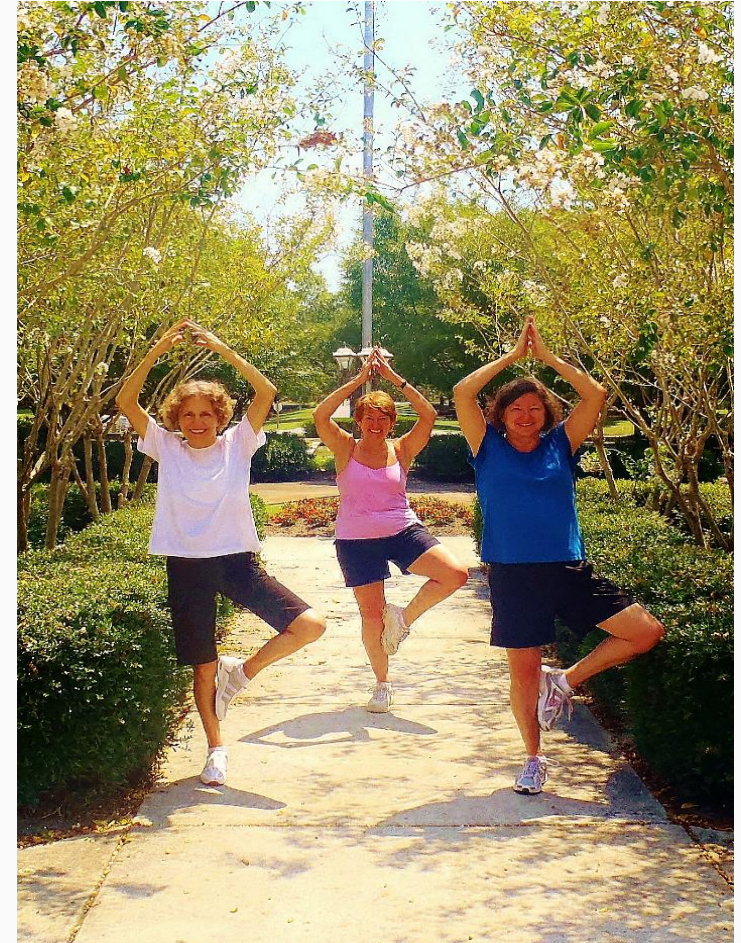


- **Goal:** Increase the quality and years of healthy life for older adults and adults with disabilities
- **Two national resource centers funded by the Administration for Community Living**
  - Chronic Disease Self-Management Education (CDSME)
  - Falls Prevention
- **Other key areas:** Behavioral health, physical activity, immunizations, oral health

# National Falls Prevention Resource Center

[www.ncoa.org/healthy-aging/falls-prevention/](http://www.ncoa.org/healthy-aging/falls-prevention/)

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



# Falls: A Significant Public Health Issue

## The Problem

- Every year, more than 1 in 4 adults age 65+ fall
  - This 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
- Falls and their consequences cost the U.S. healthcare system ~\$50 billion annually
  - Falls account for \$29 billion in Medicare spending and \$9 billion in Medicaid spending
- Falls rates and health care spending are projected to rise as older adult population is estimated to increase by 55% by 2060

# National Falls Free Initiative



# 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
- Falls Free® is a critical effort to meet Healthy People 2020 goals of reducing older adult fall-related ED visits by 10%
- 43 State Falls Prevention Coalitions

# National Falls Prevention Awareness Week

- 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 Free CheckUp

<https://www.cdc.gov/steady/materials.html>



## Materials for Healthcare Providers

As a healthcare provider, you are already aware that falls are a serious threat to the health and well-being of your older patients. You play an important role in caring for older adults, and you can help reduce these devastating injuries.

The CDC's STEADI initiative offers a coordinated approach to implementing the American and British Geriatrics Societies' clinical practice guideline for fall prevention. STEADI consists of three core elements: **Screen**, **Assess**, and **Intervene** to reduce fall risk by giving older adults tailored interventions.

Educational materials specifically designed for older adults, their friends, and family are also included. [See the list of materials included in the STEADI Toolkit.](#)



Download materials below, or order hard copies from [CDC-INFO on Demand.](#)



## Stay Independent Brochure

Offers a checklist providers and patients can use to check for risk of falling.

### Download

- [Stay Independent brochure](#)  [English version – 2MB]
- [Stay Independent brochure](#)  [Spanish version – 2MB]



# Falls Free CheckUp

<https://www.cdc.gov/steady/pdf/STEADI-Brochure-StayIndependent-508.pdf>

Circle "Yes" or "No" for each statement below			Why it matters
Yes (2)	No (0)	I have fallen in the past year.	People who have fallen once are likely to fall again.
Yes (2)	No (0)	I use or have been advised to use a cane or walker to get around safely.	People who have been advised to use a cane or walker may already be more likely to fall.
Yes (1)	No (0)	Sometimes I feel unsteady when I am walking.	Unsteadiness or needing support while walking are signs of poor balance.
Yes (1)	No (0)	I steady myself by holding onto furniture when walking at home.	This is also a sign of poor balance.
Yes (1)	No (0)	I am worried about falling.	People who are worried about falling are more likely to fall.
Yes (1)	No (0)	I need to push with my hands to stand up from a chair.	This is a sign of weak leg muscles, a major reason for falling.
Yes (1)	No (0)	I have some trouble stepping up onto a curb.	This is also a sign of weak leg muscles.
Yes (1)	No (0)	I often have to rush to the toilet.	Rushing to the bathroom, especially at night, increases your chance of falling.
Yes (1)	No (0)	I have lost some feeling in my feet.	Numbness in your feet can cause stumbles and lead to falls.
Yes (1)	No (0)	I take medicine that sometimes makes me feel light-headed or more tired than usual.	Side effects from medicines can sometimes increase your chance of falling.
Yes (1)	No (0)	I take medicine to help me sleep or improve my mood.	These medicines can sometimes increase your chance of falling.
Yes (1)	No (0)	I often feel sad or depressed.	Symptoms of depression, such as not feeling well or feeling slowed down, are linked to falls.

**Total**

Add up the number of points for each "yes" answer. If you scored 4 points or more, you may be at risk for falling.

# Falls Free CheckUp

- Demonstration of the user-experience
- Can link directly from your page to this page using one of our images in the Toolkit.
  - English: [www.ncoa.org/FallsFreeCheckUp](http://www.ncoa.org/FallsFreeCheckUp)
  - Spanish: [www.ncoa.org/ChequeoContraCaidas](http://www.ncoa.org/ChequeoContraCaidas)

# www.ncoa.org/FallsFreeCheckUp



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[Donate](#)



Falls Prevention for Older Adults

## Falls Free CheckUp

Nov 03, 2020 | 1 min read [Print this page](#)

# www.ncoa.org/Falls Free CheckUp

[Older Adults](#)[Caregivers](#)[Professionals](#)[Advocates](#)[Donate](#)

**T**he coronavirus pandemic has changed a lot of things. But one thing that's still the same: Falling is not a normal part of aging. Falls threaten the safety and independence for older Americans and can create a heavy economic and personal burden.

According to the U.S. Centers for Disease Control and Prevention, one-fourth of Americans aged 65+ falls each year. Falls have also resulted in more than 3 million injuries treated in emergency departments annually, including over 850,000 hospitalizations and more than 29,000 deaths.

There are steps you can take to reduce your risk. Answer these 12 questions to learn more about falls prevention tips.

Share



Falls Free CheckUp

## Check Your Risk for Falling

### Question 1 of 12

I have fallen in the past year.

Yes

No

Next Question

# www.ncoa.org/Falls Free CheckUp

[Older Adults](#)[Caregivers](#)[Professionals](#)[Advocates](#)[Donate](#)

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## Check Your Risk for Falling

### Question 6 of 12

I need to push with my hands to stand up from a chair.

 Yes No

### Why it matters

This is a sign of weak leg muscles, a major reason for falling.

[Previous Question](#)[Next Question](#)

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# www.ncoa.org/Falls Free CheckUp

[Older Adults](#)[Caregivers](#)[Professionals](#)[Advocates](#)[Donate](#)

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## Check Your Risk for Falling

Total Points

8

If you scored 4 points or more, you may be at risk for falling.

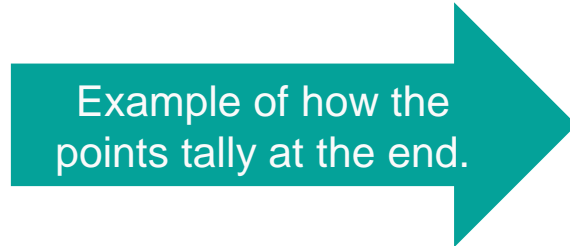
Find out how to reduce your risk by reading our [Tips for Older Adults & Caregivers](#).

Enter your email below to get a copy of your Falls Free CheckUp Report that you can share and discuss with your doctor and family.

Email address:

[Previous Question](#)[Submit](#)

Share



# www.ncoa.org/Falls Free CheckUp

[Older Adults](#)[Caregivers](#)[Professionals](#)[Advocates](#)

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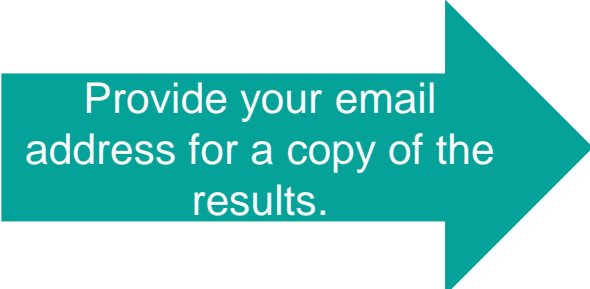
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Enter your email below to get a copy of your Falls Free CheckUp Report that you can share and discuss with your doctor and family.

Email address:

Share



Provide your email address for a copy of the results.



# After submitting your email address

independence for older Americans and can create a heavy economic and personal burden.

According to the U.S. Centers for Disease Control and Prevention, one-fourth of Americans aged 65+ falls each year. Falls have also resulted in more than 3 million injuries treated in emergency departments annually, including over 850,000 hospitalizations and more than 29,000 deaths.

There are steps you can take to reduce your risk. Answer these 12 questions to learn more about falls prevention tips.

Congratulations! You have completed your Falls Free CheckUp.  
We have sent your results to the email you shared.

This checklist was developed by the Greater Los Angeles VA Geriatric Research Education Clinical Center and affiliates and is a validated fall risk self-assessment tool (Rubenstein et al. J Safety Res; 2011: 42(6)493-499).

This content is not intended to be a substitute for professional medical advice, diagnosis, or treatment. Always seek the advice of your physician or other qualified health provider with any questions you may have regarding a medical condition.

Share



# Falls Free CheckUp: Within 3 Minutes of Completion

## Your Falls Free CheckUp results



National Council on Aging: Falls Free CheckUp <newsletters@ncoa.org>  
To ● Michelle Mai

↩ Reply

↩ Reply All

→ Forward



Tue 5/18/2021 2:27 PM



Hi,  
Congratulations on completing your Falls Free CheckUp! The results are attached as a PDF file that can be saved or printed. Rest assured the results will remain confidential.

You'll receive another email from us shortly that includes additional resources and information about how to reduce your risk of falls.

Thank you,  
National Council on Aging  
[251 18th Street South, Suite 500](#)  
[Arlington, VA 22202](#)  
ncoa.org | @NCOAging

[Falls Free Checkup](#)

Response ID: [53031386](#)

Submitted Date: 05/18/2021 02:26:30 PM (GMT-4)

Completion Time: 10 min. 51 sec.

**Question 1 of 12 (Page 1 /13)**

I have fallen in the past year.

**No**

**Why it matters**

People who have fallen once are likely to fall again.

**Question 2 of 12 (Page 2 /13)**

I use or have been advised to use a cane or walker to get around safely.

**Yes**

**Why it matters**

People who have been advised to use a cane or walker may already be more likely to fall.

**Question 3 of 12 (Page 3 /13)**

Sometimes I feel unsafe when I am walking.

# Falls Free CheckUp: Within 15 Minutes of Completion

## The next steps for preventing falls



Dear Michelle,

Congratulations on finishing your Falls Free CheckUp! It's an important step toward protecting your independence and health.

You should have received your Falls Free CheckUp results in another email from us. Keep them handy when talking to your doctor, pharmacist, caregiver, or family members about falls. The more you all know, the better you can work together.

### What's next

**Your score on the assessment was 8. This means you may be at higher risk of falling.** Here are some simple ways you can reduce your risk:

#### Visit our falls prevention resource hub

[Get clear advice on how to reduce the risk of falling and read stories from those who have succeeded.](#)



#### Get falls prevention tips watching YouTube

[Our YouTube channel has a whole playlist dedicated to falls prevention. Make sure to like and subscribe!](#)





# Falls Free CheckUp: 3 Days Later

## You're on the path to aging well



Dear Michelle,

It's been a few days since you took your Falls Free CheckUp. Hopefully you enjoyed the resources we provided to you in our earlier message.

But preventing falls is just one part of aging well. Here are some other resources you should consider as you plan to stay healthy and financially secure:

### Complete a BenefitsCheckUp® screening

[Don't miss out on benefits you could be eligible for. Get a personalized—and confidential—look at what you may qualify for.](#)



### A trusted partner for the journey of aging

[The Age Well Planner gives you the personalized advice you need to stay healthy and financially secure.](#)



### Get chronic disease management resources

[80% of older adults have at least one ongoing condition. Learn what you can do to manage their impact on your life.](#)



Explore More

# Falls Prevention Awareness Week Toolkit

[www.ncoa.org/FallsToolkit](http://www.ncoa.org/FallsToolkit)

Live Demonstration

# Falls Prevention Awareness Week Toolkit

## Elevating the Role of Emergency Medical Services and Fire Departments



- Among people aged 65 and older, falls accounted for 17% of all 911 calls.
- More than one in five (21%) emergency 911 calls do not result in a transport to a hospital.
- Nearly 50% of lift-assist calls result in a second lift-assist call within two weeks.
- Utilization of EMS services for fall-related calls has substantial financial consequences to communities and decreases the availability of EMS to respond to more urgent needs.

# Falls Prevention Awareness Week Toolkit

## Elevating the Role of Emergency Medical Services and Fire Departments



### Resources developed and in development:

- **Resource Sheet:** Case studies of EMS/Fire Department partnerships for Falls Prevention
- **September Webinar Series:** Fire & Falls Prevention
- **Article:** Engaging EMS/Fire Departments for Falls Prevention
- EMS/Fire Departments as part of the Falls Prevention is a Team Effort **Social Media Graphic**
- **Short Video:** Tips for Older Adults: How EMS/Fire Departments can help you prevent falls



## Fire and Falls Webinar Series: Engaging Firefighters and EMS for Falls Prevention

Already registered? Log in now.

Overview

Content

When an older adult falls and needs help getting up, emergency medical services (EMS) and fire departments are often the first to arrive at the scene.

Among people aged 65 years and older, falls are the leading cause of emergency department visits and account for 17% of all 911 calls. Up to 56% of 911 calls for falls do not result in transport to a medical facility.

The use of EMS for falls-related calls has heavy financial consequences to communities and decreases the availability of EMS to respond to more urgent needs. As a trusted source of information, firefighters and EMS can have a key role in falls prevention efforts, including addressing home hazards and referring older adults to falls prevention programs and services.

Hosted by NCOA and the Administration for Community Living, this series features organizations that have successfully partnered with their local EMS and fire department to address falls prevention. Speakers will share best practices and lessons learned.

You will discover new skills and gain innovative ideas that can be adapted and applied in your own community to bridge the fire and falls prevention networks.

### Registration Details:

- This series includes 4 live 60-minute webinars on September 1, 8, 15, and 22 at 1:00 p.m. EDT.
- Registration is FREE, and registrants will have access to both the live webinars and the recordings.
- After registering, you will receive a confirmation email, as well as email reminders prior to each live webinar with a link to join the event.



See 4 Webinars in Series

### Best Practices for Developing EMS/Fire Partnerships

 Contains 1 Component(s)  Includes a Live Web Event on 09/01/2021 at 1:00 PM (EDT)

[Overview](#) [Speaker\(s\)](#)

Learn about a community-engaged referral infrastructure for older adult falls prevention in two Iowa communities.

[More Information](#)

### Partnerships in Action: The CARES Paramedicine Program in Ohio

 Contains 1 Component(s)  Includes a Live Web Event on 09/08/2021 at 1:00 PM (EDT)

[Overview](#) [Speaker\(s\)](#)

Discover how two clinicians engaged with local EMS/community paramedicine to identify and address falls risk at the scene.

[More Information](#)

### National Fire Protection Association & Remembering When Program

 Contains 1 Component(s)  Includes a Live Web Event on 09/15/2021 at 1:00 PM (EDT)

[Overview](#) [Speaker\(s\)](#)

Learn about a fire and falls prevention program designed to be implemented by a coalition.

[More Information](#)

### Using 911 Data to Identify Fall Patterns and Predictors in Florida

 Contains 1 Component(s)  Includes a Live Web Event on 09/22/2021 at 1:00 PM (EDT)

[Overview](#) [Speaker\(s\)](#)

Explore how to gather and use EMS 9-1-1 falls-related call information to identify patterns and predictors of falls.

[More Information](#)

# Falls Prevention Awareness Week Survey

<https://www.surveymonkey.com/r/FPAW2021>

- We appreciate any feedback on resources provided in our toolkit.
- Please collect as much information about your Falls Prevention Awareness Week activities by your organization.
- Also share success stories of your falls prevention efforts to be featured in our impact report.
- Submit by **November 1, 2021** to be included in the National Falls Prevention Awareness Week Impact Report!
- **The fillable PDF of the survey is available upon request.**



# NCOA Falls Free Logos

Use the NCOA Falls Free Logo in your public awareness publications. Available upon request.



# Sponsor

*Falls Prevention Awareness Week is made possible in part by a grant from the U.S. Administration for Community Living.*



# Questions?



# Contact

**Jennifer L. Tripken**

Email: [Jennifer.Tripken@ncoa.org](mailto:Jennifer.Tripken@ncoa.org)

**Michelle Mai**

Email: [Michelle.Mai@ncoa.org](mailto:Michelle.Mai@ncoa.org)



# Thank you!

- Thank you for joining our Falls Prevention Awareness Week Webinar!
- The webinar slides and recording will be emailed to all attendees in the next few days.
- Please check back on the toolkit to see the new resource we have developed for this year's observance.
  - [www.ncoa.org/FallsToolkit](http://www.ncoa.org/FallsToolkit)
- Complete the survey with stories of success and feedback for next year's observance by **November 1, 2021**.
  - <https://www.surveymonkey.com/r/FPAW2021>