

# 2020 Falls Prevention Awareness Week

## September 21 – 25, 2020

### Webinar

August 4, 2020



*Improving the lives of 40 million older adults by 2030*

# Webinar Overview

- Falls Prevention Awareness Week Introduction and Background
- Falls Free CheckUp Tool and Chat
- Falls Prevention Awareness Week 2020 Resources & Materials
- Falls Prevention Coalition Activities – Examples
- Falls Prevention Awareness Day 2020 Survey

# National Council on Aging Presenters

- **Kathleen Cameron**, MPH, Senior Director, Center for Healthy Aging, NCOA
- **Jennifer Tripken**, EdD, CHES, Associate Director, Center for Healthy Aging, NCOA
- **Michelle Mai**, MPH, Program Associate, Center for Healthy Aging, NCOA

# State Coalition Guest Presenters

- **Christy Lau**, Senior Director, Community Wellness, Partners in Care Foundation
- **Ellen Bailey**, Falls Prevention Grant Manager, North Carolina Center for Health & Wellness, UNC Asheville
- **Stacie Fredenburg**, Quality Improvement Advisor at the South Dakota Foundation for Medical Care/Great Plains QIN, South Dakota State University

# Who We Are

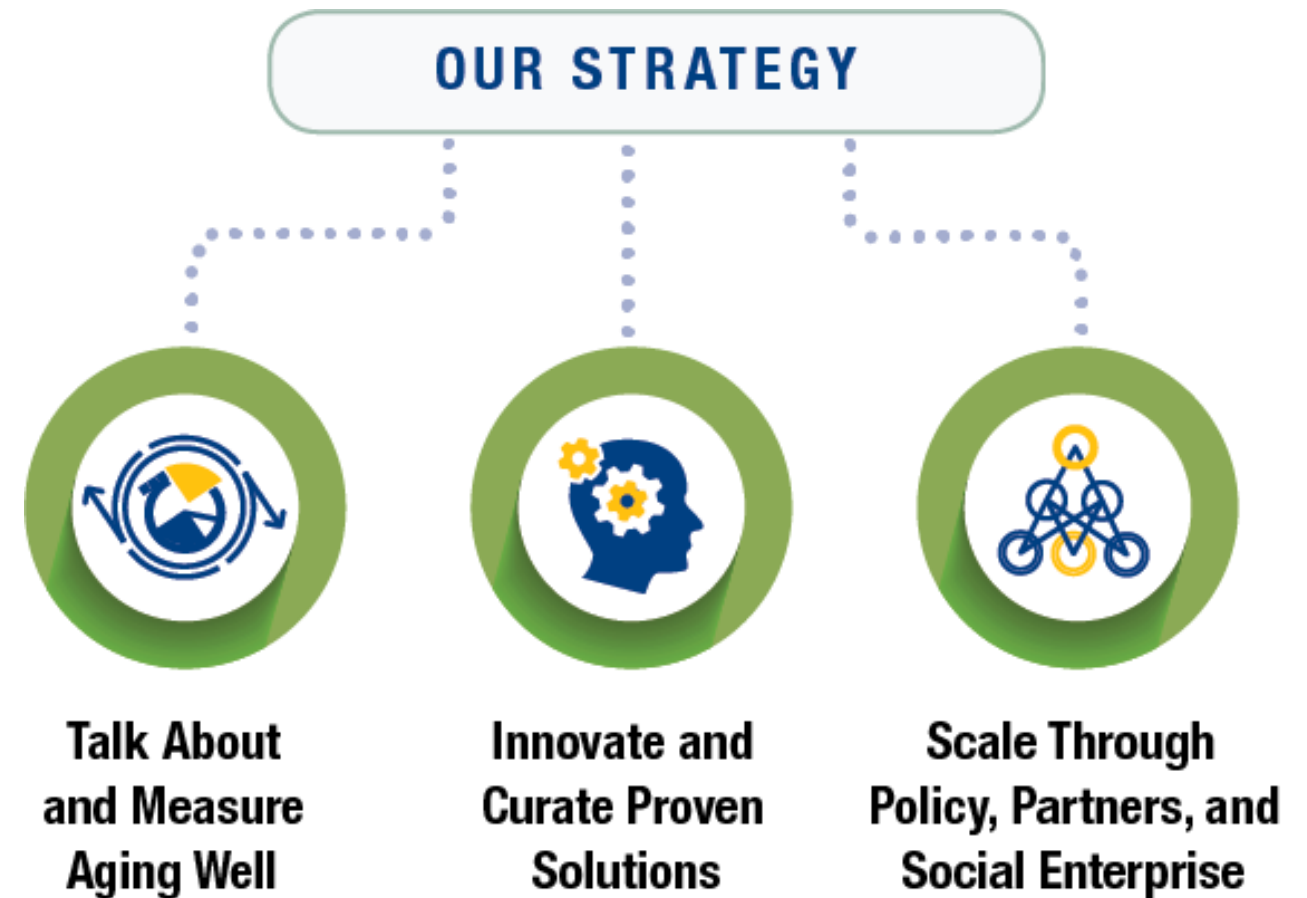
*We believe every person deserves to age well*

## OUR VISION

A just and caring society in which each of us, as we age, lives with dignity, purpose, and security

## OUR MISSION

Improve the lives of millions of older adults, especially those who are struggling

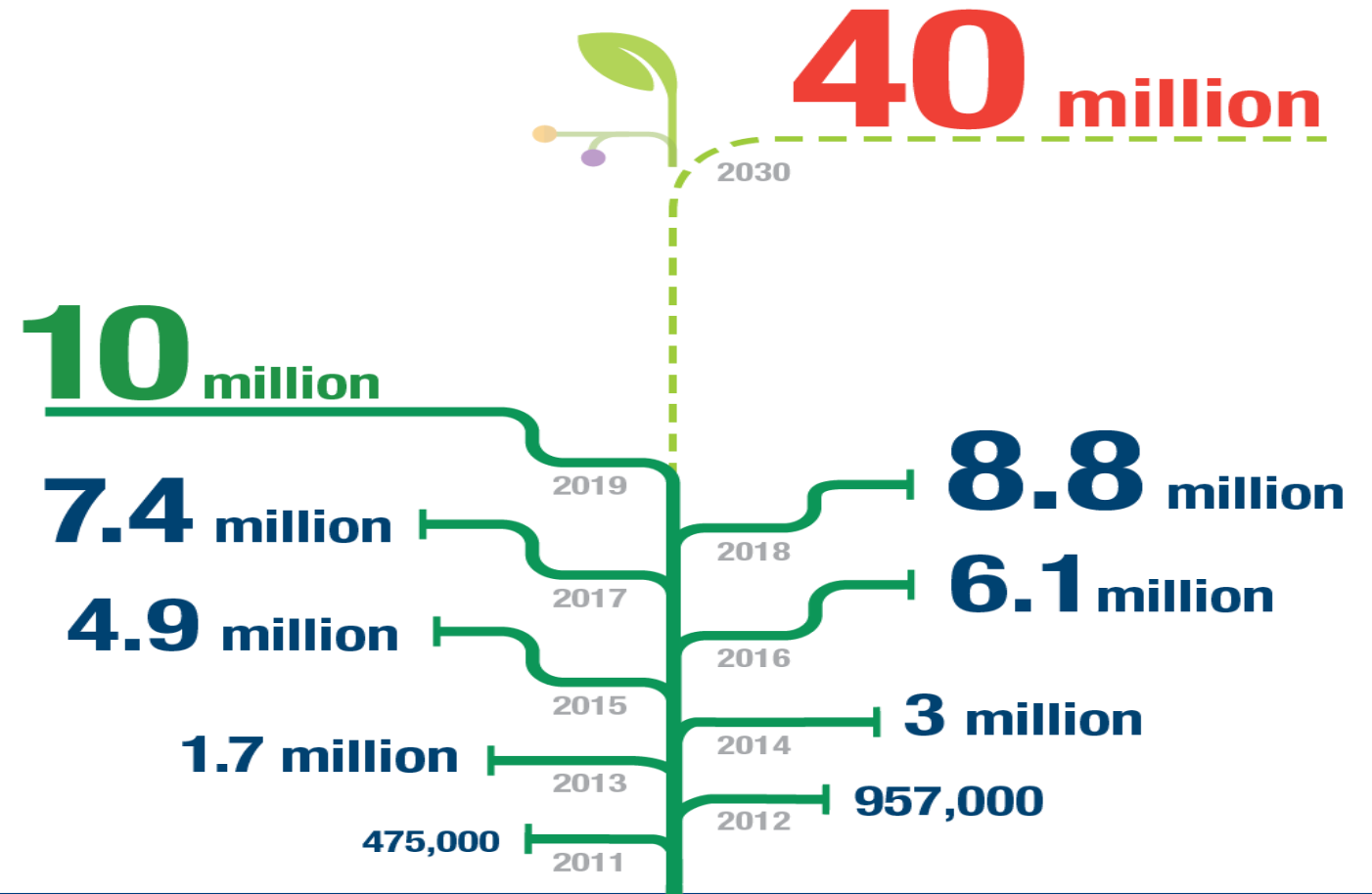


# Our Impact

*We measure the lives we improve online  
and in community*

Since 1950, our passion and our mission has been improving the lives of older adults.

We are the longest-serving national organization focused on aging.



# 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

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

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





# Older Adult Falls

## Falls are common

- Falls are the leading cause of both fatal injury and nonfatal trauma-related hospital admissions among older adults.
- One in four Americans aged 65+ falls each year; 20% are injured.
- Every 11 seconds, an older adult is treated in the emergency room for a fall; every 19 minutes, an older adult dies from a fall.

## Falls are costly

Personal: Serious injuries, significant impact on quality of life,

Financial: In 2015, the total cost of fall injuries was \$50 billion; 75% paid by Medicare and Medicaid. Costs are expected to reach \$101 billion by 2030.

## Falls are predictable

Modifiable physical, behavioral, and environmental risk factors

## Falls are largely preventable

Everyone has a role to play and can make a difference within their own sphere of influence.



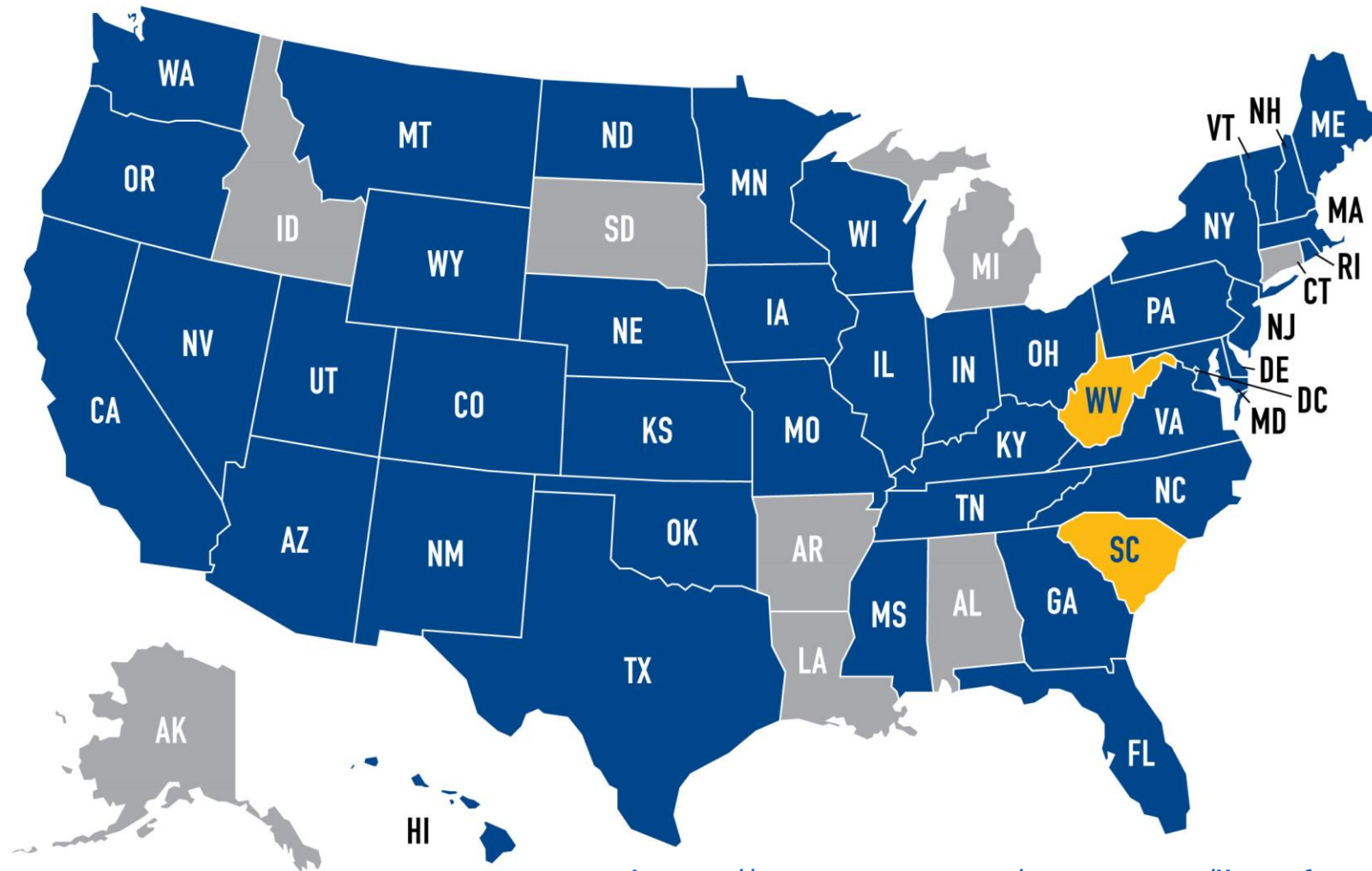
Source: CDC  
<https://www.cdc.gov/homeandrecr eationalsafety/falls/adultfalls.html>

# National Falls Free® Initiative

- **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

# State Falls Prevention Coalitions

■ State Falls Prevention Coalitions   ■ State Falls Prevention Coalitions Under Development   ■ Inactive State Falls Prevention Coalition



<https://www.ncoa.org/resources/list-of-state-falls-prevention-coalitions/>

# National Falls Prevention Awareness Day

## Now: Week!

- For the first time, we are observing a full week dedicated to falls prevention awareness:  
**Sept 21-25, 2020**
- Historically, Falls Prevention Awareness Day was observed each year on the first day of fall
- Purpose: To raise awareness about how to prevent falls and fall-related injuries among older adults.
  - Education
  - Action
  - Advocacy



*National Council on Aging*

# Education and Advocacy at the National Level: Falls Prevention Awareness Week Senate Resolution

**National Falls Prevention Awareness Week Senate Resolution:** Since 2008, the U.S. Senate has obtained bipartisan sponsorship declaring the first day of fall Falls Prevention Awareness Day for the purpose of education, support, and awareness of evidence-based programs and interventions that help communities fight back against falls.

The 2020 Falls Prevention Awareness Week Senate Resolution was presented to the U.S. Senate Special Committee on Aging and it is important to continue to have bipartisan support. Individuals are encouraged to educate and advocate for this resolution and falls solutions.

Use NCOA's advocacy toolkit <https://www.ncoa.org/public-policy-action/advocacy-toolkit/toolkits-by-topic/advocacy-toolkit-cdsme-falls-prevention/#intraPageNav2>

# Sponsor

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



# 2020 Falls Prevention Awareness Week

## New Resources and Materials\*

\*All resources and materials will be available in Spanish

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

Michelle Mai, Program Associate, Center for Healthy Aging



*Improving the lives of 40 million older adults by 2030*

# Falls Free CheckUp

**KNOWLEDGE** IS THE GATEWAY FOR BEHAVIOR CHANGE  
- Albert Bandura





# 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.
<b>Total</b>		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.
- [www.ncoa.org/FallsFreeCheckUp](http://www.ncoa.org/FallsFreeCheckUp)



**FALLS FREE CHECKUP** 

YOU CAN PREVENT FALLS | **ncoa**

**Be empowered and be independent!** Get a personalized #FallsFree CheckUp today.

[▶ ncoa.org/FallsFreeCheckUp](http://ncoa.org/FallsFreeCheckUp)

**ncoa**  
National Council on Aging

# Falls Free CheckUp: Within 3 minutes of completion



My Falls Free Checkup results...

44 KB

**From:** National Council on Aging: Falls Free Checkup <newsletters@ncoa.org>

**Sent:** Monday, August 3, 2020 5:30 PM

**To:** Dan

**Subject:** Your Falls Free CheckUp results

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

Improving the lives of millions of older adults, especially those who are struggling

251 18th Street South, Suite 500

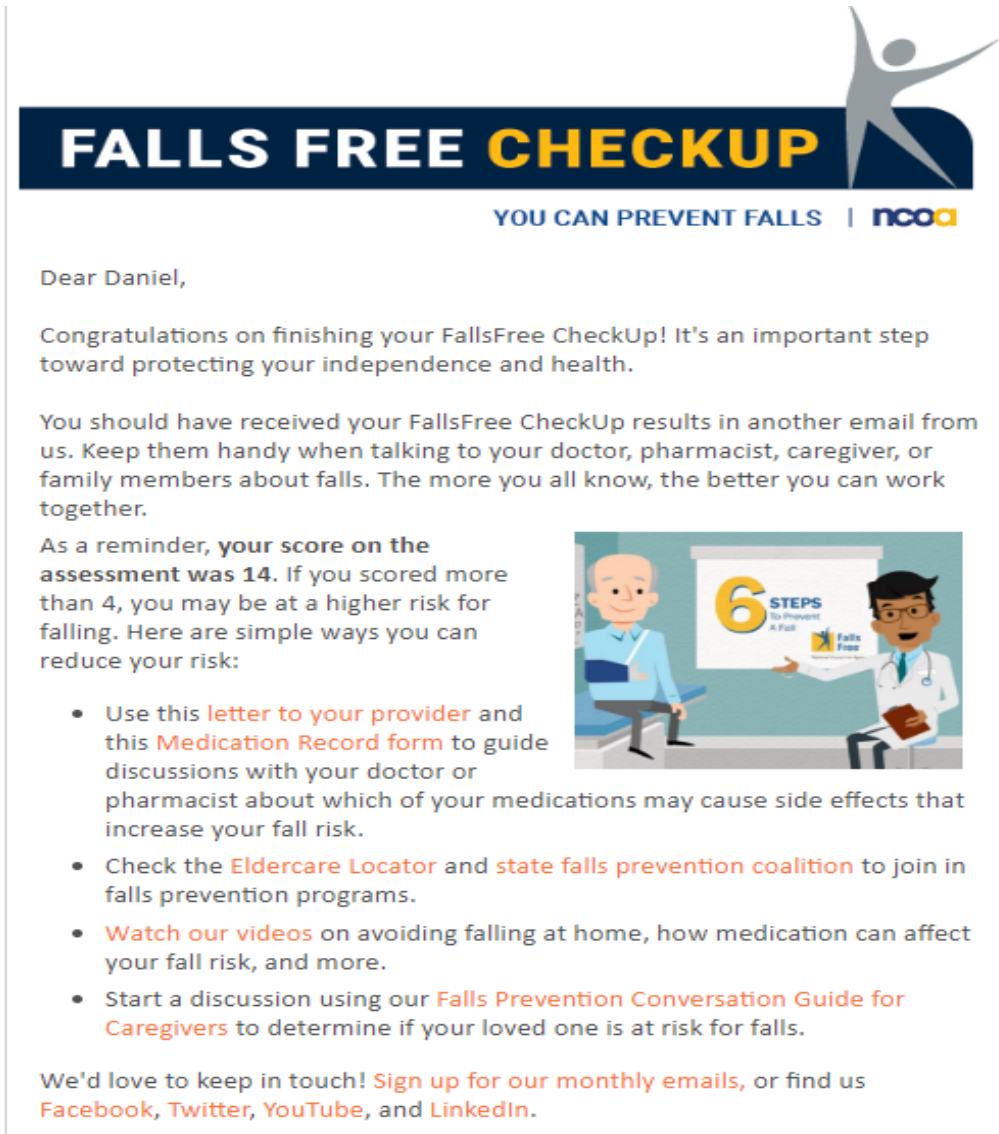
Arlington, VA 22202


[ncoa.org](http://ncoa.org) | @NCOAging

# Falls Free CheckUp: Within 15 minutes of completion

## Email includes:

- Letter to your provider with your score identified.
- Resources to take action to reduce falls risk.
- Resources to link older adults to community resources.
- Conversation guide for caregivers.



**FALLS FREE CHECKUP** 


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Dear Daniel,

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

You should have received your FallsFree 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.

As a reminder, **your score on the assessment was 14**. If you scored more than 4, you may be at a higher risk for falling. Here are simple ways you can reduce your risk:




- Use this [letter to your provider](#) and this [Medication Record form](#) to guide discussions with your doctor or pharmacist about which of your medications may cause side effects that increase your fall risk.
- Check the [Eldercare Locator](#) and [state falls prevention coalition](#) to join in falls prevention programs.
- [Watch our videos](#) on avoiding falling at home, how medication can affect your fall risk, and more.
- Start a discussion using our [Falls Prevention Conversation Guide for Caregivers](#) to determine if your loved one is at risk for falls.

We'd love to keep in touch! [Sign up for our monthly emails](#), or find us [Facebook](#), [Twitter](#), [YouTube](#), and [LinkedIn](#).

# Falls Free CheckUp: 3 Days Later

- Provides links to our [BenefitsCheckUp](#) for economic security and health.
- Provides information for [chronic disease self-management resources](#).
- Offers the opportunity to subscribe to our [monthly newsletter](#), but this is an OPT-IN function.



**FALLS FREE CHECKUP** 


YOU CAN PREVENT FALLS | **ncoa**

Dear Daniel,

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.

Falls prevention is one part of how NCOA supports your ability to age well. Here are some other tools you should consider using as you plan to stay healthy and financially secure:

- **Get a personalized BenefitsCheckUp<sup>®</sup>** to find out if you're eligible for the hundreds of programs out there helping older adults pay for necessities such as food, medication, and heating. Don't leave that money on the table. You've earned this!
- **Explore our chronic disease management resources.** 80% of older adults have at least one ongoing condition such as diabetes and heart disease. It's important to understand what you can do to manage their impact on your life.



We also have a monthly newsletter designed for older adults. It won't clutter your inbox, and provides the newest resources we've made for you. [Sign up here](#), and make sure to follow us on [Facebook](#) and [YouTube](#).

# Falls Free CheckUp Chat

- Demonstration of the assessment with panelists to emphasize the importance of each prompt.
- Panelists include Occupational Therapist, Physical Therapist, Social Worker, Geriatrician, Pharmacist
- We encourage our partners to replicate at the state/local level and share on public access TV, etc. Feel free to use our video, adapt it, share with partners.
- Available on [NCOA's facebook page](#) September 23 at 6:30 PM EST in English and on September 24 at 6:30 PM EST in Spanish.

# Falls Free CheckUp Chat

**FALLS FREE CHECKUP**

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Join us on Wednesday,  
Sept. 23 at 6:30 p.m. ET  
to watch experts discuss  
falls prevention during  
COVID-19

 [facebook.com/NCOAging](https://www.facebook.com/NCOAging)



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Promotional Materials for you to use to  
promote the Falls Free Check Up Chat





# Falls Free CheckUp Chat

Customizable posters for you to promote the Facebook Live Chat or your own event!



**T**he coronavirus pandemic has changed a lot of things. One thing that's still the same? Falling is NOT a normal part of aging. **Take the first step to prevent a fall.**

- Answer 12 questions at [ncoa.org/FallsFreeCheckUp](https://ncoa.org/FallsFreeCheckUp)
- Attend our free event to learn more

When

Where

RSVP

*Instruction to add a logo in this area:  
Open in Acrobat  
1. Click: Edit PDF  
2. Click: Add image  
3. Delete this instruction text  
4. Click: Save as file*

# 2020 Falls Prevention Awareness Day Materials and Toolkit

Visit [ncoa.org/FallsToolkit](https://ncoa.org/FallsToolkit)

## Falls Prevention Awareness Week Toolkit

[Homepage](#) > [Healthy Living](#) > [Falls Prevention](#) > [Falls Prevention Awareness Week](#) > [Falls Prevention Awareness Week Toolkit](#)

- [Older Adults](#)
- [Professionals](#)
- [Campaign Banner](#)
- [Media & Marketing Tools](#)
- [Advocacy Tools](#)
- [Handouts for Older Adults](#)
- [Resources from Our Partners](#)
- [2019 Highlights](#)

The coronavirus pandemic has changed a lot of things. One thing that's still the same? Falling is NOT a normal part of aging. There are steps you can take to reduce your risk.

**Falls Prevention Awareness Week, September 21-25, 2020**, is designed to spread this important public health message.

### Older Adults

- **Watch videos** with tips to prevent falls.
- **Get advice** and practical ideas to stay safe.
- **Find a falls prevention program near you.** If your state coalition is listed as inactive, please contact [fallsfree@ncoa.org](mailto:fallsfree@ncoa.org).
- **Coming Soon:** Take our 12-question Falls Free CheckUp to assess your risk of falls and receive a personalized report to share with your health care provider.

# California



**Christy Lau, MSSW**

**Senior Director**

**Community Wellness Department**

**Partners in Care Foundation**

**San Fernando, California**



# North Carolina Falls Prevention Awareness Week 2020

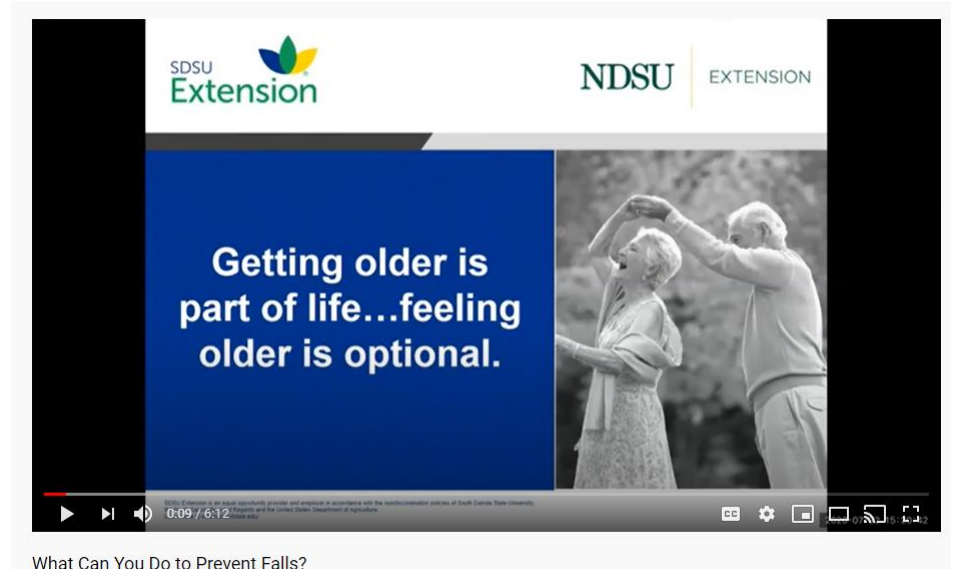
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- Create a Statewide Map of FPAW events
- Host a Statewide ZOOM Event: Introduction to Tai Chi for Arthritis for Fall Prevention
  - September 21<sup>st</sup> 11am-12pm FPAW Kick-off Event
  - Participant and instructor recruitment/partner support for virtual classes; will be recorded and shared.
- Create/Distribute placemats for partners (Trauma, AAAs, Senior Centers)
- Launch 5-year NC Falls Prevention Coalition Action Plan
- Promote NCOA's online virtual Falls Free Check-up
- Secure Governor's Proclamation
- Contact: Ellen Bailey, [ebailey@unca.edu](mailto:ebailey@unca.edu)

# South Dakota State University Extension Falls Prevention YouTube Videos playlist

- Falls are not a “normal” part of getting older. Yet, falls are the leading cause of avoidable injury in South Dakota among adults age 85 and older. There are ways to reduce the risk of a fall in your family. This video will provide an overview about the impact of falls in South Dakota and ways to prevent a fall from happening to you. Visit the SDSU Extension YouTube channel to view, [‘What can you do to stop falls?’](#)
- Developed five (5) at-home exercise to reduce fall risk videos series highlights simple exercises that can be done at home to help strengthen their body. Research shows that body weakness is a leading cause of falls.
  - [Standing marches video](#)
  - [Sit to stand balance video](#)
  - [Head rotations video](#)
  - [Single leg balance video](#)
  - [Foot tap video](#)



Contact Information: Leacey Brown, SDSU Extension  
[Leacey.brown@sdstate.edu](mailto:Leacey.brown@sdstate.edu)

# Falls Prevention Awareness Week Survey

## Reminders:

- Only **one (1) submission** per STATE COALITION
- Please collect as much information about your Falls Prevention Awareness Week activities in your state.
- Submit by November 20, 2020 to be included in the National Falls Prevention Awareness Week report!
- The PDF of the survey will be emailed to all State Falls Prevention Coalition leads after this webinar.



**THANK YOU!**

**FALLS FREE CHECKUP**



YOU CAN PREVENT FALLS | **ncoa**

- Thank you for joining our Falls Prevention Awareness Webinar!
- The webinar slides and recording will be emailed to attendees in the next few days and will be posted in the Falls Prevention Awareness Week Toolkit.

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