

FALLS PREVENTION AWARENESS DAY



IMPACT
REPORT

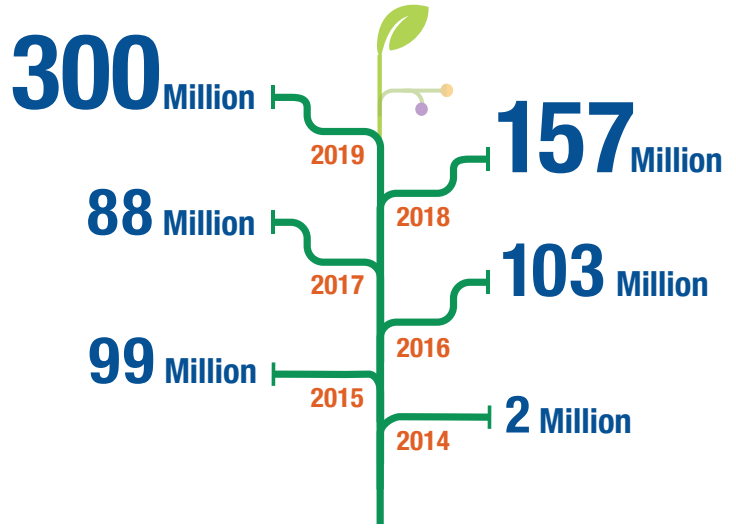
2019

THE IMPORTANCE OF FALLS PREVENTION

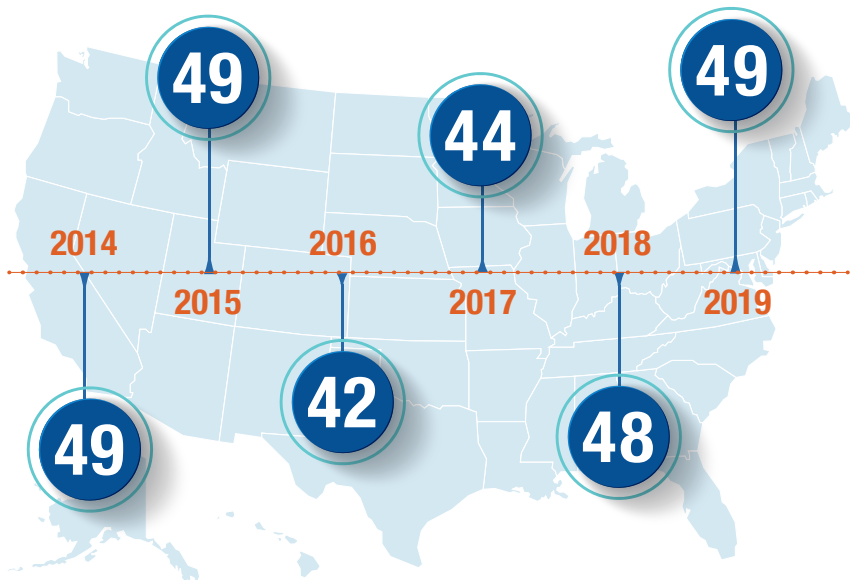
One in four Americans aged 65+ falls every year. Falls are the leading cause of fatal and non-fatal injuries for older adults, and they are costly—both in dollars and in quality of life. But falling is not an inevitable part of aging.

Each year, on the first day of Fall, the National Council on Aging (NCOA) and its Falls Free® Initiative turns a spotlight on this critical health issue. Falls Prevention Awareness Day reaches millions of older adults across the country with a simple message: You can take steps to prevent a fall.

Number of Individuals Reached



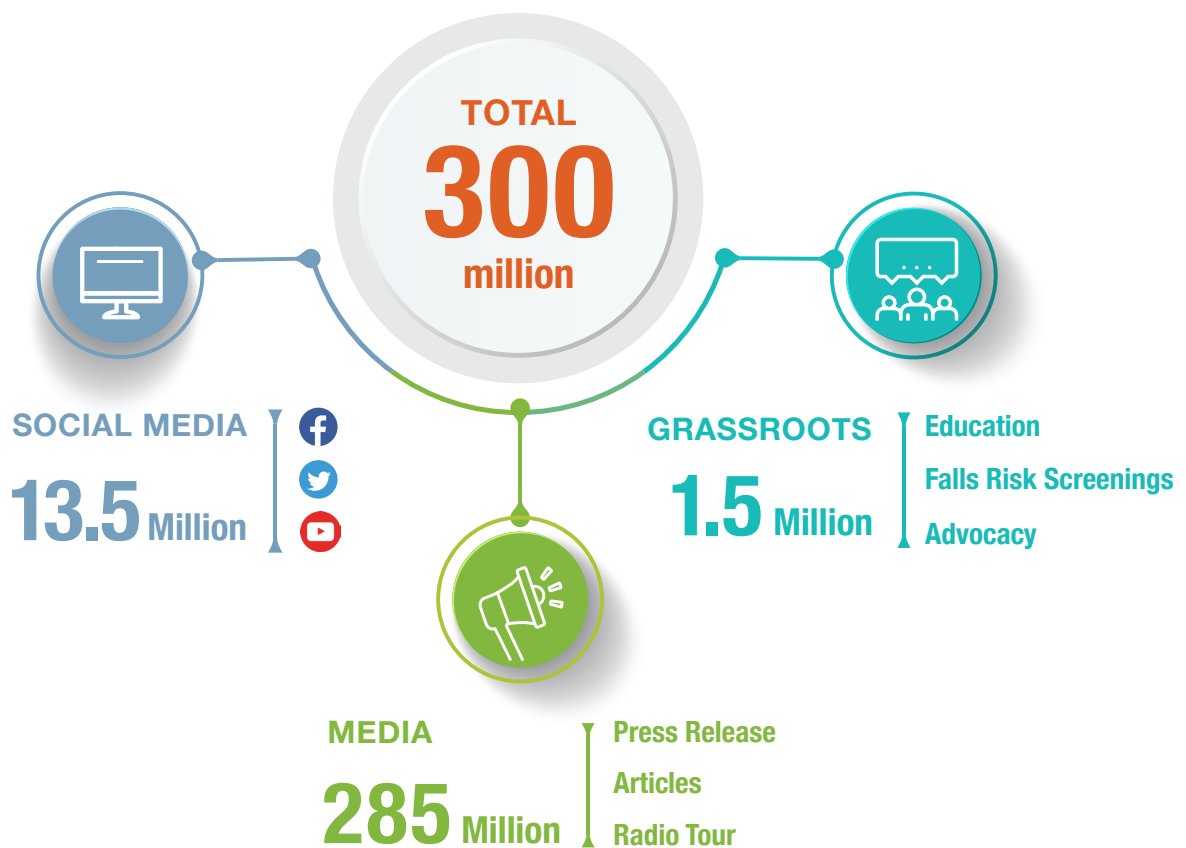
Number of States Participating



NATIONAL OUTREACH

For Falls Prevention Awareness Day 2019, NCOA and its partners spread the message of falls prevention nationally and locally. On the national level, NCOA used traditional media, including print and radio, and social media to reach older adults, their caregivers, and the professionals who serve them. In the community, state and local members of the Falls Free Initiative delivered the message in person by hosting education and awareness events for older adults, providing falls risk screenings, and advocating with lawmakers.

2019 National Reach



POLICY AND ADVOCACY

Effective falls prevention requires policy solutions, and NCOA and our partners brought those to lawmakers in September. Nineteen states obtained Governor's proclamations in recognition of Falls Prevention Awareness Day. On Capitol Hill, NCOA and our partners testified at [a hearing of the Senate Special Committee on Aging](#) titled *Falls Prevention: National, State, and Local Solutions to Better Support Seniors*. Several of NCOA's recommendations were featured in the committee's corresponding report, including organizing a coordinated federal effort to reduce falls, promoting early identification of falls risk factors, and improving Medicare to prevent falls. At NCOA's urging, the U.S. Senate also passed resolution S.Res.327 designating September 23, 2019 as National Falls Prevention Awareness Day. The resolution was cosponsored by Sens. Susan Collins (R-ME) and Bob Casey (D-PA).

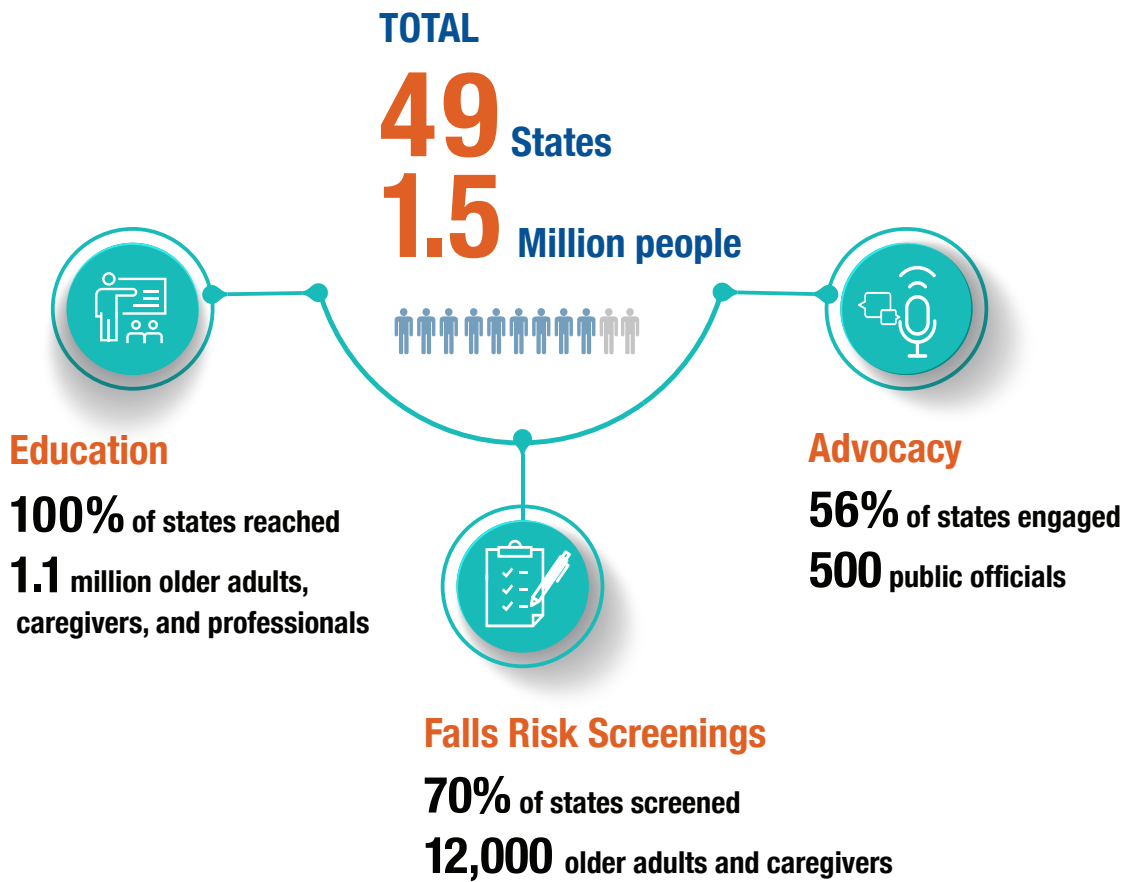


Kathleen Cameron, director of the NCOA National Falls Prevention Resource Center, testifies at a hearing of the Senate Special Committee on Aging, October 16, 2019.

GRASSROOTS EFFORTS

Falls prevention is about awareness and action. A primary goal of Falls Prevention Awareness Day is to prompt older adults to take concrete steps to reduce their falls risk. In 2019, state and local partners accomplished this through health fairs and community events, in-person screenings for falls risk factors, and advocacy efforts to engage state and local policymakers in addressing systemic challenges.

2019 Grassroots Reach



ACKNOWLEDGEMENTS

Falls Prevention Awareness Day 2019 was made possible in part by Centene Corporation. NCOA gratefully acknowledges our federal and national stakeholders, as well as the state and local Falls Prevention Coalitions for participating in Falls Prevention Awareness Day. We appreciate their year-round efforts to prevent falls and fall-related injuries among older adults.

SPONSORS

- Allwell and Wellcare
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NATIONAL STAKEHOLDERS

- Administration for Community Living
- American Association on Health and Disability
- American Occupational Therapy Association
- American Physical Therapy Association
- American Podiatric Medical Association
- American Society of Consultant Pharmacists
- Brain Injury Association of America
- Centers for Disease Control and Prevention,
National Center for Injury Prevention and Control
- Evidence-Based Leadership Collaborative
- Genesis Rehab Services
- Meals on Wheels America
- National Alliance for Caregiving
- National Association of Area Agencies on Aging
- National Center for Healthy Housing
- National Indian Council on Aging
- National Osteoporosis Foundation
- National Senior Games Association
- Prevent Blindness
- Rebuilding Together
- Safe States Alliance
- University of Southern California Leonard Davis School
of Gerontology, Fall Prevention Center of Excellence
- YMCA of the USA

Learn more at ncoa.org/FallsWeek.