

2017 Twitter Posts

#FPAD

9/22/17 – let's do 2 postings this day since it's the start of FPAW.

Happy Fall! Today is National Falls Prevention Awareness Day. Learn 6 steps to prevent older adult falls.

bit.ly/1fMSUeL #FPAD2017

Over 74,000 Californians (65+) were hospitalized for a fall in 2014, costing about \$2.2 billion.

<http://bit.ly/1Wdu6fG> #FPAD2017

9/25/17

More than 208,000 Californians (65+) visited the ER in 2014 for a fall. Find programs that help.

www.stopfallscalifornia.org #FPAD2017

9/26/17

Falls are the leading cause of injuries for Californians aged 65+. Small changes lower your risk.

<http://bit.ly/2vMckw3> #FPAD2017

9/27/17

Adults with arthritis are more likely to fall. Small changes lower your risk. <http://bit.ly/2hmPvY2>

#FPAD2017

9/28/17

It's Fall Prevention Awareness Week! Learn 6 steps to prevent older adult falls. vimeo.com/148517287

#FPAD2017

2017 Facebook Posts

9/22/17 – let's do 2 postings this day since it's the start of FPAW.

Happy first day of fall! Today is National Falls Prevention Awareness Day. Learn 6 steps to prevent older adult falls. bit.ly/1fMSUeL

**Take Control of Your Health:
6 Steps to Prevent a Fall**

Every **1.1 seconds**, an older adult is seen in an emergency department for a fall-related injury. Many falls are preventable. Stay safe with these tips!

- 1** Find a good balance and exercise program. Look to build balance, strength, and flexibility. Contact your local area agency on aging for referrals. Find a program you like and follow it often.
- 2** Talk to your health care provider for an assessment of your risk of falling. Share your history of recent falls.
- 3** Regularly review your medications with your doctor or pharmacist. Make sure you know which medications place you at risk of falling. Some medications can be prescribed.
- 4** Get your vision and hearing checked annually and update your eyeglasses. Your eyes and ears are key to keeping you on your feet.
- 5** Keep your home safe. Remove tripping hazards, increase lighting, make stairs safe, and install grab bars in key areas.
- 6** Talk to your family members. Get their support in making areas more to stay safe. Falls are not just a silent threat.

ncoa
National Council on Aging

To learn more, visit ncoa.org/FallsPrevention.

NATIONAL COUNCIL ON AGING

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Over 74,000 Californians (65+) were hospitalized for a fall in 2014, costing about \$2.2 billion. Prevent to save lives & money. <http://bit.ly/1Wdu6fG>

**Evidence-Based Falls Prevention Programs:
Saving Lives, Saving Money**

THE CHALLENGE: Older Adult Falls in the U.S.

- 1 in 3 Americans aged 65+ falls each year
- Every 1.3 seconds, an older adult is treated in the emergency room for a fall
- Every 20 minutes, an older adult dies from a fall
- In 2013, the total cost of fall injuries was \$34 billion (75% paid by Medicare)
- This total cost may reach \$67.2 billion by 2020
- Even falls without injury can cause fear of falling, leading to physical decline, depression, and social isolation

Falls Are Common **Falls Are Costly**

Falls in adults aged 65+ are the leading cause of head injuries and broken hips.

THE SOLUTION: Proven Community-Based Programs

Program	Results
A Matter of Balance 8-session workshop to reduce fear of falling and increase activity among older adults in the community	<ul style="list-style-type: none">• 97% of participants feel more confident talking about their fear of falling• 99% of participants plan to continue exercising• \$928 savings in out-of-pocket medical costs per Medicare beneficiary
Otago Exercise Program Individual program of muscle strengthening and balance exercises prescribed by a physical therapist for fall older adults living at home (aged 65+)	<ul style="list-style-type: none">• 35% reduction in falls• \$420 net benefit per participant*• 127% ROI**
Stepping On 7-week program that offers older adults living in the community proven strategies to reduce falls and increase self-confidence	<ul style="list-style-type: none">• 30% reduction in falls rate• \$134 net benefit per participant• 64% ROI
Tai Chi: Moving for Better Balance Balance and gait training program of controlled movements for older adults and people with balance disorders	<ul style="list-style-type: none">• 55% reduction in falls rate• \$530 net benefit per participant• 500% ROI

Falls Free
National Council on Aging

Learn more about these and other proven programs at ncoa.org/FallsPrevention

Sources:
Dawson-Daugherty, A., Stewart, L., Thomas, C., Smith, R., et al. (2016). A national program of fall prevention for older adults: the National Council on Aging's Falls Free program. *Journal of Aging and Health*, 28(10), 1601-1610.
Nieder, K. (2014). In 2013, the total cost of fall injuries was \$34 billion (75% paid by Medicare). *Source: National Council on Aging's Falls Free program. National Council on Aging's Falls Free program. National Council on Aging's Falls Free program.*
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Many falls can be prevented. By making some changes, you can lower your chances of falling.

Four things **YOU** can do to prevent falls:

- 1 Exercise to improve your balance and strength
- 2 Have your health care provider review your medicines
- 3 Have your vision checked
- 4 Make your home safer

What YOU Can Do To Prevent Falls

The American Red Cross
Center for Disease Control and Prevention
Eldercare (CDC-4047) (2014-2015)
www.cdc.gov/eldercare

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National Council on Aging

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Adults with arthritis are more likely to fall. Small changes lower your risk. <http://bit.ly/2hmPvY2>

Osteoarthritis and Falls
What You Need to Know to Lead an Active Life and Prevent Falls

Osteoarthritis is NOT a normal part of aging. Osteoarthritis affects adults of all ages, although it tends to occur more in older adults. People with osteoarthritis are at a higher risk for falling and fall-related injuries, such as broken bones or brain injury. Osteoarthritis does not have to lead to limited mobility and disability. If you have osteoarthritis, learn what **YOU** can do to avoid falls. With the right information and a positive attitude, you can stay active and have a high quality, meaningful life!

Osteoarthritis and Its Relationship to Falls

- People with osteoarthritis experience 30% more falls and have a 20% greater risk of fractures than people who do not have osteoarthritis.
- Osteoarthritis can affect joint function in the hands, wrist, knees, hips, or parts of the spine leading to impaired balance, poor gait, and decreased ability to perform daily activities.
- These symptoms can make someone more prone to falling and fall-related injuries.
- Other chronic conditions such as diabetes, lack of physical activity or difficulty exercising, and certain medications can further increase the risk for falls.

Falls Free
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