

2018 Facebook Posts

9/21/18 – 2 postings

Tomorrow is the first day of fall and the kickoff to National Falls Prevention Awareness Week! Learn 6 steps to prevent older adult falls. bit.ly/1fMSUeL #FPAD2018

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

Every 11 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 take a friend!
- 2 Talk to your health care provider**
Ask 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 side effects aren't increasing your risk of falling. Take medications only as prescribed.
- 4 Get your vision and hearing checked annually and update your eyeglasses**
Your ears and eyes 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**
Enlist their support in taking simple steps to stay safe. Falls are not just a "seniors' issue."

ncoa
National Council on Aging

To learn more, visit ncoa.org/FallsPrevention.

NATIONAL COUNCIL ON AGING

973.927.3900 • www.ncoa.org
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Over 74,000 Californians (65+) were hospitalized for a fall in 2014, costing \$5.3 billion. Help prevent falls by participating in one of these programs. bit.ly/2BhL3Fi #FPAD2018

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 2.3 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 \$3.4 billion (15% paid by Medicare)
- This total cost may reach \$47.7 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	Key Features	Outcomes
A Matter of Balance	Session workshop to reduce fear of falling and increase activity among older adults in the community	97% of participants feel more comfortable talking about their fear of falling 99% of participants plan to continue exercising \$938 savings in unplanned medical costs per Medicare beneficiary
Otago Exercise Program	Individual program of muscle strengthening and balance exercises prescribed by a physical therapist for frail older adults living at home (aged 80+)	35% reduction in falls rate \$429 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	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	55% reduction in falls rate \$530 net benefit per participant 609% ROI

Falls Free
National Council on Aging

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

Source:
Savarese, H., Srinivasan, S., Peterson, D., Smith, R.L., Wang, L. (2014).
A community-based program of falls prevention for older adults.
Journal of Aging Research, 42, 48-56.
*Based on Otago's impact on falls.
**Based on Otago's impact on falls.
***Based on Otago's impact on falls.
Source:
Falls Free: National Council on Aging.
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9/24/18

It's Fall Prevention Awareness Week! Watch a quick video and learn 6 steps to prevent older adult falls.

vimeo.com/preventfalls #FPAD2018



9/25/18 – 2 postings

Join NCOA and an expert panel for a Twitter chat about fall prevention strategies today @ 11:30 am!

twitter.com/NCOAging #FPAD2018

Falls are the leading cause of injuries for Californians aged 65 and over. Small changes to your home can lower your risk. Go to bit.ly/2EDugZO for a room-by-room checklist. #FPAD2018



9/26/18

Opioids can increase older adults' fall risk. Consider reviewing your medications with your doctor. Go to

bit.ly/2L4zscn to learn more. #FPAD218



9/27/18

Adults with arthritis are more likely to fall. Visit bit.ly/2NckjYp and see how small changes can lower your risk. #FPAD2018

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, hips, 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
National Coalition on Aging

9/28/18

More than 208,000 Californians (65+) visited the ER in 2014 for a fall at a cost of \$973 million. Find local programs that can help. stopfallscalifornia.org #FPAD2018



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