Falls Prevention Awareness Activities
Planning for Falls Prevention Awareness Day

- Develop a press release for Falls Prevention Awareness Day
  - Contact any media connections you have and let them know about Falls Prevention Awareness Day and what you’re doing
  - Promote Falls Prevention Day by organizing a media blitz to reach larger audiences
- Distribute CDC Falls Prevention brochures:
  - What You Can Do To Prevent Falls
  - Home Falls Prevention Checklist
- Hold demonstrations on evidence-based fall prevention programs, including Tai Chi, a Matter of Balance, Stepping On and Otago (Learn more on fall prevention programs at CDC [here](#))
- Set up tables or displays on falls prevention and physical activity. Provide information on where to exercise locally and the benefits of physical activity
- Ask your physical activity leaders to incorporate falls prevention information into their sessions
- Collaborate with Matter of Balance (MOB) trainers in your area to promote Falls Prevention Awareness Day
- Air a television show the week of Falls Prevention Day featuring a physical trainer and participants from a falls prevention class; have participants share personal experiences
- Offer screenings for fall risk factors including:
  - Vision exams
  - Balance and Gait testing
  - Blood pressure checks
  - Have a podiatrist come and offer foot exams
  - Medication review
- Partner with professional students to provide fall risk screenings. Physical Therapy, Occupational Therapy, Pharmacy, Nursing, Physician Assistant students make great partners.
- Have a Physical Therapist come and talk about proper use of assistive devices
- Organize a medication take back event in which senior citizens can rid themselves of old/unused medications
- Distribute vision impairment information and resources. Conduct eyewear cleanings
- Develop a toolkit for Area Agencies on Aging with suggestions and activities for observing Falls Prevention Awareness Day
● Set up booths local businesses (e.g. Lowe’s, Wal-Mart, Home Depot) with information and highlight products in the store that can reduce falls

● Offer video conferences on Falls Prevention Day-related topics, e.g. fall prevention, home safety

● Offer a webcast for health care professionals on fall prevention
  ○ Feature speakers from the medical field (e.g. physicians, social workers, physical trainers) on related topics including balance, exercise, etc.

● Organize a walk (possibly with a neighborhood walking group)
  ○ Conduct a walkability audit
  ○ Make/carry signs
  ○ Write a slogan or chant to say while walking
  ○ Write down areas where sidewalks are cracked or other hazards exist and send the list to Public Works

● Consider giving out:
  ○ Nightlights
  ○ Non-skid strips for bathtubs and showers
  ○ Double-sided tape for throw rugs
  ○ Textured tread tape for stairs
  ○ Garbage bags for clutter removal

● Organize falls prevention workshops

● Create a Falls Prevention display showing safety items

● Host a Falls Prevention Discussion Group

● Provide transportation for the elderly and handicapped to event

**State level activities**

● Hold a press conference with legislators or other champions to announce Falls Prevention Awareness Day

● Celebrate the day by having older adults converge on the state capitol

● Provide testimony to policymakers

● Conduct a survey of key stakeholders on fall prevention, e.g. older adults, caregivers, primary care providers or state legislators

● Find and promote a national speaker to talk about falls prevention

See [http://www.stopfalls.org/FPweek/service_providers.shtml](http://www.stopfalls.org/FPweek/service_providers.shtml) for additional ideas