

Falls Prevention Month

November 2015

Creating a movement to prevent falls in older adults

► What we're planning

We are pooling our collective efforts to prevent falls and injuries from falls in older adults. In November 2015, let's raise the profile of falls prevention and encourage everyone to see their part in keeping us all healthy and active as we age. We will produce a toolkit with branded promotional materials, media releases and falls prevention resources to support groups in implementing falls prevention initiatives during the month of November. As a collective, we commit to cross-posting initiatives and working collaboratively to maximize our impact.

15 organizations have partnered to provide leadership and planning for Falls Prevention Month 2015. These organizations are:

- Canadian Patient Safety Institute
- CARP
- Finding Balance Alberta
- Finding Balance Ontario
- Ontario Falls Prevention Community of Practice
- Ontario Gerontology Association
- Ontario Injury Prevention Resource Centre
- Ontario Neurotrauma Foundation
- Ontario Public Health Association
- Osteoporosis Canada
- Parachute
- Public Health Agency of Canada
- Registered Nurses' Association of Ontario
- Saint Elizabeth
- Toronto Rehabilitation Institute

► Our opportunity

Falls are a serious issue for older adults. 1 in 3 older adults fall each year. Older Canadians are more likely to suffer an injury from falling than the rest of the population¹. Canada spends \$6.2 billion per year addressing falls-related injuries². Older adults are a vital part of families and communities, giving generously of their

¹ Public Health Agency of Canada. Seniors' Falls in Canada: Second Report. Ottawa: Public Health Agency of Canada; 2014.

² SMARTRISK. The Economic Burden of Injury in Canada. Toronto: SMARTRISK; 2009.

wisdom, experience and love. Falling (and the *fear* of falling) can lead to depression, loss of mobility, loss of independence and death. But falls in older adults are predictable and preventable. There are many organizations and individuals working hard to increase awareness of the issue and encourage action to prevent falls.

▶ Get involved

Plan an Initiative for November

If you work with older adults, we want you to join us in promoting Falls Prevention Month. Organize at least one falls prevention initiative for November 2015.

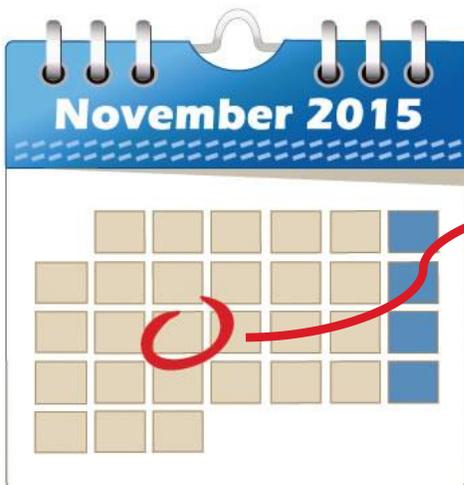
Initiatives can be big or small. Launch a social media campaign, host a webinar, run an exercise class, do staff training, hang posters, offer home safety checks, evaluate your current falls prevention practices – everything helps! Stay tuned for more information about our toolkit, branding and key messages, but put a falls prevention initiative on your calendar now.

Share a Resource

Has your organization produced an excellent falls prevention resource? Is your falls prevention programming wildly successful? We would love to include it in our toolkit. Criteria: evidence-informed, clearly communicated, open to being shared widely. Email Marguerite Thomas at marguerite@thomas.name.

Join the Movement

If your organization would like to be an early adopter in the movement, please contact Lindsay Toth at lindsay@onf.org.



*Put a falls prevention initiative
on your calendar now!*