

# Fall Prevention Month Backgrounder



Will you be engaging with media to promote Fall Prevention Month? Use this backgrounder to get all the information you need to share key messages.

## **Campaign tagline**

It takes a community to prevent a fall. We all have a role to play!

## **About the Issue**

Older adults are a vital part of families and communities. Falling can lead to depression, mobility problems, loss of independence and death.

### Key statistics in Canada<sup>1</sup>

- Falls are the leading cause of injury among older adults
- Falls in older adults account for \$2 billion in direct health care costs annually
- Over 1/3 of older adults will be admitted to long-term care after hospitalization for a fall

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 and injuries from falls.

## **About Fall Prevention Month**

Fall Prevention Month is a campaign that encourages Canadian organizations and individuals to come together to coordinate efforts for a larger impact. Organizations are participating by planning activities and sharing evidence-based information on fall prevention.

The Fall Prevention Month website at [www.fallpreventionmonth.ca](http://www.fallpreventionmonth.ca) includes a [Toolkit](#) of resources to help organizations successfully organize fall prevention initiatives for November.

The Toolkit also includes information specifically for older adults on general fall prevention, healthy eating and staying active, medications, preventing falls at home, what to do if you have a fall, and more.

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<sup>1</sup> Government of Canada (2015). Seniors Falls in Canada – Infographic. Retrieved from <https://www.canada.ca/en/public-health/services/health-promotion/aging-seniors/publications/publications-general-public/seniors-falls-canada-second-report/seniors-falls-canada-infographic.html>

## What's happening during November

Older adults can stay connected with Fall Prevention Month activities by visiting the Fall Prevention Month website at [www.fallpreventionmonth.ca](http://www.fallpreventionmonth.ca)

- Click on “[Information for Older Adults and Caregivers](#)” for information specifically for you!
- Visit the online [Calendar](#). Organizations will be showcasing their Fall Prevention Month initiatives there.
- [Sign up](#) for updates.

Other ways to connect:

- Follow Fall Prevention Month on Twitter [@fallpreventCA](#).
- Follow, Like and Share Fall Prevention Month on [Facebook](#) (<https://www.facebook.com/FallPreventionMonth/>).
- Find out what fall prevention activities are underway in your community.

## History

In 2014, the [Fall Prevention Community of Practice](#) identified the need to mobilize stakeholders in Ontario in a coordinated way to increase the impact of their work. Agencies were contacted to participate in the development and promotion of coordinated fall prevention messaging and activities during the month of November. This initiative mirrors the Finding Balance campaign effort successfully implemented in Alberta. Now in its third year, Fall Prevention Month is a national initiative.

## About the Partners

The Partners for Fall Prevention Month are a group of 9 organizations with an interest in injury prevention. The Partners lead the planning of the Fall Prevention Month campaign and develop the Toolkit for other organizations to use.

The Partners for 2018 are:

- Fall Prevention Community of Practice
- Finding Balance Alberta
- Ontario Neurotrauma Foundation
- Osteoporosis Canada
- Parachute
- Public Health Agency of Canada
- Saskatchewan Health Region
- Registered Nurses' Association of Ontario
- Toronto Rehabilitation Institute – University Health Network

## Fall Prevention Month information

Website: [www.fallpreventionmonth.ca](http://www.fallpreventionmonth.ca)

Mailing list: <http://fallpreventionmonth.ca/sign-up>

Facebook: @FallPreventionMonth

Twitter: @fallpreventCA

#PreventFalls2018