



## MEDIA ADVISORY

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## Idaho Commission on Aging & Area Agencies on Aging Work to Prevent #1 Cause of Accidental Injury & Death for Older Adults

*Seminars and activities during  
Falls Prevention Awareness Month  
promote mindfulness & provide strategies*

### WHY IT MATTERS

Falls are NOT part of normal aging yet they are the #1 cause of accidental injury and death in older adults. They can change an individual's way of life and wellbeing. The costs related to these injuries are also significant. Often, long-term costs are paid for by the state or federal government. The impact from falls is far-reaching and significant but falls are preventable through education and simple strategies.

### INFORMATIONAL SEMINARS

- ***Stay Informed: The Importance of Falls Assessment as a Matter of Practice***  
Medical/healthcare professionals & students  
Wednesday, September 1<sup>st</sup>  
5:00 PM – 6:00 PM MDT/4:00 PM – 5:00 PM PDT
- ***Stay Informed: Why Falls Matter and how You Can Prevent Them***  
All audiences  
Wednesday, September 8<sup>th</sup>  
10 AM – 11:30 AM MDT/9 AM – 10:30 AM PDT
- ***Stay Safe: Recognize & Remove Trip Hazards at Home***  
All audiences  
Wednesday, September 22<sup>nd</sup>  
10 AM – 11:30 AM MDT/9 AM – 10:30 AM PDT
- ***Stay Healthy: Simple Steps to Improve Balance & Prevent Falls***  
All audiences  
Wednesday, September 29<sup>th</sup>  
10:00 AM – 11:00 AM MDT/9:00 AM – 10:00 AM PDT

- Seminar registration available on ICOA FPAM website:  
<http://www.aging.idaho.gov/campaigns/fpam>

The Idaho Commission on Aging (ICOA) celebrates Falls Prevention Awareness Month (FPAM) each September. ICOA is proud to partner with the National Council on Aging (NCOA) and hundreds of organizations nationwide that observe Falls prevention Awareness Day or Week but recognizes the critical impact of falls on individuals, families, communities and the state so expands coverage to the full month of September.

Falling is NOT part of normal aging. The goal is to bring awareness to the public especially older individuals and their caregivers, about the dangers of falls. ICOA is also working to ensure healthcare providers understand that early assessment and referral can prevent falls and their negative outcomes from occurring. It takes a team approach. Through education and encouragement, ICOA empowers older adults to recognize their fall risk, remove trip hazards, and prevent falls.

In addition to the seminars featuring Idaho health education and professional practitioner panelists, People can also take part by:

- Taking an online Falls risk Assessment to identify risk and receive follow up resources  
<http://www.Ncoa.org/fallsfreecheckup>
- Sharing stories of a fall on our Facebook page using #NoFallsIdaho so we can all learn from the experiences of others  
<https://www.facebook.com/AgeWellIdaho>
- Visiting ICOA's DPAM webpage for articles, information and links  
<http://www.aging.idaho.gov/campaigns/fpam>
- Contacting local Area Agencies on Aging or senior centers for a schedule of activities  
<https://aging.idaho.gov/area-agencies-on-aging/>

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