

## Falls Prevention Day - 2016

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Falls Prevention Awareness Day is the First Day of Fall

ROCHESTER, N.Y., Sept. 14, 2016 — Falls are the leading cause of both fatal and nonfatal injury for people age 65 and older, but they are not a normal part of aging. HCR Home Care and its HCR Cares nonprofit are joining forces with the National Council on Aging and the Falls Free® Coalition to help spread this message through Falls Prevention Awareness Day on Sept. 22, 2016, the first day of fall.

The ninth annual Falls Prevention Awareness Day, with the theme, *Ready, Steady, Balance: Prevent Falls*, seeks to raise awareness about how to prevent fall-related injury among older adults. Studies show that a combination of behavior changes can significantly reduce falls among older adults. Tips include:

- Participating in a physical activity regimen with balance, strength training and flexibility components.
- Consulting with an HCR Home Care Falls Prevention Specialist (by calling 800.270.4904) or a doctor to schedule a fall-risk assessment.
- Having medications reviewed regularly to ensure side effects aren't increasing the risk of falling.
- Getting eyes and ears checked annually.
- Making sure the home environment is safe, by removing tripping hazards and installing grab bars in bathrooms and other key areas.

"Every 11 seconds, an older adult visits a hospital emergency room for a fall-related injury, but older individuals need to know that falls can be prevented and that they are not an inevitable part of aging," said Judy Daniel, SPT, GCS, director of therapy services at HCR Home Care and director of HCR Cares.

"By following these tips, people can prevent a fall or reduce the likelihood of experiencing one."

Older adults and their families can learn more about falls prevention while they are eating out at a restaurant. HCR Home Care is providing placemats to some restaurants across the state featuring tips on how to avoid falls, as well as falls prevention-related word searches and other activities. HCR also offers a free, easy-to-use risk assessment and prevention brochure.

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