CALIFORNIA SET TO CELEBRATE FALL PREVENTION AWARENESS WEEK: SEPTEMBER 21-27  
Community Groups Organizing Local Events

The County of Ventura recognizes the importance of fall prevention measures to the health and safety of the community. The introduction of a legislative resolution promoting Fall Prevention Awareness in California, authored by Senator Alan Lowenthal (D-Long Beach), establishes an annual Fall Prevention Week recognition in the state and urges all state and local agencies to incorporate fall prevention considerations in their planning documents affecting housing, transportation, parks and recreational facilities. Co-sponsored by the Fall Prevention Center of Excellence and the California Commission Aging, the resolution also urges state and local aging programs to incorporate fall prevention in their master plans, and recommends the development of standardized definitions and reporting methods to approve the information available on falls.

Slated for September 21-28, the County of Ventura Fall Prevention Coalition plans on celebrating Fall Prevention Awareness Week to raise awareness among older persons and their families about the seriousness of falls and how they can be prevented.

According to the Centers for Disease Control and Prevention (CDC), an older adult is treated in a hospital emergency room for a fall every 18 seconds, and every 35 minutes an older adult dies as a result of a fall related injury. In fact, among older adults, falls are the leading cause of injury deaths. They are also the most common cause of nonfatal injuries and hospital admissions for trauma. In California alone, 1.3 million older adults experience an injury due to falling each year.

The good news is that falls are preventable. A combination of interventions including physical activity that includes a regimen of balance, flexibility and strength training have been found to significantly reduce falls in the older adult population. Experts also recommend consulting with a health professional about getting a risk assessment for falling as well as making sure the environment is safe and supportive.

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