

Fall Prevention Partner Toolkit

In an effort to prevent the leading cause of injury death among adults age 65 and older, CDC Foundation, with funding support from Amgen, has partnered with the National Council on Aging (NCOA) to update an online fall risk screening tool for older adults. The [Falls Free CheckUp](#), found on the NCOA Website, is a free, evidence-based tool that takes only minutes to complete. The re-launch of the *Falls Free CheckUp* is part of a nationwide campaign to raise awareness about fall prevention during Fall Prevention Awareness Week, September 19–23, 2022.

Older adults (65+) can use the *Falls Free Checkup* to regularly check their fall risk and then discuss the results with their doctor or other healthcare provider. The results page provides fall prevention education resources and gives the user the option to set a reminder to follow up with their doctor and print or save their results to share with others. The update is part of CDC Foundation’s ongoing commitment to improving the quality of life for older adults.

This toolkit is designed for partner organizations to help promote the *Falls Free CheckUp* to older adults (65+) and their caregivers. Please use this content and resources within your organization’s communications.

Toolkit resources include:

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[Social media assets including graphics and a short video are available for download.](#)

Additional background information and fall prevention resources are also [available on the CDC Foundation website.](#)

Newsletter Copy

Please share the below newsletter copy with your audiences to encourage them to check their fall risk by taking the *Falls Free CheckUp*.

Sample Newsletter Copy for Older Adults

There's so much about life to enjoy as we age. We need to stay healthy and take steps to prevent falls so we can enjoy our family, friends, and the things we love. Falls are the number one cause of injury in adults aged 65 and older and can lead to serious health problems. Many of these falls are preventable. You can take control by assessing your fall risk. Take the [Falls Free CheckUp](#) and discuss the results with your doctor. Prevent falls, enjoy life.

Sample Newsletter Copy for Family Caregivers

There's so much life for our loved ones to enjoy as they age. They can enjoy their family, friends, and the world of things they love by staying healthy and taking steps to prevent falls. Falls are the number one cause of injury in adults aged 65 and older and can lead to serious health problems. Many of these falls are preventable. You can help your loved take control by screening their fall risk. Help them take the [Falls Free CheckUp](#) and encourage them to discuss their results with their doctor. Prevent falls, enjoy life.

Sample Newsletter Copy for Professional Caregivers

There's so much life for our patients to enjoy as they age. They can enjoy their family, friends, and the world of things they love by staying healthy and taking steps to prevent falls. Falls are the number one cause of injury in adults aged 65 and older and can lead to serious health problems. Many of these falls are preventable. You can help your patients take control by screening their fall risk. Help them take the [Falls Free CheckUp](#) and encourage them to discuss their results with their doctor. Prevent falls, enjoy life.

Quick Facts

Older adults (65+) are at greater risk for serious injuries from falls and fall injuries. The following facts may encourage older adults and their caregivers to learn more. You can incorporate this information into your communications.

- Millions of adults 65 and older fall each year. In fact, more than one out of four older adults fall each year,¹ but less than half tell their doctor.² Falling once doubles your chances of falling again.³
- Each year, 1 in 10 older adults (65+) will experience a fall that results in injury such as a broken bone or head injury.⁴
- Each year, 3 million older adults (65+) are treated in emergency departments for fall injuries.⁵
- About 1 million older adults (65+) need a hospital stay each year because of a fall injury, most often because of a head injury or hip fracture.⁵
- Research has identified many conditions that contribute to falling. These are called risk factors. Many risk factors can be changed or modified to help prevent falls.
- Most falls are caused by a combination of risk factors. The more risk factors a person has, the greater their chances of falling.
- Osteoporosis is the most common bone disease and is characterized by weakening of bone tissue, bone structure, and strength, and may lead to increased risk of fractures.⁶
- Healthcare providers can decrease a person's fall risk by reducing their risk factors.

¹ Moreland B, Lee R. Emergency Department Visits and Hospitalizations for Selected Nonfatal Injuries Among Adults Aged ≥65 Years — United States, 2018. *MMWR Morb Mortal Wkly Rep* 2021;70:661–666. DOI: <http://dx.doi.org/10.15585/mmwr.mm7018a1>

² Stevens JA, Ballesteros MF, Mack KA, Rudd RA, DeCaro E, Adler G. Gender differences in seeking care for falls in the aged Medicare Population. *Am J Prev Med* 2012;43:59–62.

³ O'Loughlin J et al. Incidence of and risk factors for falls and injurious falls among the community-dwelling elderly. *American journal of epidemiology*, 1993, 137:342-54.

⁴ Moreland B, Kakara, R, Henry A. Trends in Nonfatal Falls and Fall-Related Injuries Among Adults Aged >65 Years --- United States, 2012-2018. *MMWR Morb Mortal Wkly Rep* 2020;69:875-881. DOI: <http://dx.doi.org/10.15585/mmwr.mm6927a5>

⁵ Centers for Disease Control and Prevention, National Center for Injury Prevention and Control. [Web-based Injury Statistics Query and Reporting System \(WISQARS\)](#) [online]. Accessed August 5, 2022.

⁶ Sarafrazi N, Wambogo EA, Shepherd JA. Osteoporosis or low bone mass in older adults: United States, 2017–2018. *NCHS Data Brief*, no 405. Hyattsville, MD: National Center for Health Statistics. 2021. DOI: <https://dx.doi.org/10.15620/cdc:103477>.

Key Messages

Please use the below key messages, broken out by audience, when communicating about the *Falls Free CheckUp* to older adults and their caregivers.

For Older Adults

- Falls can happen to anyone and, for older adults (65+), are more likely to lead to a serious injury, like a hip fracture. You can help prevent falls by regularly checking your risk and then discussing it with your doctor or other healthcare provider. Take the [Falls Free CheckUp](#), learn your risk, and discuss results with your doctor.
- More than 1 in 4 older adults (65+) fall each year and these falls can result in serious injuries such as hip fractures.
- Falls are not a natural part of aging, and many can be prevented.
 - It is important to regularly check your risk even if you're healthy or have talked with your doctor about falls.
 - There are steps you can take to reduce your risk.
 - The first step is to use the [Falls Free CheckUp](#) to determine your risk.
 - The next step is to make an appointment with your doctor or other healthcare provider, share your results, and ask them to help you reduce your risk of falling.
 - Your report may alert your doctor to risk factors they were not aware you had.
 - The downloadable report also includes a link to the [CDC's Stopping Elderly Accidents, Deaths, and Injuries \(STEADI\) Initiative](#) that gives doctors up-to-date information, tools, and training on reducing fall risk in their older patients (65+).
- The [Falls Free CheckUp](#) is a quick and easy screening tool that takes only minutes to complete. After answering 13 questions you'll receive either a "normal" or "high risk" result with steps for what to do next.
 - You can use the [Falls Free Checkup](#) to regularly check your fall risk and then discuss the results with your doctor or other healthcare provider.
 - The results page provides fall prevention education resources and gives you the option to set a reminder to follow up with your doctor and print or save your results to share with others.
- There are actions you can take to reduce your fall risk as you age, even if you receive a "normal" result:
 - Stay active to maintain your strength and balance
 - Ask your doctor or pharmacist to review all the medicines you take, even over-the-counter medications
 - Make sure your home is well lit and remove items you can trip over, like throw rugs and clutter
 - Have your eyes checked once a year and wear corrective lenses as needed

- Have your feet checked by a doctor at least once a year and discuss proper footwear
- Discuss any chronic conditions with your doctor, such as osteoporosis, arthritis, and diabetes.
- Visit the [CDC Still Going Strong](#) and [CDC Older Adult Fall Prevention](#) webpages for other helpful resources and information for staying injury free and independent

For Family Caregivers

- Falls can happen to anyone and, for older adults (65+), are more likely to lead to a serious injury, like a hip fracture. As a caregiver, you can help prevent falls by helping your loved one regularly check their risk by taking the [Falls Free CheckUp](#) and encouraging them to discuss their results with their doctor.
- More than 1 in 4 older adults (65+) fall each year and these falls can result in serious injuries such as hip fractures.
- Falls are not a natural part of aging and many falls can be prevented.
 - It is important to regularly check your loved one's risk if they are 65 years and older, even if they are healthy and have talked with their doctor about falls in the past.
 - There are steps you and their doctor can take to help reduce your loved one's risk.
 - The first step is to use the [Falls Free CheckUp](#) to determine their risk.
 - The next step is to make an appointment with their doctor or other healthcare provider, share their results, and discuss ways to reduce their fall risk.
 - The downloadable report may alert their doctor to risk factors they were not aware your loved one had.
 - The report also includes a link to the [CDC's Stopping Elderly Accidents, Deaths, and Injuries \(STEADI\) Initiative](#) that gives doctors up-to-date information, tools, and training on reducing fall risk in their older patients (65+).
- Encourage your loved ones to take the [Falls Free CheckUp](#), either on their own or with your assistance.
 - The [Falls Free CheckUp](#) is a quick and easy screening tool that takes only minutes to complete. After answering 13 questions they'll receive either a "normal" or "high risk" result with steps for what to do next. Older adults (65+) can use the [Falls Free Checkup](#) to regularly check their fall risk and then discuss the results with their doctor or other healthcare provider.
 - The results page provides fall prevention education resources and gives the option to set a reminder to follow up with their doctor and print or save their results to share with others.
- There are actions your loved ones can take to reduce fall risk, even if they receive a "normal" result:

- Staying active to maintain their strength and balance
- Reviewing all medicines, even over-the-counter medications, with their doctor or pharmacist
- Making sure their home is well lit and removing items they can trip over, like throw rugs and clutter
- Having their eyes checked once a year and wearing corrective lenses as needed
- Having their doctor check their feet at least once a year and discussing proper footwear
- Encouraging discussions with their doctor about chronic conditions
- Visit the [CDC Still Going Strong](#) and [CDC Older Adult Falls Prevention](#) webpages for other helpful resources and information for staying injury free and independent

For Professional Caregivers

- Falls can happen to anyone and, for older adults (65+), are more likely to lead to a serious injury, like a hip fracture. As a caregiver, you can help prevent falls by regularly checking your patient's risk and encouraging them to discuss their results with their doctor. Falls are not a natural part of aging. Help your patients take the [Falls Free CheckUp](#) screener and learn more.
- More than 1 in 4 older adults (65+) fall each year and these falls can result in serious injuries such as hip fractures.
- Falls are not a natural part of aging and can be prevented.
 - It is important to regularly check your patient's risk if they are 65 years and older even if they are healthy and have talked with their doctor about falls in the past.
 - There are steps you and their doctor can take to help reduce your patient's risk for a fall.
 - The first step is to use the [Falls Free CheckUp](#) to determine their risk.
 - The next step is to encourage your patient to make an appointment with their doctor or other healthcare provider to share the results and discuss ways to reduce their fall risk.
 - The downloadable report provided in the *Falls Free CheckUp* may alert their doctor to risk factors they were not aware your patient had.
 - The report also includes a link to the [CDC's Stopping Elderly Accidents, Deaths, and Injuries \(STEADI\) Initiative](#) that gives doctors up-to-date information, tools, and training on reducing fall risk in their older patients (65+).
- Encourage your patients to take the [Falls Free CheckUp](#), either on their own or with your assistance. The [Falls Free CheckUp](#) will tell them their fall risk score and give them resources to prevent falls

- The [Falls Free CheckUp](#) is a quick and easy screening tool that takes only minutes to complete. After answering 13 questions they'll receive either a "normal" or "high risk" result with steps for what to do next.
- Even if your patient receives a "normal" result, there are actions you and your patients can take to reduce fall risk:
 - Encouraging them to stay active to maintain strength and balance
 - Encouraging your patient to review all medications, even over-the-counter medications, with their doctor
 - Making sure their home is well lit and ask to remove any items they can trip over, like throw rugs and clutter
 - Encouraging your patient to have their eyes checked once a year and wearing corrective lenses as needed
 - Encouraging your patient to have their doctor check their feet at least once a year and discussing proper footwear
 - Encouraging discussions with their doctor about chronic conditions, such as osteoporosis, arthritis and diabetes.
 - Visit the [CDC Still Going Strong](#) and [CDC Older Adult Falls Prevention](#) webpages for other helpful resources and information for staying injury free and independent

Social Media Posts

Share the *Falls Free CheckUp* on your social media platforms using the hashtag #FallsFreeCheckUp and tag @CDCInjury and @NCOAging when posting on Twitter. Suggested posts are below and can be paired with the graphics linked below.

Sample posts for older adults

- You can take steps today to prevent a fall! Falls are not a natural part of aging. Check your fall risk with the #FallsFreeCheckUp and talk to your doctor https://ncoa.org/age-well-planner/assessment/falls-free-checkup?utm_medium=partner&utm_campaign=cdcfallsfree
- Check your fall risk to prevent falls and enjoy life. Take the #FallsFreeCheckUp and share your results with your doctor. https://ncoa.org/age-well-planner/assessment/falls-free-checkup?utm_medium=partner&utm_campaign=cdcfallsfree
- Falls can happen to anyone. When adults age 65+ fall, it can lead to serious injury, like a fracture. Check your fall risk with the #FallsFreeCheckUp and prevent falls to enjoy life https://ncoa.org/age-well-planner/assessment/falls-free-checkup?utm_medium=partner&utm_campaign=cdcfallsfree
- Check your risk for a fall by taking the #FallsFreeCheckUp and talk to your doctor about your results and what you can do to prevent a fall injury https://ncoa.org/age-well-planner/assessment/falls-free-checkup?utm_medium=partner&utm_campaign=cdcfallsfree

Sample posts for family caregivers

- Falls can happen to anyone. When adults age 65+ fall, it can lead to serious injury, like a fracture. Help your loved ones prevent falls and enjoy life by checking their fall risk with the #FallsFreeCheckUp https://ncoa.org/age-well-planner/assessment/falls-free-checkup?utm_medium=partner&utm_campaign=cdcfallsfree
- Help your loved ones check their fall risk as they age by taking the #FallsFreeCheckUp and sharing results with their doctor https://ncoa.org/age-well-planner/assessment/falls-free-checkup?utm_medium=partner&utm_campaign=cdcfallsfree
- You can take steps today to prevent a fall! Falling is not a natural part of aging. Help your loved one check their fall risk using the #FallsFreeCheckUp and talk to their doctor about reducing their fall risk. https://ncoa.org/age-well-planner/assessment/falls-free-checkup?utm_medium=partner&utm_campaign=cdcfallsfree
- Many falls and fall injuries can be prevented. Take the #FallsFreeCheckUp to screen your risk for a fall and talk to your doctor about preventing fall injuries https://ncoa.org/age-well-planner/assessment/falls-free-checkup?utm_medium=partner&utm_campaign=cdcfallsfree

Sample posts for professional caregivers

- Falls can happen to anyone. When adults age 65+ fall, it can lead to serious injury, like a fracture. Help your patients prevent falls and enjoy life by checking their fall risk with the #FallsFreeCheckUp https://ncoa.org/age-well-planner/assessment/falls-free-checkup?utm_medium=partner&utm_campaign=cdcfallsfree
- Help your patients check their fall risk as they age by taking the #FallsFreeCheckUp and sharing results with their doctor https://ncoa.org/age-well-planner/assessment/falls-free-checkup?utm_medium=partner&utm_campaign=cdcfallsfree
- You can take steps today to prevent a fall! Falling is not a natural part of aging. Help your patients check their fall risk using the #FallsFreeCheckUp and talk to their doctor about reducing their fall risk. https://ncoa.org/age-well-planner/assessment/falls-free-checkup?utm_medium=partner&utm_campaign=cdcfallsfree
- Many falls and fall injuries can be prevented! Share the #FallsFreeCheckUp with your patient and encourage a conversation with their doctor about reducing fall and fall injury risk https://ncoa.org/age-well-planner/assessment/falls-free-checkup?utm_medium=partner&utm_campaign=cdcfallsfree

Multimedia Assets

Creative campaign assets are available for [free download](#). Please use these assets in communication and outreach efforts.

For Older Adults



For Caregivers

