

Falls Prevention Awareness Week

Sept. 23, 2024 – Sept. 27, 2024

Join us in raising awareness of fall prevention.

Falls are a major cause of injury in all ages but are a particular burden for older adults.

More than one out of four adults ages 65 and over falls each year, but less than half tell their doctor. According to the Centers for Disease Control and Prevention (CDC), each year there are about 300,000 hip fracture-related hospitalizations due to older adult falls.

Talk to your patients about the role fall prevention plays in reducing injuries, maintaining independence and living a healthy life.

Want to know more about Priority Health Medicare programs that support fall prevention?

Visit our [Medicare fall prevention page](#).

Did you know? Select Priority Health Medicare members can use their over-the-counter (OTC) allowance for resources that help with fall prevention, like slip mats or grab bars.

Find out if your patient is eligible.

Help reduce fall risks for your patients through the following:

- Provide a referral for an in-home safety assessment
- Provide a referral for physical/occupational therapy as needed
- Share health plan resources with your Priority Health patients
- Discuss risk factors and ways to prevent falls during every in-person and virtual visit
- Discuss physical activity and exercise
- Discuss and review medications with your patients
- Raise awareness of falls prevention through your website and social media. Download the National Council on Aging's (NCOA) Falls Prevention Provider Toolkit for free articles, graphics and more