

FACT SHEET

2018 Senior Fall Prevention Awareness Campaign

The 2018 Senior Fall Prevention Awareness Campaign will include the following activities and resources:

Fall Prevention Tips

Beginning June 16, more than 62 stores and clinics statewide representing nine major market, pharmacy and hardware corporations will distribute 31,000 “bag-stuffers” that contain fall prevention tips for seniors plus information on additional resources.

Fall Proof Home Safety Video Produced by Kaiser Permanente

In partnership with the Fall Prevention Consortium, Kaiser Permanente Hawaii has produced a home safety video demonstrating how to make a home “fall proof” for seniors. The video can be shown during home visits by social workers and for playback in clinic waiting rooms. The video can be found at <https://www.youtube.com/watch?v=4YB2OPxIvlI&feature=youtu.be>.

Kaiser Permanente will continue to offer medication reviews, regular eye and hearing checkups, and provide outreach programs that provide recommendations for fall-proofing homes and advice on how to stay active.

Additional information and fall prevention support for Kaiser members can be found at www.kp.org/healthyaging or by calling the Kaiser Prevention and Health Education Department for a free listing of programs and classes at (808) 432-2260.

Public Service Announcements

During July and August, public service announcements on fall prevention will air on KHON, KGMB, KHNL, and KIKU.

Fall Prevention Video Re-Broadcasts

‘Olelo (Community Access Television) will feature “Hana Hou” re-broadcasts featuring the two award-winning educational videos, “*Senior to Senior*” and “*Caregiver to Caregiver*,” which give a detailed demonstration of what everyone can do to help prevent fall-related injuries. Visit Olelo’s website for broadcast times in July and August. To request a presentation or if your organization would like a copy of the videos, e-mail stanley.michaels@doh.hawaii.gov.

Community Presentations

From June through August 2018, Stan Michaels from the DOH’s EMS and Injury Prevention System Branch, and Michael Dowell, Chair of the Fall Prevention Consortium, will give presentations to various senior organizations and community groups around the state.

The presentations will feature the KHON TV special “*Fall Prevention: Securing Senior Safety and Independence*,” featuring fall prevention tips, plus new information gathered by Michaels and Dowell during the White House Conference on Aging-2018 NCOA National Falls Prevention Resources Conference in Arlington, Virginia.

Go to <http://health.hawaii.gov/injuryprevention/home/preventing-falls/information/> or call (808) 733-9202 for more information about fall prevention for seniors.