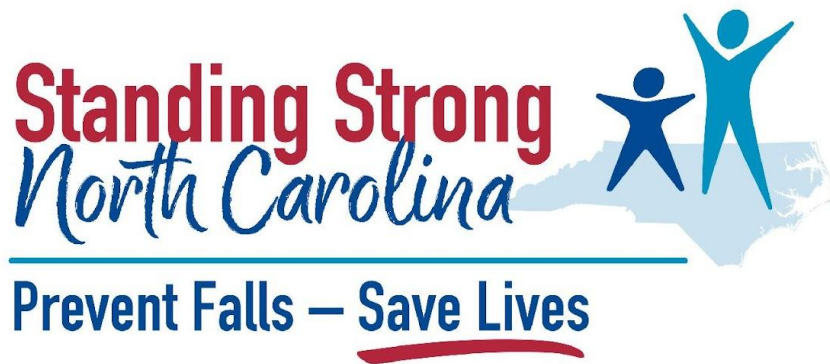


# Standing Strong NC: It Takes a Village to Prevent Falls

Ellen Bailey, NC Center for Health and Wellness  
Divya Venkataganesan, NC Division of Aging



**Let's TEAM UP to prevent falls!**



# Welcome and Thank You!

NC Falls Prevention work through the NC Center for Health and Wellness and the NC Falls Prevention Coalition is leveraged and funded through the following grants:

- Administration for Community Living 2020 Falls Prevention Grant

*(NCE ends July 2024)*



- NC Division of Public Health Injury and Violence Prevention Branch - CDC CORE Injury Cooperative Agreement

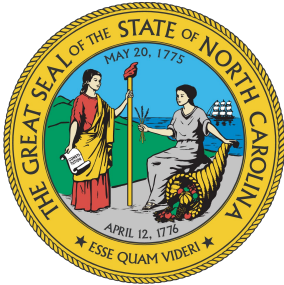
*(Annual renewal through 2026)*



# Partnerships



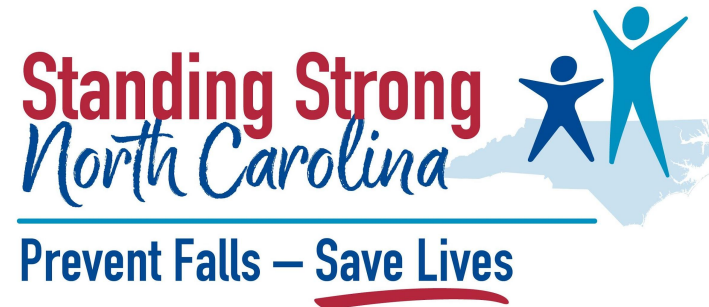
NC DEPARTMENT OF  
**HEALTH AND HUMAN SERVICES**  
Division of Public Health



NC DEPARTMENT OF  
**HEALTH AND  
HUMAN SERVICES**  
Division of Aging



**HEALTHY AGING NC**



# Mission - [NCfallsprevention.org](https://www.ncfallsprevention.org)

The NC Falls Prevention Coalition works to reduce the number of injuries and deaths from falls among adults in NC.



# NC Falls Prevention Coalition

- Quarterly Meetings
- 300+ members on coalition listserv
  - Steering Committee
  - Action Plan Workgroup
- Multi-disciplinary partners
- Who else needs to be at the table? (older adults, home safety, policy and advocacy leaders, health care orgs, etc.)

NC Division of Aging

NC Division of Public Health

Regional Falls Prevention Coalitions

Area Agencies on Aging and their local providers

YMCAs (local and state association)

Academic institutions

Trauma centers

Community paramedicine, firefighters and first responders

Healthcare providers (PTs, OTs, pharmacists, etc.)

Community based organizations



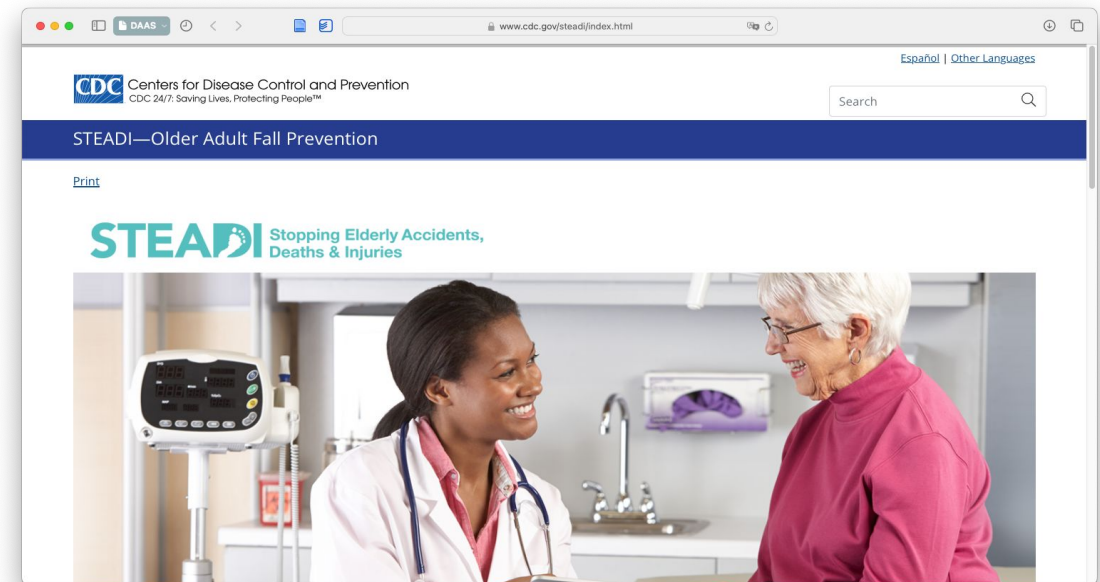
# Sample Coalition Activities:

- Quarterly Meetings - Education and Networking
  - Presentations to other groups
- Supporting regional coalitions
  - Supporting county-level champions
- 5-year Action Plan
- Falls Prevention Awareness Week
- Conferences
  
- [StandingStrongNC.org](https://StandingStrongNC.org)



# CDC STEADI (Stopping Elderly Accidents, Deaths & Injuries) Initiative

- <https://www.cdc.gov/steady/index.html>
- Health Care Providers Resources to Screen, Assess and Intervene
- Patient and Caregiver Resources





# Falls Prevention Awareness Week

## Sample Activities:

- [NCfallsprevention.org](https://ncfallsprevention.org) FPAW Page & Activity Map
- 2023 Governor's Proclamation
- Statewide Placemat Contest
- Lunch and Learn Webinar Series (6 Steps to Prevent a Fall)
- Virtual Tai Chi Workshop
- Standing Strong NC Launch
- Local Activities



State of North Carolina  
ROY COOPER  
GOVERNOR

FALLS PREVENTION AWARENESS WEEK

2023

BY THE GOVERNOR OF THE STATE OF NORTH CAROLINA

A PROCLAMATION

WHEREAS, approximately 17.1 percent of North Carolinians are 65 years of age or older, it is estimated that a quarter of people ages 65 and older fall each year, and older adults who fall once are two to three times more likely to fall again; and

WHEREAS, according to estimates by the North Carolina Injury and Violence Prevention Branch of the North Carolina Division of Public Health, unintentional falls are the leading cause of fatal and nonfatal injuries among people in our state ages 65 and older, causing 1,551 deaths, 20,031 hospitalizations, and 109,263 emergency department visits in 2022; and

WHEREAS, unintentional falls can lead to depression, loss of mobility, and loss of functional independence and are the most common cause of traumatic brain injuries (TBI) among North Carolinians ages 65 and older, with falls accounting for 67.3 percent of fatal TBI among older adults in 2022; and

WHEREAS, the average hospitalization charge of an unintentional fall for a North Carolina resident ages 65 or older was \$67,743.93 in 2022; and

WHEREAS, evidence-based programs reduce falls through cost-effective strategies such as exercise programs to improve balance and strength, medication management, vision improvement, reduction of home hazards, and fall prevention education; and

WHEREAS, the North Carolina Falls Prevention Coalition is working to increase awareness of this issue, promote multidisciplinary strategies to prevent falls, and encourage people to take steps to protect those who are at increased risk of falling;

NOW, THEREFORE, I, ROY COOPER, Governor of the State of North Carolina, do hereby proclaim September 17 – 24, 2023, as "FALLS PREVENTION AWARENESS WEEK" in North Carolina, and commend its observance to all citizens.



Roy Cooper  
Governor

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of the State of North Carolina at the Capitol in Raleigh this fifteenth day of September in the year of our Lord two thousand and twenty-three and of the Independence of the United States of America the two hundred and forty-eighth.

PREVENTING				
F	A	L	L	S
find a balance class	walk carefully on steps	install a grab bar	do strength training	keep your home safe
reduce alcohol intake	get a fall risk assessment	use a light at night	talk to family about falls	stay hydrated
wear proper shoes	see a specialist if dizzy	FREE go for a walk	eat a healthy diet	
learn about pet safety	improve your mental health	don't run to the bathroom	review your medications	learn tai chi
meet with a physical therapist	use a cane or walker properly	control your pain	increase vitamin D	check vision & hearing

**From Awareness To Action**  
Play Bingos to see the many ways you can prevent first and future falls! You can also join an evidence-based program!

Programs for low/moderate risk of falling:  
• Tai Chi For Arthritis and Fall Prevention  
• Moving for Better Balance  
• Enhance Fitness

Programs for high risk of falling:  
• A Matter of Balance  
• The Ottago Exercise Program  
• Bingoize

Find a class near you at [healthyinginc.com](https://healthyinginc.com)

### Standing Strong

Physical activity is a big part of aging well and preventing falls. Being active does not mean you have to spend hours in the gym. It can be any activity that gets your heart beating faster. Find ways you enjoy moving and do them often. Want to learn more about preventing falls? Visit [ncfallsprevention.org](https://ncfallsprevention.org) and [standingstrongnc.org](https://standingstrongnc.org)

#### 4 Steps to Physical Wellness

- 1. Be Active:** Get at least 150 mins/week of moderate activity or 75 min/week of intense activity.
- 2. Build Strength:** Do strength training 2 days/week.
- 3. Improve Balance:** Challenge your balance safely in physical therapy or evidence-based classes.
- 4. Reduce Time Sitting:** Exchange 30 minutes of being still with movement.



In North Carolina,

**4**

**ADULTS**



ages 65+ died **EVERY DAY**  
from a fall in 2022



More than 95%  
of hip fractures  
are caused by  
older adult falls.

Keep your patients  
#STEADI.

Standing Strong  
North Carolina   
Prevent Falls – Save Lives

North Carolina  
FALLS  
PREVENTION  
Coalition 

In 2022, there were:

**20,031** HOSPITALIZATIONS

**109,263** EMERGENCY ROOM VISITS

due to falls in North Carolina

*These can be serious life-changing injuries,  
such as a hip fracture or a traumatic brain injury.*

**\$67,743.93**

the average hospitalization cost

*of an unintentional fall for a North  
Carolina resident aged 65+ in 2022.*

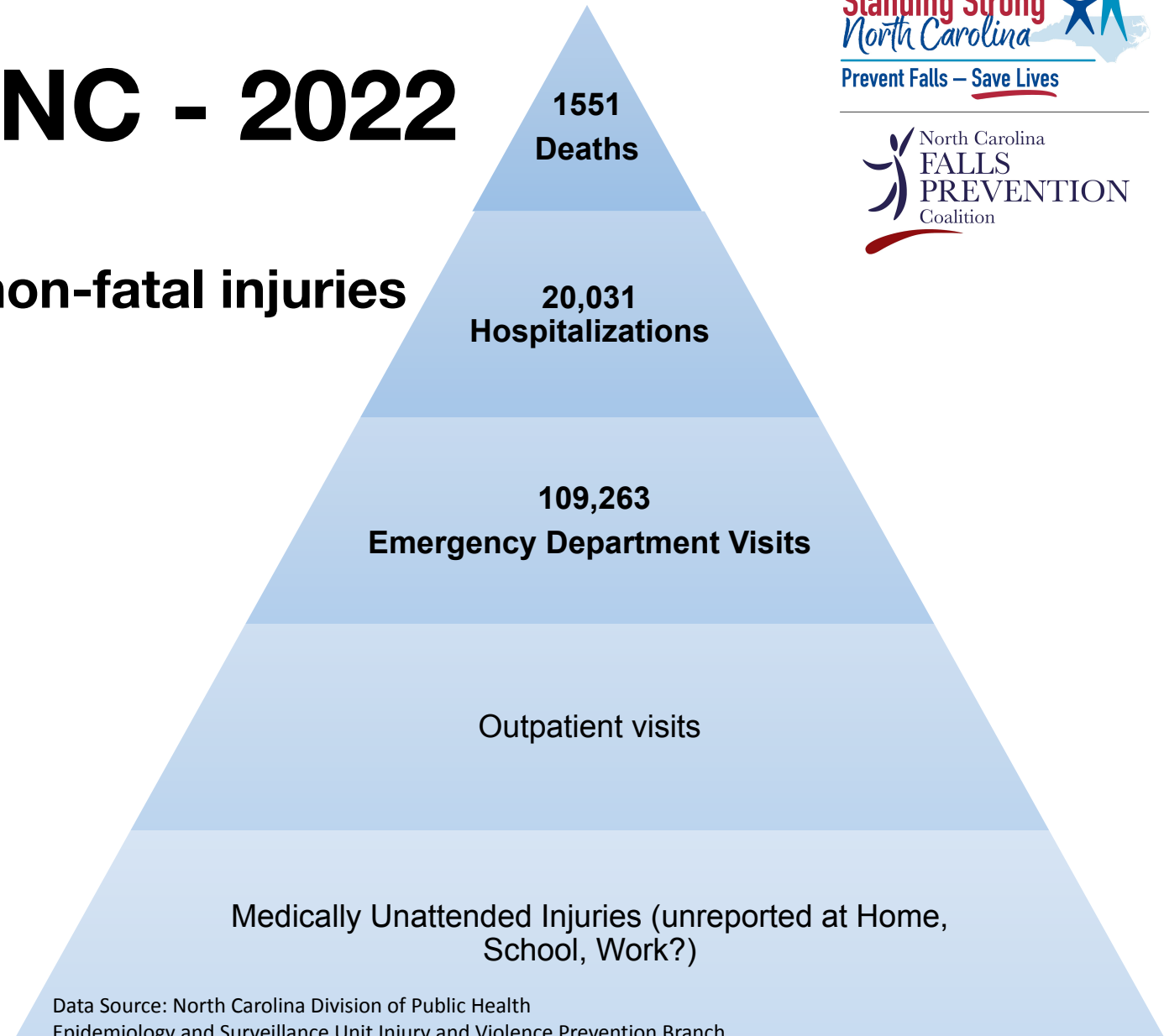
# Burden of Falls in NC - 2022

Falls are the #1 cause of fatal & non-fatal injuries among adults 65 and older.

## DAILY - NC in 2022

- 4 deaths
- 54 hospitalizations
- 299 ED visits

## NC Falls Data Links

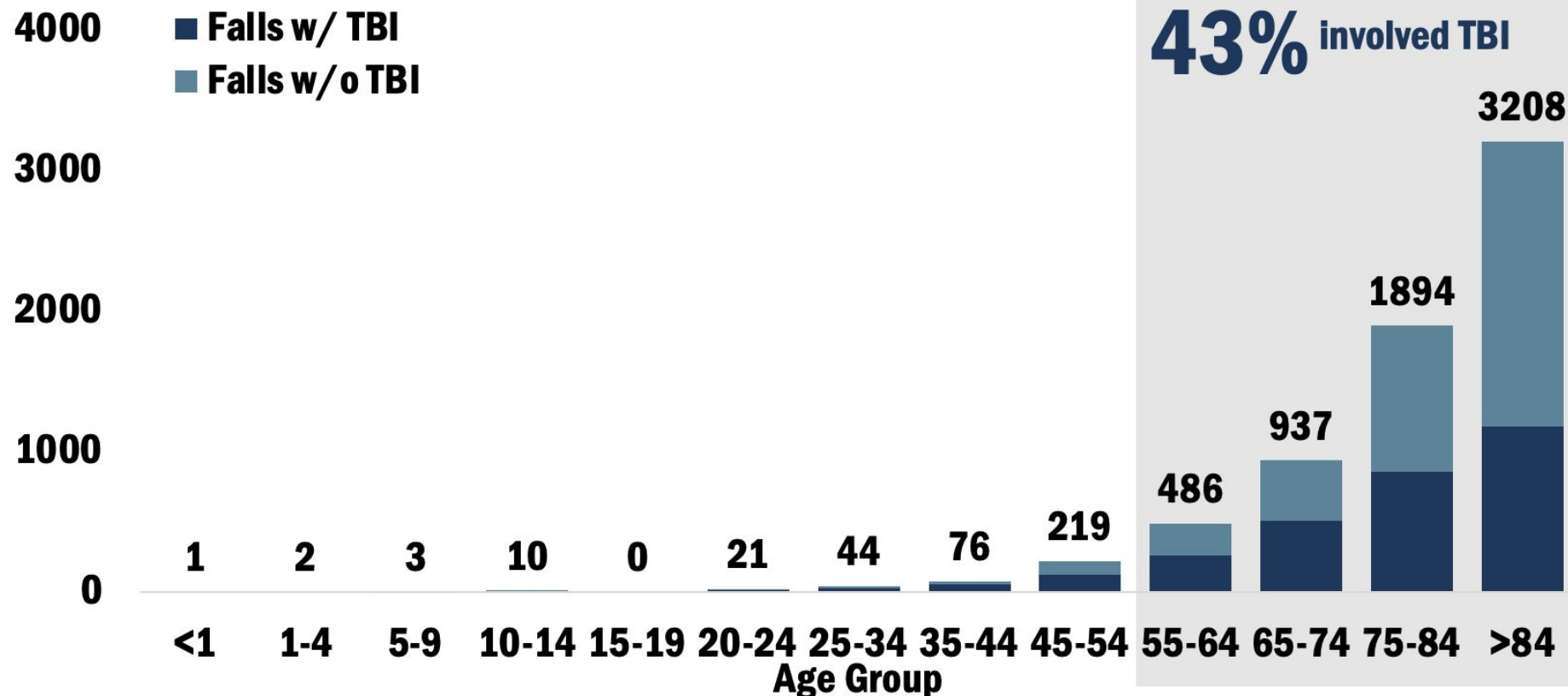


Data Source: North Carolina Division of Public Health  
Epidemiology and Surveillance Unit Injury and Violence Prevention Branch  
(S. Geary, Personal Communication, May 22, 2023)

# Unintentional falls were the number one cause of injury death for adults 55 and older.

Fall-Related Deaths involving TBI by Age Group, 2016-2020

Number of Deaths



**95%** of fall-related deaths ages 55+  
**43%** involved TBI

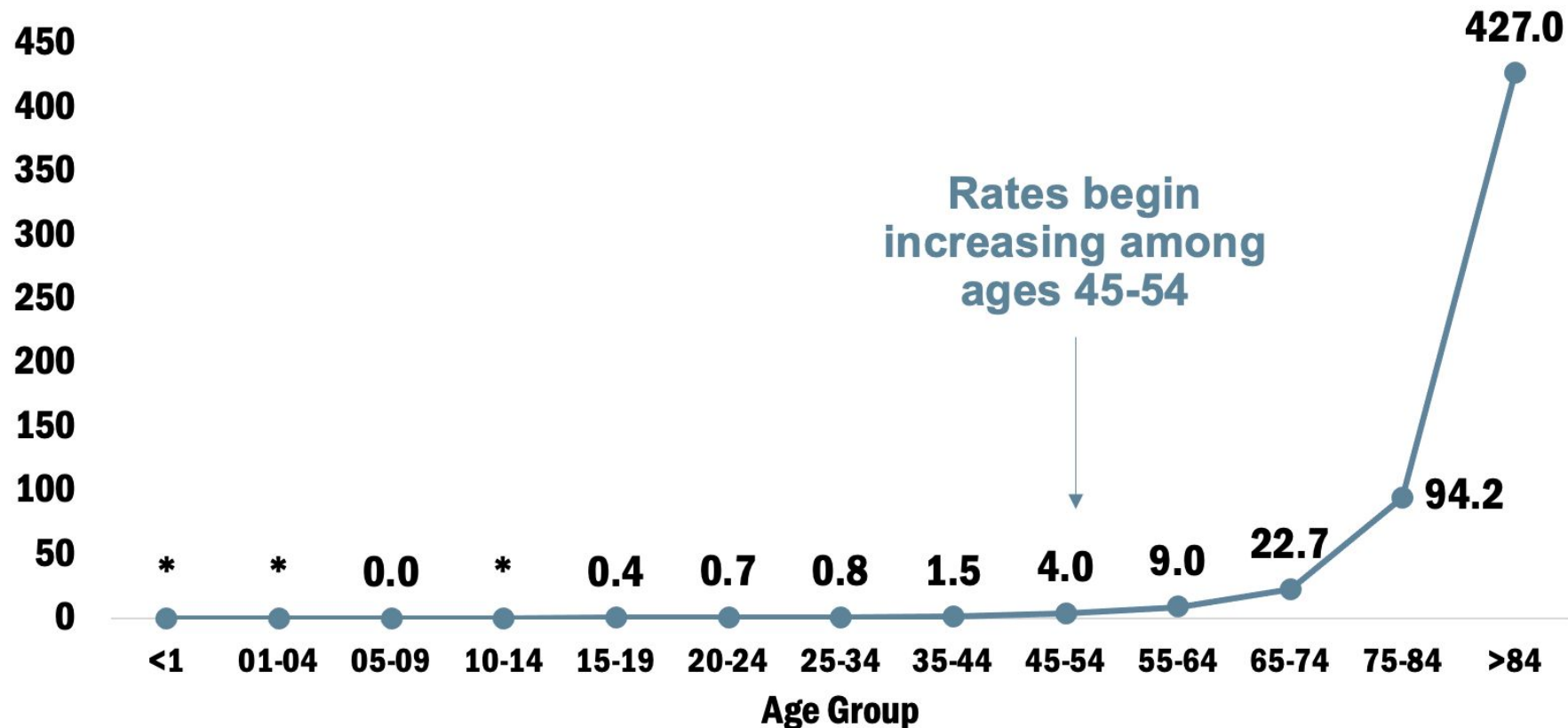
Data limited to NC Residents (N=6,901)

Source: NC State Center for Health Statistics, Death Certificate Data, 2016-2020

Analysis by the NC-DPH Injury and Violence Prevention Branch, Injury Epidemiology and Surveillance Unit

# Unintentional fall death rates are highest among those ages 75 and older

Rate per 100,000



\*Rate suppressed due to count being less than 5

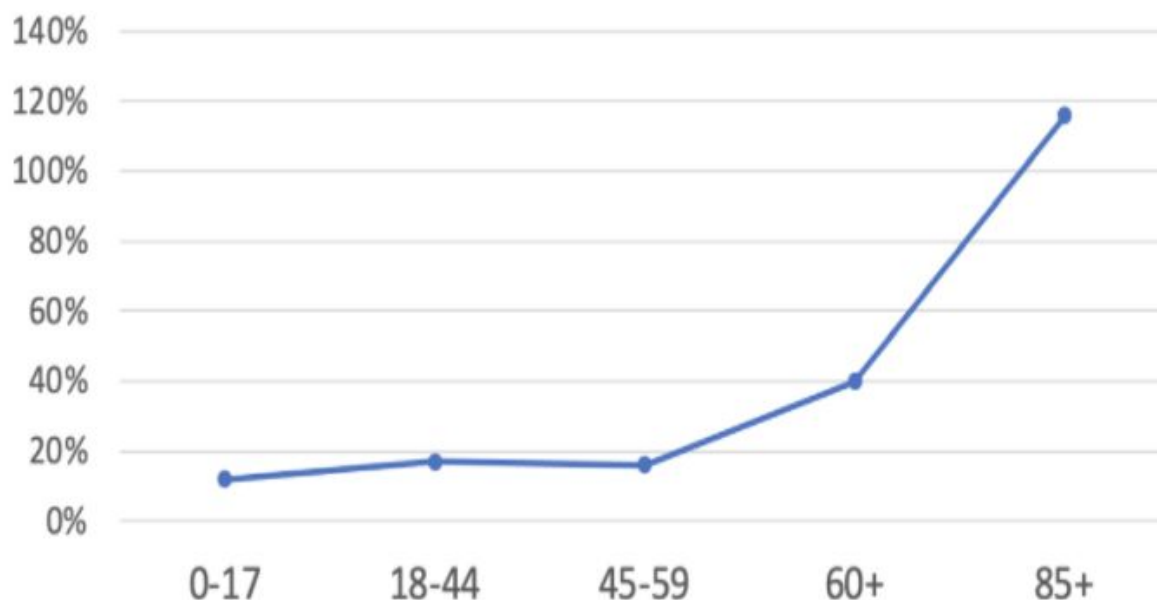
Data limited to NC Residents (N=6,901)

Source: NC State Center for Health Statistics, Death Certificate Data, 2016-2020

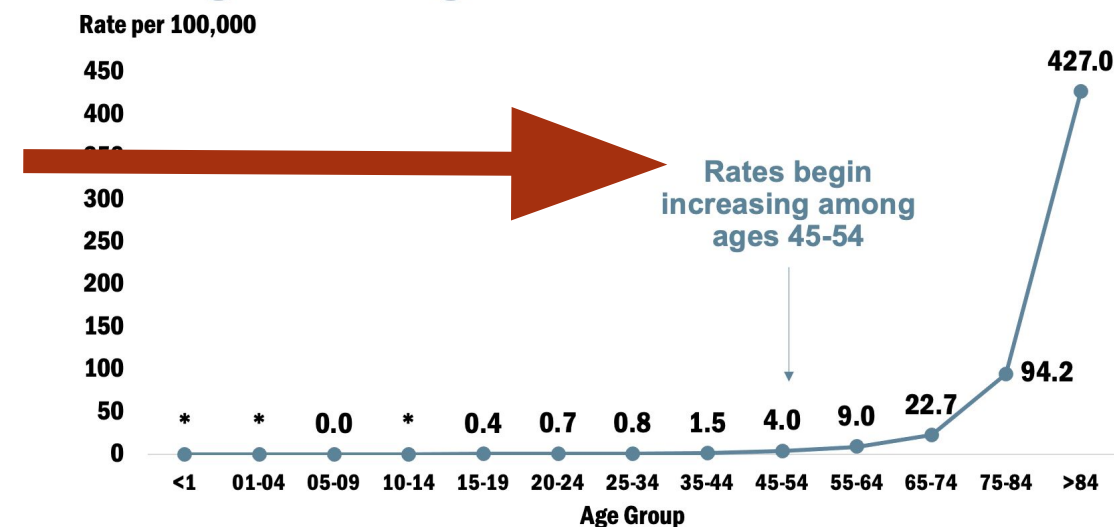
Analysis by the NC-DPH Injury and Violence Prevention Branch, Injury Epidemiology and Surveillance Unit

# Where and how can we make a difference?

## Fastest Growing Population over next 20 years



## Unintentional fall death rates are highest among those ages 75 and older



\*Rate suppressed due to count being less than 5

Data limited to NC Residents (N=6,901)

Source: NC State Center for Health Statistics, Death Certificate Data, 2016-2020

Analysis by the NC-DPH Injury and Violence Prevention Branch, Injury Epidemiology and Surveillance Unit

# Standing Strong North Carolina




## Prevent Falls – Save Lives

### OUR PURPOSE

---

**Standing Strong North Carolina** is a public awareness campaign, launched in Fall 2023, to highlight the impact of falls through Public Service Announcements and a new website. Our call to action will drive the public to our new website, [StandingStrongNC.org](https://StandingStrongNC.org), for falls prevention resources.

In North Carolina,

**4** **ADULTS**   
ages 65+ died **EVERY DAY**  
from a fall in 2022



**Standing Strong**  
*North Carolina*






**Prevent Falls – Save Lives**

**Let's TEAM UP to prevent falls!**

## **OUR VISION**

---

Increase public awareness to reduce injuries and deaths from falls.

-  **Inform** the public to raise awareness about the impact of falls.
-  **Educate** all on how to prevent falls with easily accessible resources.
-  **Inspire** older adults and their loved ones to take action through our innovative messaging as a way to remember the steps to reduce fall risk.

# StandingStrongNC.org Launch:

[Home](#)

[Resources](#) ↓

[PSAs](#)

[About Us](#)

[Contact Us](#)

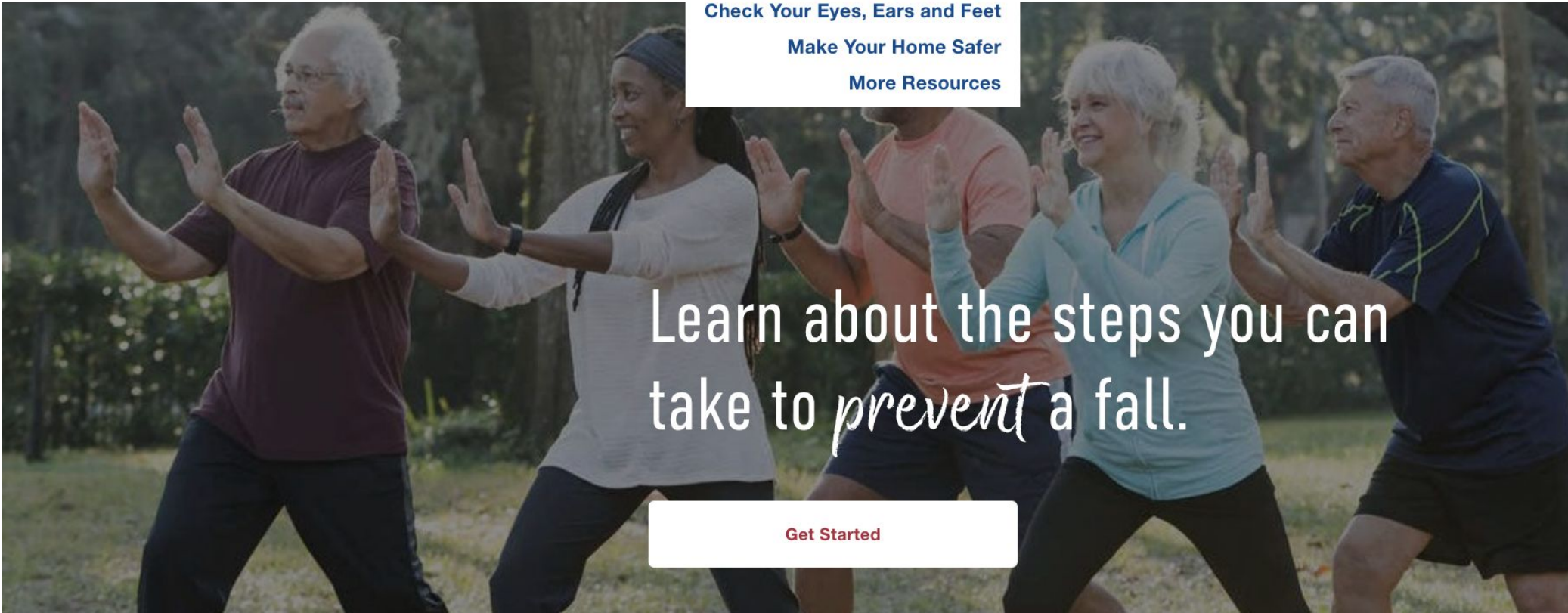
[Talk About Falls](#)

[Find an Exercise Program](#)

[Check Your Eyes, Ears and Feet](#)

[Make Your Home Safer](#)

[More Resources](#)



Learn about the steps you can  
take to *prevent* a fall.

[Get Started](#)

**LOOKING FOR RESOURCES TO PREVENT FALLS  
FOR YOU OR SOMEONE YOU CARE ABOUT?**

*Click Here or Visit [www.StandingStrongNC.org](http://www.StandingStrongNC.org)*



# Standing Strong North Carolina



## Let's **TEAM UP** to prevent falls!

### Prevent Falls – Save Lives



## TALK

...to a healthcare provider, pharmacist, family and friends.



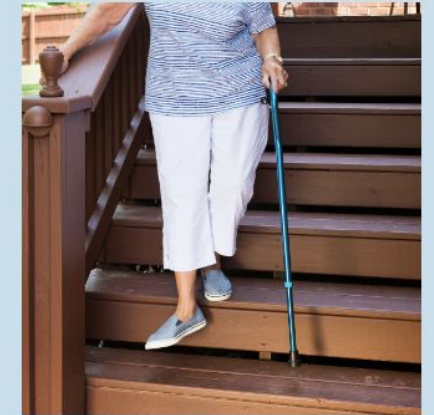
## EXERCISE

...to improve your balance and strength.



## ACT

...to get your eyes, ears, and feet checked annually.



## MAKE

...your home safer.

**Standing Strong**  
*North Carolina*



**Prevent Falls – Save Lives**

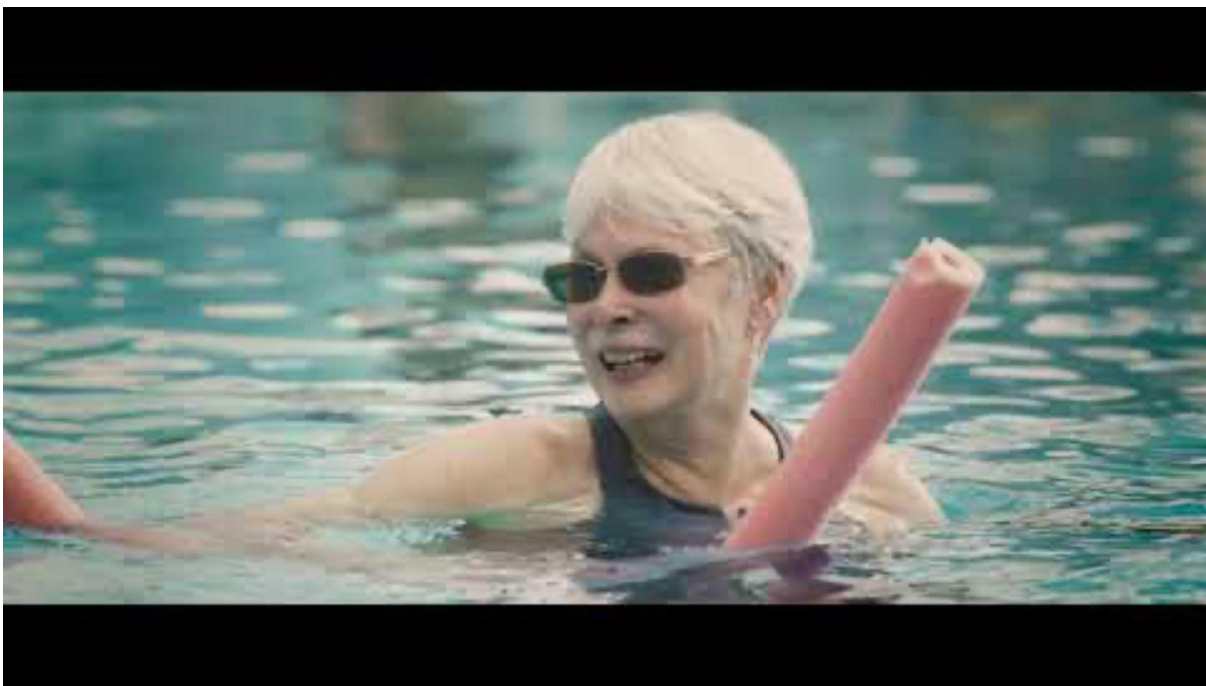


[Link to ALL PSAS](https://www.standingstrongnc.org)  
[StandingStrongNC.org](https://www.standingstrongnc.org)

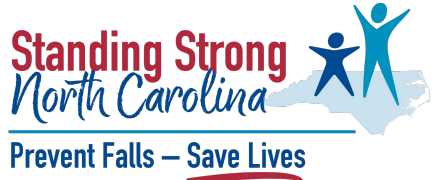


“Falling is not a normal part of aging for seniors. I wanted to help create awareness to prevent falls. My parents are in their eighties. I wanted to learn how to help them have a longer, safer next twenty years. Creating awareness is critical to prolong the lives of all seniors!” –

*Debbie Antonelli, NC Sports Hall of Fame,  
Television Basketball Analyst and PSA  
Spokesperson*



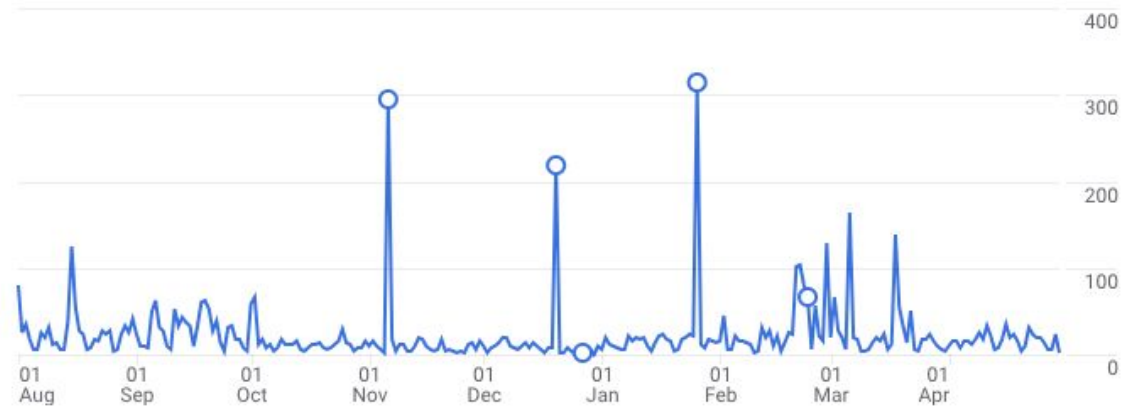
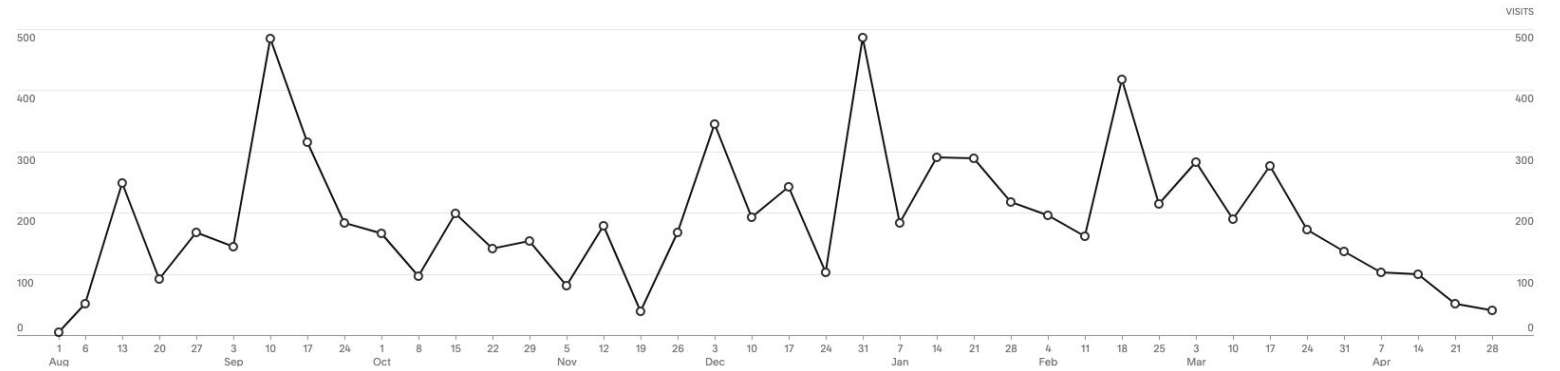
# User Traffic Comparisons



**6,585 Unique Users**  
**2 min 40 sec**  
*(Average time on website)*



**4,864 Unique Users**  
**2 min 45 sec**  
*(Average time on website)*

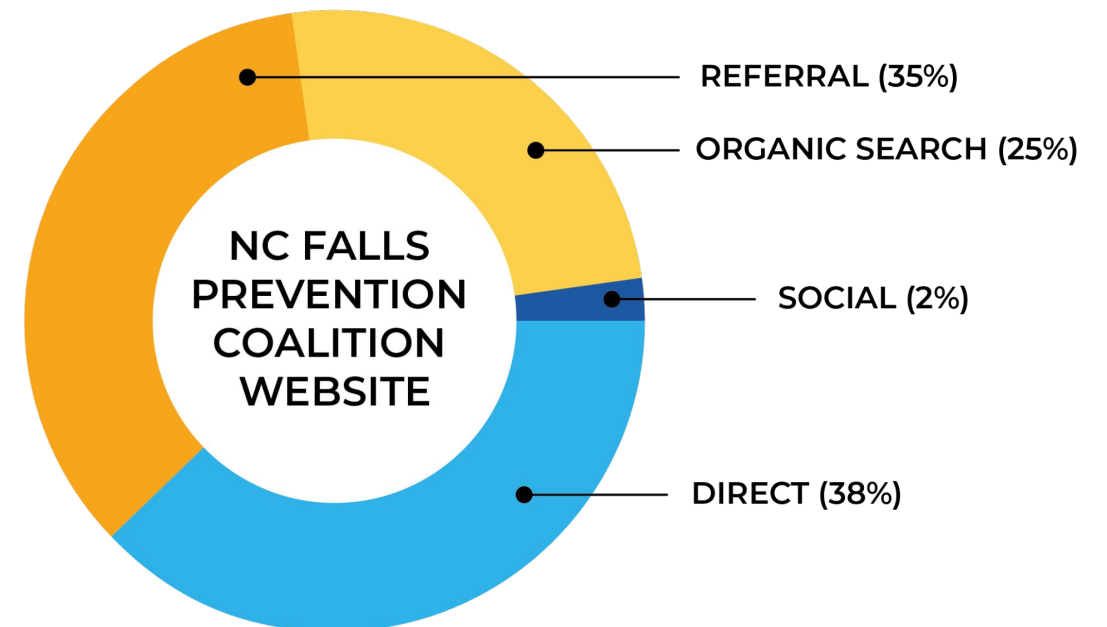
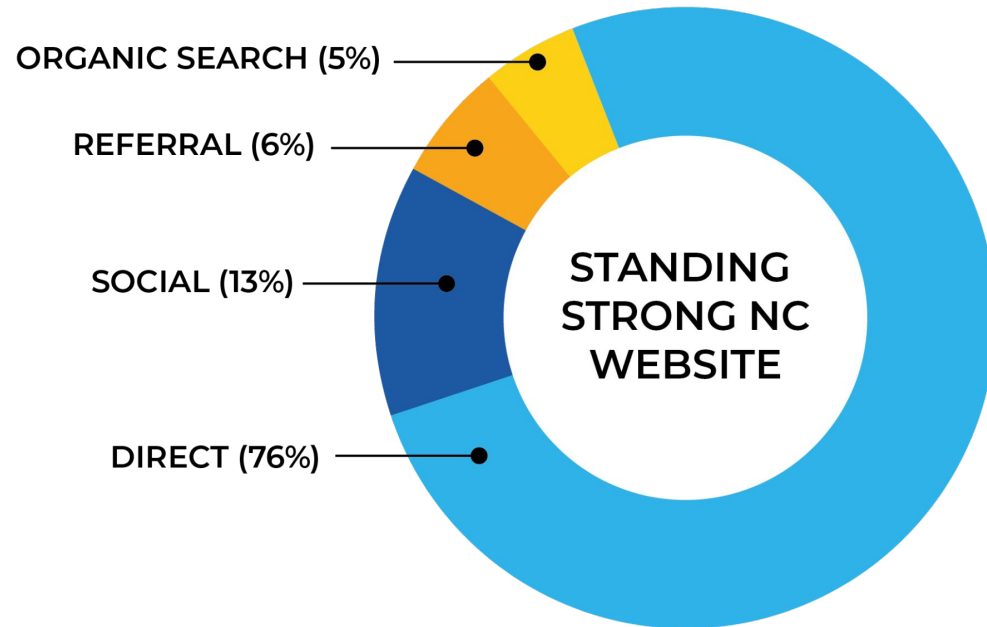
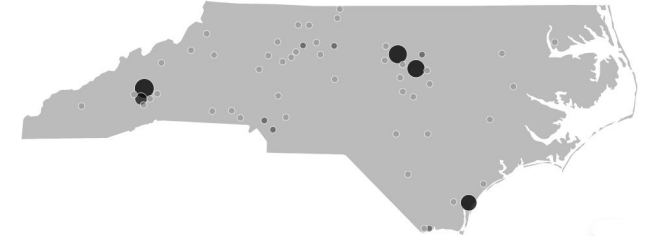


*Data from August 2023 - April 2024*



# Traffic Source Comparisons

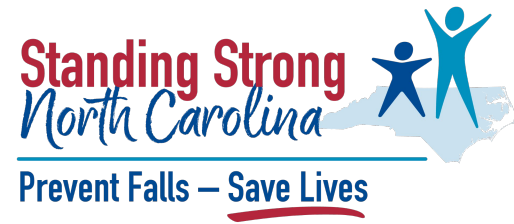
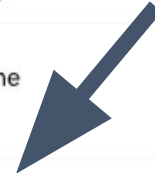
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*Data from August 2023 - April 2024*


# Top Website Pages

Page	Views	Time on Page
Home /	7,568	00:02:09
Exercises for Fall Prevention in Older Adults /exercise	779	00:03:23
PSAs   Standing Strong NC   Fall Prevention /psa	472	00:02:24




**Find a program through Healthy Aging NC**

[Check It Out](#)



**Check out your local YMCA**

[Check It Out](#)



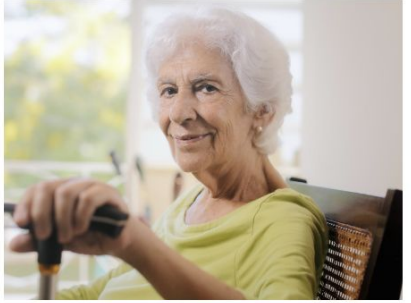
**Find a Senior Center near you**

[Check It Out](#)




**Explore tips for being active at home**

[Check It Out](#)



**Try this chair rise exercise**

[Check It Out](#)



**See 5 tips to find a balance and exercise program**

[Check It Out](#)

# Healthy Aging NC

<http://healthyagingnc.com/>

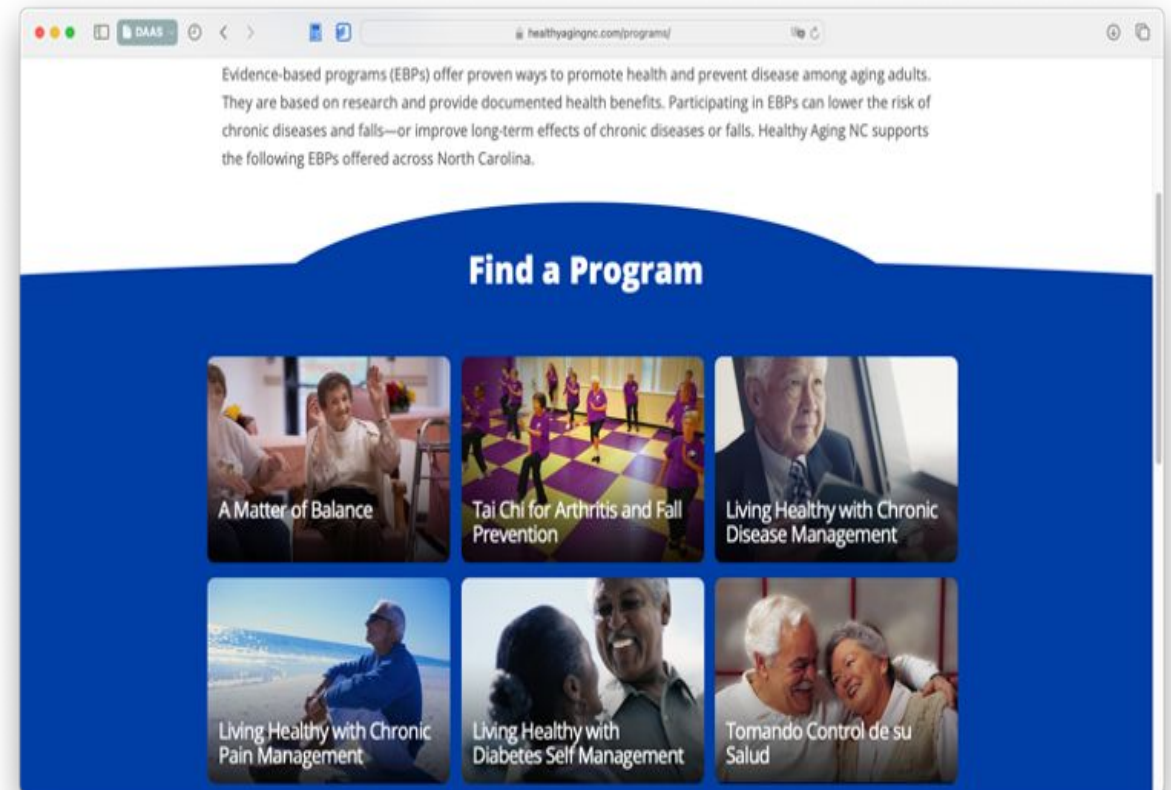
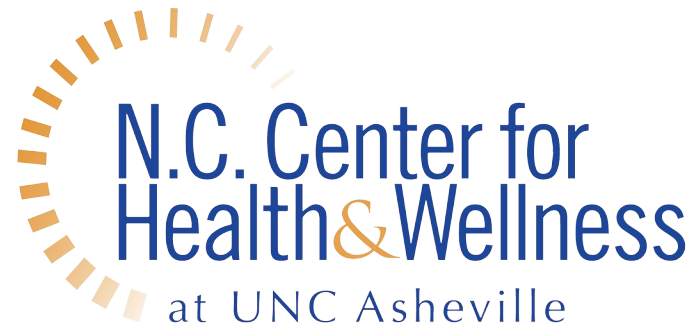
## Evidence-based health promotion programs:

### Falls Prevention: (Available in NC)

- A Matter of Balance
- Tai Chi for Arthritis and Fall Prevention
- Moving for Better Balance
- Enhance Fitness
- CAPABLE
- Bingocize

### Health and Well-being:

- Walk with Ease
- Living Healthy Chronic Disease Education
- PEARLS (Program to Encourage Active, Rewarding Lives)



# Call to Action: Recommendations and Advocacy

- Advocate for STATE funding and policies for falls prevention!
- Share our work, public service announcements and websites.
- Elevate falls prevention in existing initiatives.
- Get involved in falls prevention awareness week.
- Share success stories and lessons learned to inspire others in the community.
- Monitor and evaluate the impact of falls prevention efforts in your community.
- Promote the CDC STEADI initiative: Screen, Assess, Intervene - Create Clinical-Community Connections.



# NC Falls Prevention Action Plan 2021-2025



**Goal #1: Enhance opportunities for collaboration & networking among falls prevention partners**

**Goal #2: Prevent falls through comprehensive and coordinated clinical and community integration**



**Goal #3: Increase public awareness efforts and statewide advocacy for policies and systems.**

**Objective: By the end of 2024, Identity a champion in each county; Connect all 100 counties to a regional coalition.**

## Role of a County Champion

- As a county-level falls prevention champion, YOU have the power to make a difference.
  - Learn, share, and act to create safer communities.
  - Be a community resource.
  - Share fall prevention tips.
  - Support safer living environments.

**Be a Hero - Help Prevent Falls** 

**Become a County-Level Champion Today!**

The NC Falls Prevention Coalition (NCFPC) is looking for at least one person in each county who is interested in preventing falls.

 **Do you want to make a difference in your community and help prevent falls?**



**Champions can be anyone**

- Help prevent older adult falls
- Be a voice for your community
- Promote health and safety
- Join regional and state coalitions
- Support local activities

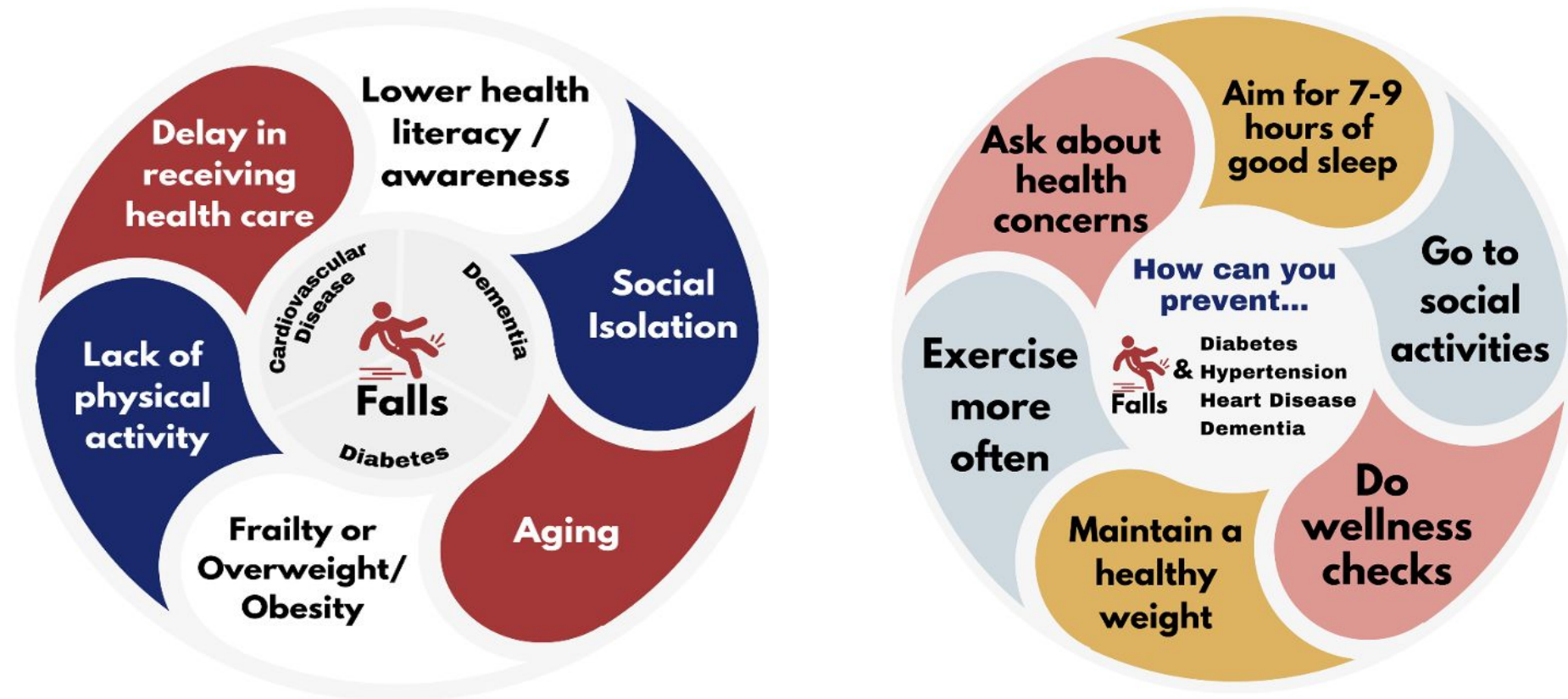
**SCAN** 

Interest Form:  
OR [Click Here!](#)

Visit [ncfallsprevention.org](https://ncfallsprevention.org) for more information!

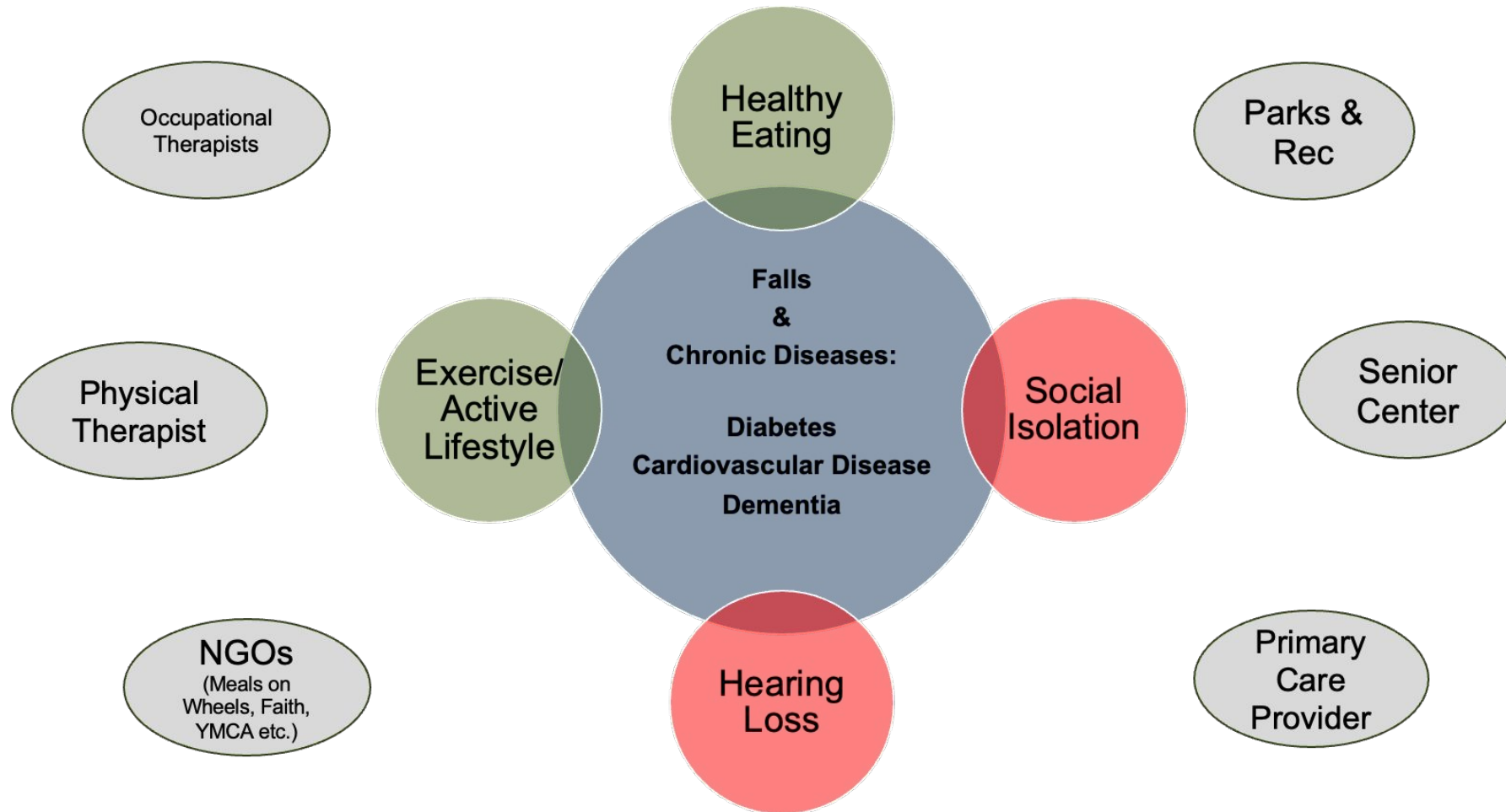
# Shared Risk and Protective Factors (SRPFs)

Objective: By the end of 2024, utilize a shared risk and protective factor framework to prevent falls and fall-related injuries.



*Acknowledgement: Graphics created by Esther Wang*

# Why the Shared Risk and Protective Factor Framework?



**Falls prevention is a shared responsibility, requiring collaboration across all sectors to ensure safety and well-being for all.**



# Falls Prevention in Other State Plans

# NC State Health Improvement Plan: Indicator 21 Life Expectancy

## INDICATOR 21: LIFE EXPECTANCY

- Assess and increase access to medical and community services for people with Alzheimer's disease and related dementia through improved transportation services, telehealth services, and incentives for new models of care
- Build and expand key metrics, reporting, and dashboards that identify and monitor health disparities in key health outcomes to drive action and provide transparency into health equity initiatives
- Cultivate collaboration between multidisciplinary professionals to reduce falls and fall-related injuries
- Establish and fund a comprehensive, integrated state data infrastructure using a population health model to assure the timely identification, collection, analysis, integration, visualization, and dissemination of data from global, national, state, and local resources
- Foster partnerships to increase awareness of fall risk factors and advance access to fall prevention interventions
- Improve access to free radon test kits, particularly to historically marginalized populations
- Support the North Carolina Housing Finance Agency by increasing grant funds to support the installation of radon mitigation systems among homeowners financially eligible

### WHAT RESULT DO WE WANT?

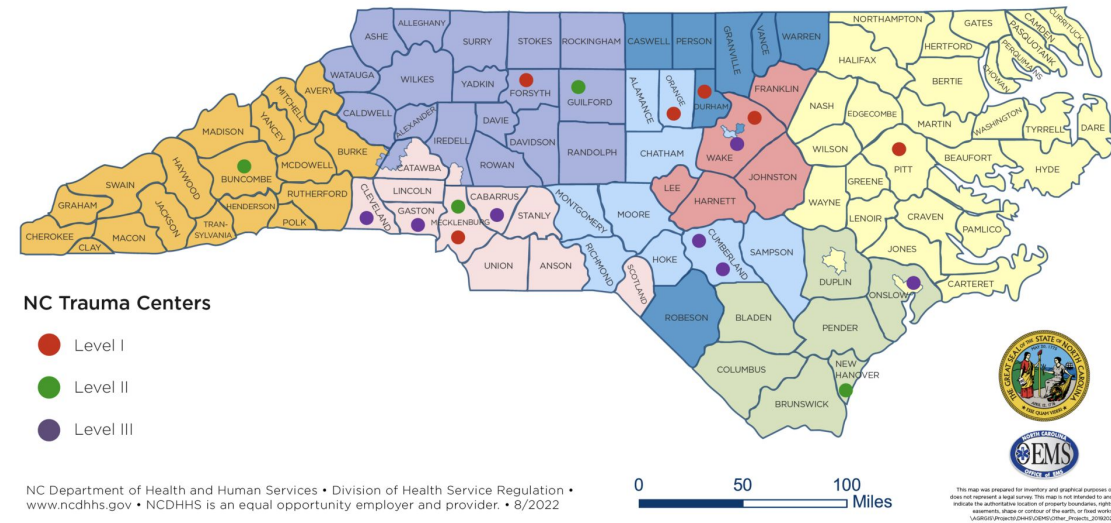
All people in North Carolina have long and healthy lives.



### HNC 2030 HEADLINE INDICATOR:

Average number of years of life remaining for people who have attained a given age

# NC Trauma System Plan



## General Recommendations (that include Falls/Injury Prevention)

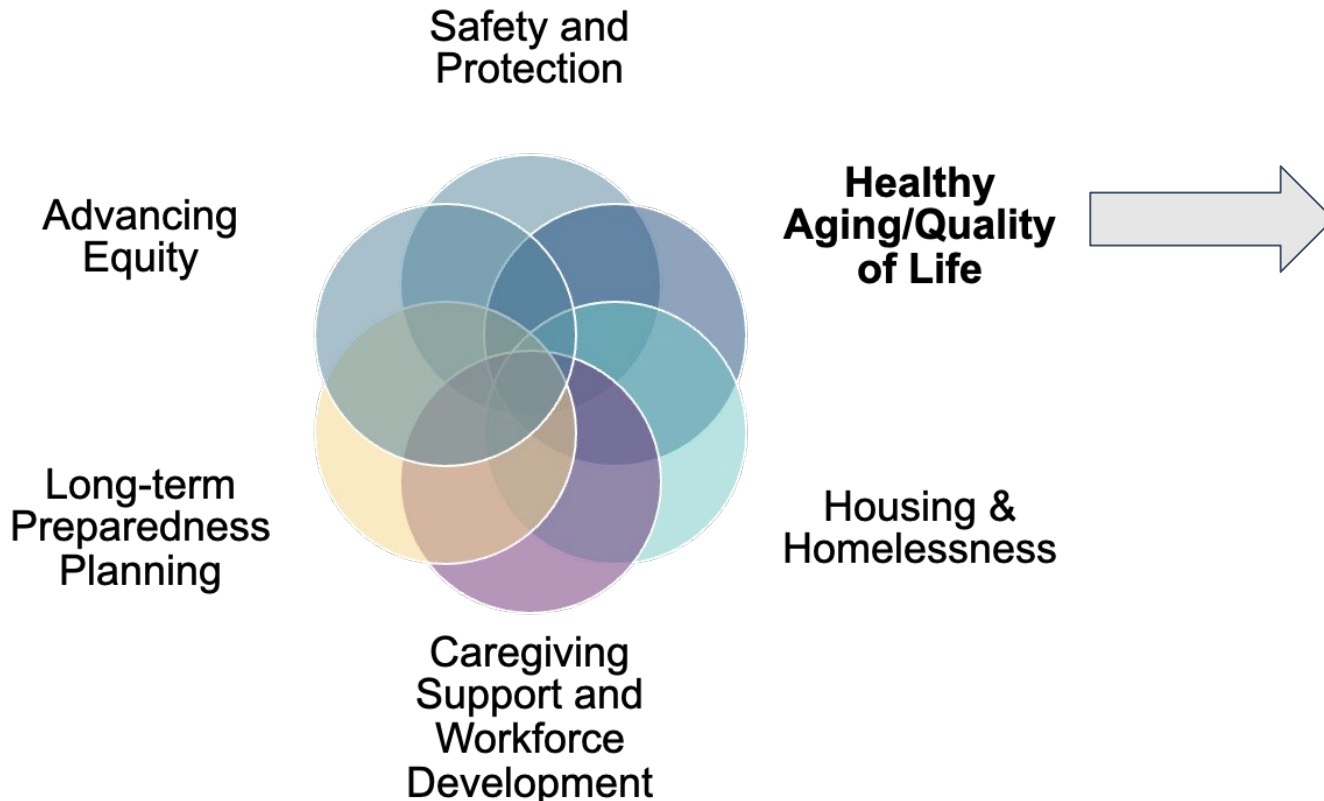
- Data Systems improvement and modernization are critical to future of strong statewide trauma system.
- Use of evidence-based prevention programs focused on primary prevention activities both within and across trauma center, local community and RACs and its connection with state injury strategic plans and goals.
- More, and better, coordination and communication between state/local public health agencies and trauma systems.

# State Aging Plan: AdvaNcing Equity in Aging

*Looking at the connection between brain health and other preventable risk factors and health behaviors*

&

Supporting early detection and accurate diagnosis (referral resources)



## Falls Prevention Objective:

- *Maintain a statewide structure to coordinate falls reduction efforts.*
  - Develop screening for fall related TBI.
  - Form partnerships with brain injury organizations to educate healthcare providers about screening and referrals for brain injury in older adults.
  - Explore ways to integrate falls prevention referrals into Electronic Health Records (EHR).

# Multisector Plan for Aging: All Ages, All Stages NC



# Task Force on Healthy Aging

How can we support healthy aging related to:

- Falls prevention
- Mobility
- Food security/nutrition, &
- Social connections?

What are the structures, investments and policies needed to get there?

Questions?

Contact Brieanne Lyda-McDonald

[blydamcd@nciom.org](mailto:blydamcd@nciom.org)



# Best Practices for State Health Departments

Featured as a case study on the Association for State and Territorial Health Officials (ASTHO) Best Practice Guide for State Health Departments.

Expanding Falls Prevention Through Surveillance, Community-Clinical Linkages, and Strategic Planning and Evaluation

A GUIDE FOR STATE HEALTH DEPARTMENTS

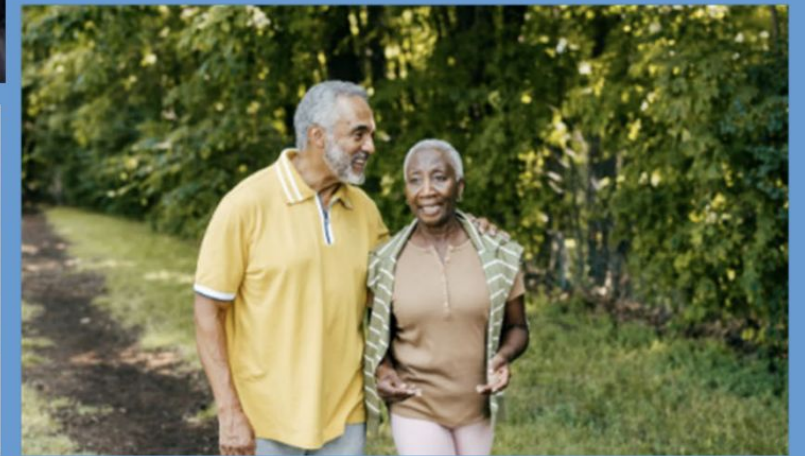
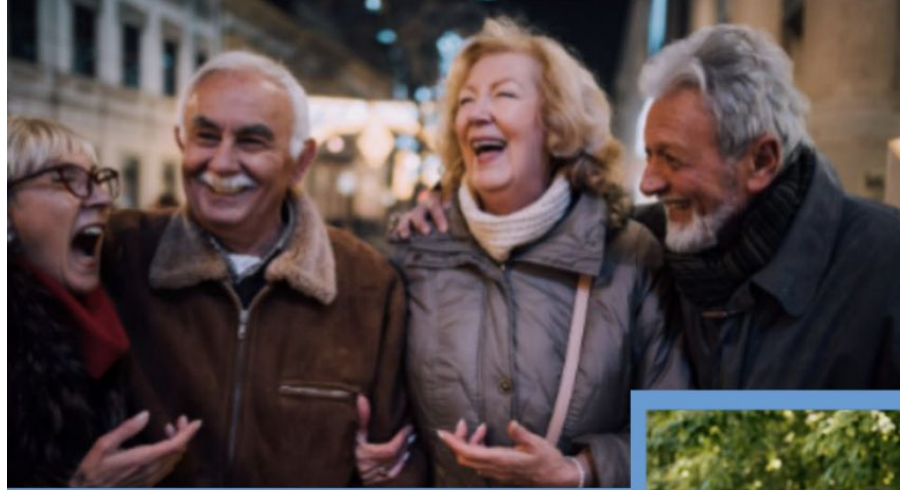
North Carolina Case Study		
STRATEGIES USED		
PARTNERS ENGAGED		
<b>FEDERAL</b> 		<b>COMMUNITY PARTNERS</b> 
<b>STATE</b> Medicaid EMS Agencies on Aging	<b>STATE HEALTH DEPARTMENT</b> 	<b>HEALTHCARE PARTNERS</b> Clinical Partners Insurers
<b>LOCAL</b> <ul style="list-style-type: none"> <li>• Local Health Departments</li> <li>• Area agencies on aging</li> <li>• Local EMS</li> <li>• Local fire departments</li> </ul>		<b>OTHER PARTNERS</b> 



# Administration for Community Living

## [Report to Congress](#)

May 2024



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## AGING IN THE UNITED STATES: A STRATEGIC FRAMEWORK FOR A NATIONAL PLAN ON AGING

THE INTERAGENCY COORDINATING COMMITTEE ON HEALTHY AGING  
AND AGE-FRIENDLY COMMUNITIES



# APPENDIX A: SPOTLIGHT ON FALLS AMONG OLDER ADULTS AND PEOPLE WITH DISABILITIES

- Only Appendix on a special topic:
  - **“Falls prevention is a key area of focus for the ICC and is an issue that requires an intersectional, interagency, and multi-sector approach.”**
- ACL and NCOA will discuss alignment at National Falls Prevention Summit in September
- Potential to align national and state momentum for falls prevention

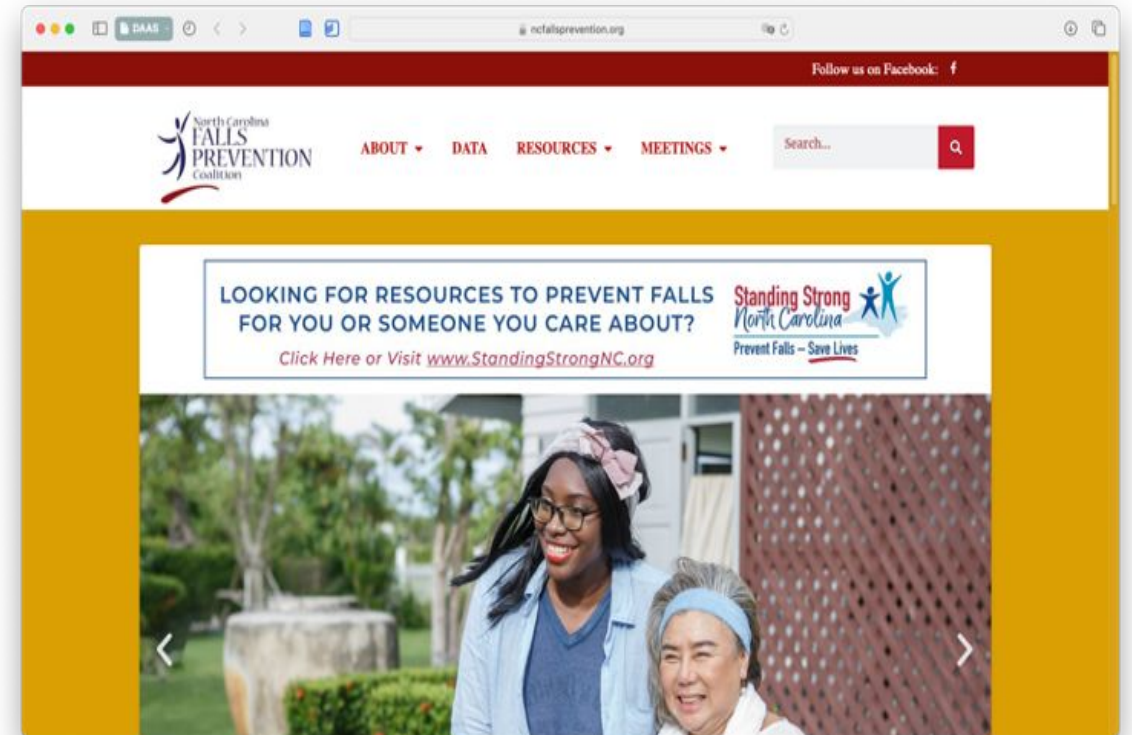
# NCOA Falls Prevention Summit (September 2024)

- Ellen Bailey (NC) invited to join NCOA Planning Committee for **2024 National Falls Prevention Summit.**
- Summit in September 2024, Arlington, VA.
  - 125 invited participants.
- Funded by NCOA and ACL.
- Summit findings to update **National Falls Prevention Action Plan.**
  - Members of Summit Planning Committee are charged with developing the 2025 National Falls Prevention Action Plan.

# Resources

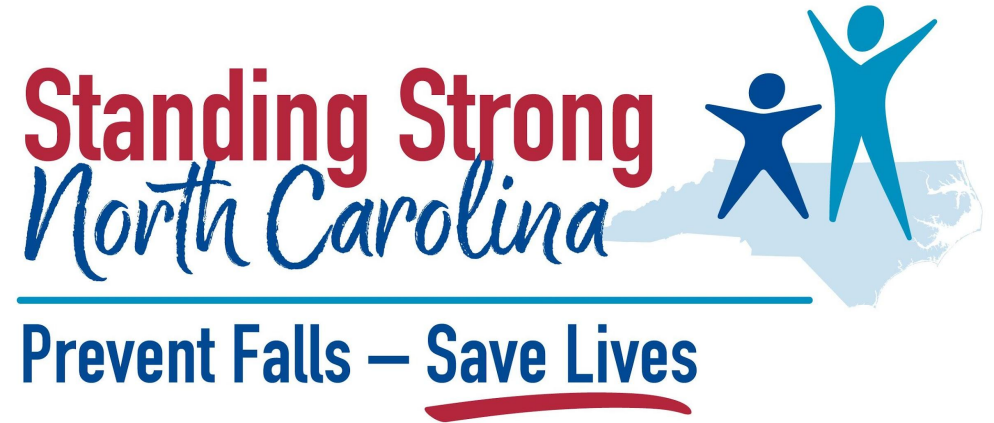
# NCFPC Website

- <http://ncfallsprevention.org/>
- Partnerships, resources, action plan, evidence-based strategies



# Standing Strong North Carolina

- <https://www.standingstrongnc.org>
- Learn about the steps you can take to prevent a fall



# Healthy Aging NC

<http://healthyagingnc.com/>

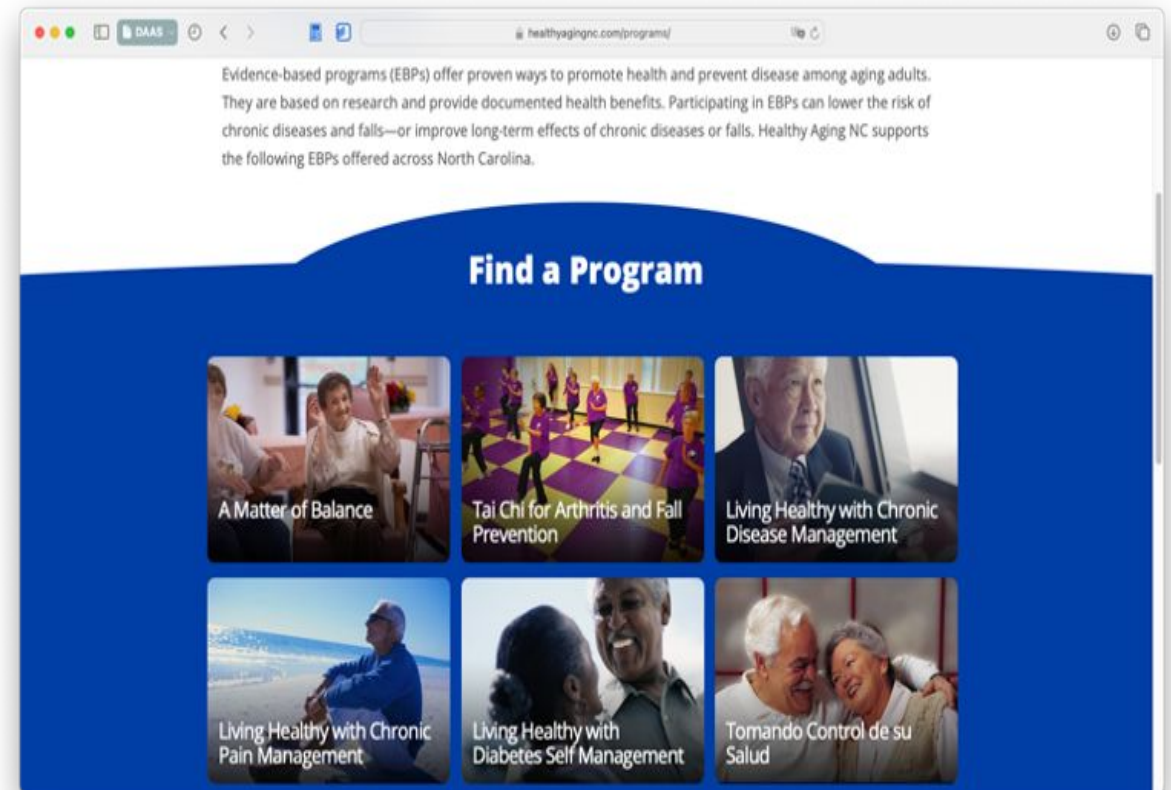
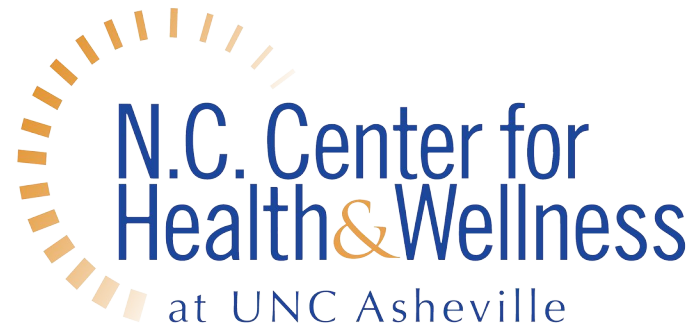
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- CAPABLE
- Bingocize

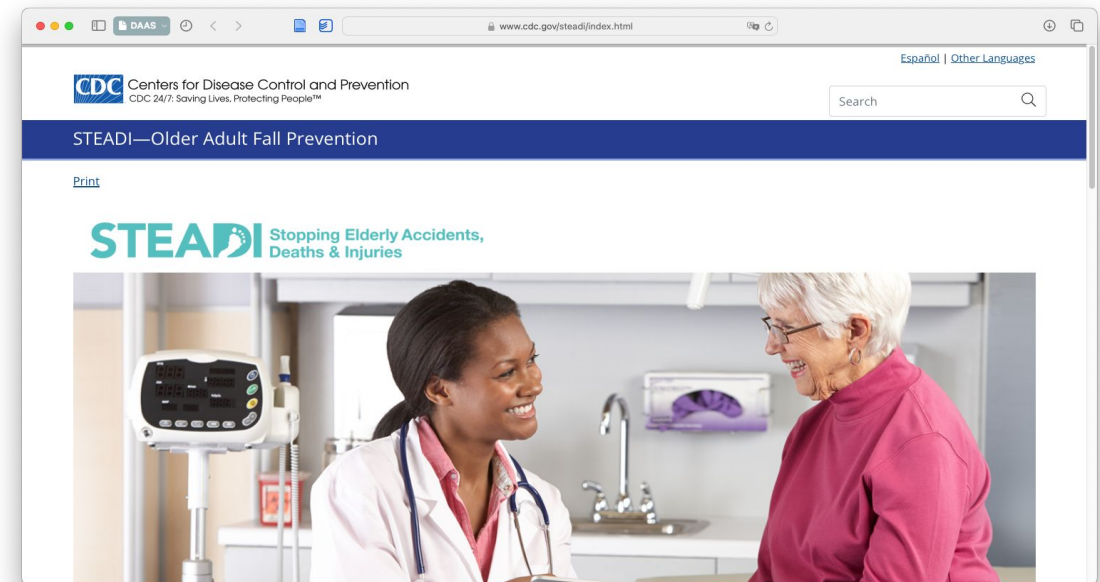
### Health and Well-being:

- Walk with Ease
- Living Healthy Chronic Disease Education
- PEARLS (Program to Encourage Active, Rewarding Lives)



# CDC STEADI (Stopping Elderly Accidents, Deaths & Injuries) Initiative

- <https://www.cdc.gov/steady/index.html>
- Health Care Providers Resources to Screen, Assess and Intervene
- Patient and Caregiver Resources



# Contact Information

**Ellen Bailey, MA, MPH**

Senior Project Manager, Falls Prevention  
Healthy Aging NC Initiative  
NC Center for Health and Wellness  
UNC Asheville

Co-Chair, NC Falls Prevention Coalition  
[ebailey@unca.edu](mailto:ebailey@unca.edu)

**Divya Venkataganesan, MPH**

Section Chief, Planning  
NC Division of Aging  
Falls Prevention Project Specialist  
Healthy Aging NC Initiative  
NC Center for Health and Wellness  
UNC Asheville

[divya.venkataganesan@dhhs.nc.gov](mailto:divya.venkataganesan@dhhs.nc.gov)

**Ingrid Bou-Saada, MA, MPH**

ACEs and Resilience Program Manager  
Division of Public Health, Injury and Violence  
Prevention Branch  
NC Department of Health and Human  
Services

Co-Chair, NC Falls Prevention Coalition

[ingrid.bou-saada@dhhs.nc.gov](mailto:ingrid.bou-saada@dhhs.nc.gov)

Join the NCFPC listserv at:

<https://ncfallsprevention.org/contact/>



# Opportunities to get involved:

- **July 2<sup>nd</sup>**
  - Action Plan Workgroup Meeting: Shared Risk and Protective Factor Framework
- **July 17<sup>th</sup>**
  - Quarterly Meeting - Virtual
- **September - Falls Prevention Awareness Week! Stay tuned!**
- **October 16<sup>th</sup>**
  - Quarterly Meeting - Hybrid @ Winston-Salem

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