Not only does the first day of fall mark an important seasonal change, but it also recognizes a critical health issue: falls among older adults. Observed and advocated by the National Council on Aging (NCOA), the Annual Fall Prevention Awareness Week takes place each year, beginning on the first day of fall.

Fall Prevention Awareness Week is a wonderful occasion for you to educate your community on how to reduce fall risks as well as promote your institution’s implementation of the Own the Bone quality improvement program to help prevent secondary fractures in older adults. Counseling your Own the Bone patients on falls prevention is one of the ten core prevention measures advocated and encouraged for participating centers.

Now is the perfect time to brainstorm and plan PR materials and activities so that you can make the most of this opportunity.

Along with general PR templates and materials available within the Own the Bone website, NCOA has provided resources you can utilize to help promote Falls Prevention Awareness Week in your institution and community.

NCOA resources include:

- An infographic - Download and share an infographic to educate older adults about steps they can take to prevent a fall. Also available in Spanish and Portuguese!
- Webinar - Learn about ideas, tools, and new resources to maximize your impact on Falls Prevention Awareness Week and beyond.
- Media Toolkit - Get tips on how to leverage the media and use their customizable press releases, fact sheets, handouts, social media toolkit and more to promote a fall prevention event.

Please visit the links below for these resources as well as many more. *Note: If you adapt any of these materials, please credit the author or NCOA.*

If you have questions or need assistance with locating Own the Bone PR materials please call or email the Own the Bone program staff at 847-318-7336 or ownthebone@aoassn.org.