

September, 2011

Dear Senior Provider:

Are you aware that:

- One in three seniors will fall this year?
- Seventy-five percent of these falls occur in the older adult population?
- Of the older adults who fall, sustain a hip fracture, and are hospitalized, one third die within a year?

Health care costs for falls and rehabilitation average 70 billion dollars a year!

The Alaska Commission on Aging is teaming up with other agencies and advisory boards to prevent falls of older Alaskans in an Alaska Senior Fall Prevention Coalition campaign. It is our hope that you will join us in this effort.

Throughout the year, we will be sending out information each month focusing on fall prevention for Alaskan seniors. This information can be used in a variety of ways and with different community partners. Below are some suggestions for this campaign:

Potential Community Partners

- community health clinics
- churches
- fitness centers
- hardware stores
- health fairs
- hearing aid vendors
- hospitals
- libraries
- malls
- older adult housing
- opticians' offices
- pharmacies
- physical therapy clinics
- senior centers
- senior meal sites
- specialist footwear stores

Potential locations:

- churches
- elected officials
- fire departments
- senior day care
- hospital or health care providers
- libraries
- local businesses
- local newspapers
- home-delivered meals
- volunteer organizations

Potential Activities:

- have a pharmacist review medications
- present the Alaska Senior Fall Prevention Coalition slideshow
- handout the Alaska Senior Fall Prevention Coalition flyer to seniors in both congregate meals and home delivered meals
- write a letter to the editor in the local newspaper about the prevention of senior falls
- write an article for the local senior center newsletter
- handout the Alaska Senior Fall Prevention Coalition flyer at churches, doctors offices and other areas that seniors congregate (see list above)

The Coalition is dedicated to helping seniors by minimizing falls in Alaska and their devastating effects. Won't you help and become a partner today by planning an activity or publishing something in your newsletter or newspaper?

We have attached several materials for you to use in this endeavor. We also have these posted on our website www.alaskaaging.org. If you have any questions, please contact Lesley Thompson at 465-4793, lesley.thompson@alaska.gov or Nancy Jamieson at 465-1605, nancy.jamieson@alaska.gov.

Thank you for improving the lives of Alaskan seniors.