

MEDIA ADVISORY – FOR IMMEDIATE RELEASE – AUGUST 7, 2018

UNIVERSITY OF ST. AUGUSTINE TO HOST FREE COMMUNITY EVENT FOR HEALTHCARE PROVIDERS, SENIOR CITIZENS AND THEIR FAMILIES AIMED AT PROMOTING HEALTH BY PREVENTING ACCIDENTAL FALLS AND INJURIES

Did you know that every 11 seconds, an older adult is seen in an emergency department for a fall-related injury? Many falls are preventable, and University of St. Augustine for Health Sciences has partnered with the National Council on Aging (NCOA) and numerous other St. Augustine-area agencies to host a **Fall Prevention Community Event**, which is free and open to the public. The event is part of a national effort by NCOA to educate the public about the potential impact of falls and share fall prevention strategies.

WHEN: Saturday, September 8, 2018 from 10:00AM – 2:00PM

WHERE: University of St. Augustine, 1 University Boulevard, St. Augustine, FL 32086

WHAT: In celebration of national Falls Prevention Awareness Day a variety of free activities, educational resources, and health screenings will be available to the public, including:

- Games and activities for participants to help assess their balance and mobility
- Physical and Occupational Therapy students and faculty will conduct personal health screens to assess fall risk and help identify ways to improve safety
- A series of guest speakers will give expert presentations about fall prevention such as safety in the home, common medications that have side effects which could increase fall risks, how to select and use the appropriate assistive device, and more
- Area businesses that specialize in fall prevention will be on-site to demonstrate products and services that may be helpful in the home

BACKGROUND: Falls are a leading cause of injury for people aged 65 and older, but they are not an inevitable part of aging and there are proven ways to prevent them. Falls threaten older adults' safety and independence and generate enormous economic and personal costs. However, falling is not an inevitable result of aging. Through practical lifestyle adjustments, [evidence-based falls prevention programs](#), and community partnerships, the number of falls among seniors can be substantially reduced.

The September 8 event at University of St. Augustine is a fun community event that will empower older adults to stay active, independent, and safe in their homes and communities.

"Falls prevention is a team effort that takes a balance of education, intervention, and community support," said Kathleen Cameron, Senior Director of NCOA's National Falls Prevention Resource Center. "This annual coordinated celebration is an opportunity to look at the world around us, be aware of falls hazards, and take action to stay safe from falls."

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