

## FOR IMMEDIATE RELEASE

### FALLS ARE THE LEADING CAUSE OF INJURY AMONG ALBERTA SENIORS

**EDMONTON, AB (October 22, 2020)** - *Finding Balance* and community partners will kick-off Seniors' Fall Prevention Month on November 1, 2020. In Alberta, 20-30% of seniors will fall at least once a year. After a fall, many people are unable to live the way they want. In many cases, social distancing has resulted in isolation that has impacted older adults ability to stay active and attend or participate in programs and activities. With the increase in isolation, decrease in community programs, and less opportunity for activity, falls may become an even greater issue.

"Seniors are valuable members of our community and it's everyone's responsibility to encourage them be active and take the right precautions to prevent falls," says Dr. Don Voaklander, professor and director of the Injury Prevention Centre (IPC) at the University of Alberta's School of Public Health. "Injuries from falls can be devastating and range in severity from bumps and bruises, to fractures and concussions and even death." Many seniors are often unable to continue to live independently after a fall, and live in fear of falling again.

Falls cost Albertans over \$290 million every year in hospital admissions and emergency department visits. "The best way for seniors to prevent fall-related injuries is to keep active to strengthen bones and muscles," recommends Dr. Voaklander. Many activities can be done at home with no added equipment other than a good pair of shoes and a sturdy chair.

*Finding Balance* is a falls prevention program that provides seniors and practitioners with the latest information and resources to help seniors live an active and independent lifestyle. The program uses real life strategies that older adults can use to lower their risk of a fall. *Finding Balance* is developed and promoted by the Injury Prevention Centre at the University of Alberta. For more information visit [www.findingbalancealberta.ca](http://www.findingbalancealberta.ca).

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Start a conversation about falls prevention:  
Facebook: @FindingBalanceAlberta Twitter: @StopFalls  
#PreventFalls2020 #BeActive #BuildStrength

