

November Falls Prevention Month - Background

Falls are the leading cause of injury among seniors. The older we get, the greater the risk of falling becomes. Our bodies naturally change with age, and these changes affect the way we feel, move, and behave.

A fall can have a devastating and lasting impact on an individual resulting in injury, chronic pain and a reduced quality of life. Even without an injury, a fall can cause a loss in confidence and a reduction in activities for older adults.

The good news is that there are actions you can take to prevent falls. Included in the *Finding Balance* AB website are materials to help seniors reduce their risk of a fall, be active and stay independent.

Finding Balance is an education program and public awareness campaign designed to educate and empower older Albertans to stay independent and prevent falls. The falls prevention program and campaign is developed and led by the Injury Prevention Centre at the University of Alberta, in partnership with seniors groups, health care organizations, and practitioners from across Alberta. Since 2007, the IPC has led the *Finding Balance* campaign to support Seniors Falls Prevention Month in November.