



COMMUNICATIONS TOOLKIT FOR INJURY PREVENTION COORDINATORS

Older Adult Fall Prevention

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Toolkit Overview

- **Purpose:** Provide coordinated messaging, outreach strategies, and customizable resources to raise awareness and promote fall prevention practices in Pennsylvania communities.
- **Target Audience:** Parents, caregivers, faith communities, healthcare professionals and the general public.

Key Messages

1. Falls are common, but preventable.
2. Prevention starts with awareness and action.
3. Communities and families play an important role.
4. Falls can threaten independence, but prevention protects it.

Messaging Framework

- Tone: Supportive, empowering, empathetic, reassuring, action-oriented
- Voice: Trusted, clear, community-minded
- Core Topics:
 - Fall risk factors
 - Prevention Strategies: stay active, medication review, home safety, proper footwear, etc.
 - The role of family and caregivers
 - Healthcare and community engagement
 - Positive framing with regards to independence and quality of life

All materials in this toolkit are developed by the American Trauma Society, Pennsylvania Division (ATSPA) and may be adapted with credit for local use.

Outreach Tools

Educational Handouts

The ATSPA offers free educational materials to our members and the public. Materials can be ordered on the ATSPA website, www.atspa.org, under “Resources”.

6 Steps Fall Prevention Rack Card



Steps to Prevent a Fall

- Start a Fall Prevention Conversation at Home:** Talk to family members. **1**
- Fall-Proof Your Home:** Light it up, clear the path, and add support where it counts. **2**
- See It, Hear It, Prevent It:** Get your vision and hearing checked regularly. **3**
- Check Your Meds:** Review medication side effects and possible interactions. **4**
- Know Your Risk:** Ask your health provider for a fall risk assessment and follow the recommendations. **5**
- Balance Your Life:** Stay strong and steady with the right exercise program. **6**

Falling is not an inevitable result of aging.

Tips to lower your risk of falling:

- Enroll in a local fall prevention program.
- Spend at least 30 minutes a day doing low-impact exercises.
- Eat a well-balanced diet, rich in calcium.
- Use nightlights and flash lights to light-up your path.
- Have your vision checked each year, especially if you have poor depth perception, blurry vision and/or double vision.
- Choose flat, comfortable, sturdy footwear to help improve balance and relieve foot pain.



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Reflective Light Whistle



Fall Prevention Printable Flyer

Home Safety Checklist

 One-fourth of Americans aged 65+ fall each year. Use the checklist below to eliminate tripping hazards in your home.

Floors: 

When you walk through a room, do you have to walk around furniture?
• Ask someone to move the furniture so your path is clear.

Do you have throw rugs on the floor?
• Remove the rugs or use double-sided tape or non-slip backing so rugs won't slip.

Are there papers, books, towels, shoes, magazines, boxes, blankets or other objects on the floor?
• Pick up things that are on the floor. Always keep objects off the floor.

Do you have to walk over or around wires or cords?
• Coil or tape cords and wires next to the wall so you don't trip over them.

Stairs and Steps: 

Are there papers, shoes, books, or other objects on the stairs?
• Pick up things on the stairs. Always keep stairways clear.

Are some steps broken or uneven?
• Fix loose or uneven steps.

Are you missing a light over the stairway?
• Have an electrician install an overhead light to illuminate the stairway.

Do you have only one light switch for your stairs?
• Have an electrician put in a light switch at the top and bottom of the stairs.

Has the stairway light bulb burned out?
• Have a friend or family member change the light bulb.

Is the carpet on the steps loose or torn?
• Make sure the carpet is firmly attached to every step, or remove the carpet and attach non-slip rubber tread to stairs.

Are the handrails loose or broken? Is there a handrail on only one side of the stairs?
• Fix loose handrails or have new ones installed. Make sure handrails are on both sides of the stairs and extend the length of stairway.

Kitchen: 

Are the things you use often on high shelves?
• Move items into your cabinets. Keep things you use often on the lower shelves (about waist level if possible).

Is your step stool unsteady?
• If you must use a step stool, get one with a bar to hold on to. Never use a chair as a step stool!

Outreach Tools

Educational Presentations (Slide Decks)

The ATSPA offers free educational presentations to our members and the public. Each presentation is packaged to be delivered by anyone and is offered 100% FREE OF CHARGE.

Presentations can be requested on the ATSPA website, www.atspa.org, under “Resources”. They will be delivered by Dropbox.



This slideshow was created to educate mature/senior adults on the importance of home safety, creating a safer home, and preventing a fall. This presentation contains 16 slides on the do's and don'ts of how to avoid a fall in the home.

Outreach Tools

Public Service Announcements (PSAs)

- **Sample radio script (15-30 seconds)**

15 Seconds

Every year, 1 in 4 adults over 65 experiences a fall. But falls are not a normal part of aging. Stay safe by removing home hazards, staying active, and talking with your doctor. Prevent falls—protect independence.

Visit [your website] to find safety tips, health resources, and community tools to prevent a fall.

This message is brought to you by [insert your organization]—because safety starts at home.

30 Seconds

Falls are the leading cause of injury among older adults, but the good news is—they can be prevented. Simple steps make a big difference: keep walkways clear, add grab bars in bathrooms, improve lighting, and stay active to improve strength and balance. Talk with your doctor about medications and fall risks. Let's work together to prevent falls and keep our loved ones safe, strong, and independent.

Visit [your website] to find safety tips, health resources, and community tools to prevent a fall.

This message is brought to you by [insert your organization]—because safety starts at home.

Outreach Tools

Social Media Toolkit

• Sample posts for Facebook

Post 1

Falls are the leading cause of injury for older adults—but they're not inevitable. Small changes at home and healthy habits can make a big difference. Learn tips to stay safe and steady: [\[Insert Link\]](#)

 #FallPrevention #SafeSeniors #InjuryPrevention

Post 2

 Did you know? 1 in 4 adults over 65 falls each year. Most falls can be prevented with simple steps:

-  Keep floors clutter-free
-  Use handrails & grab bars
-  Stay active to improve balance

Learn more: [\[Insert Link\]](#)

#FallsFree #HealthyAging

Post 3

Join us in preventing falls this season! Encourage the older adults in your life to talk with their doctor about fall risks, medications, and balance programs like A Matter of Balance.

Together, we can prevent injuries and keep our loved ones safe.

Learn more: [\[Insert Link\]](#)

 #FallPrevention #ATSPA

• Sample posts for X

Post 1

 1 in 4 adults 65+ falls each year. Falls are NOT a normal part of aging—prevention is possible! Learn more: [\[Insert Link\]](#) #FallPrevention #HealthyAging

Post 2

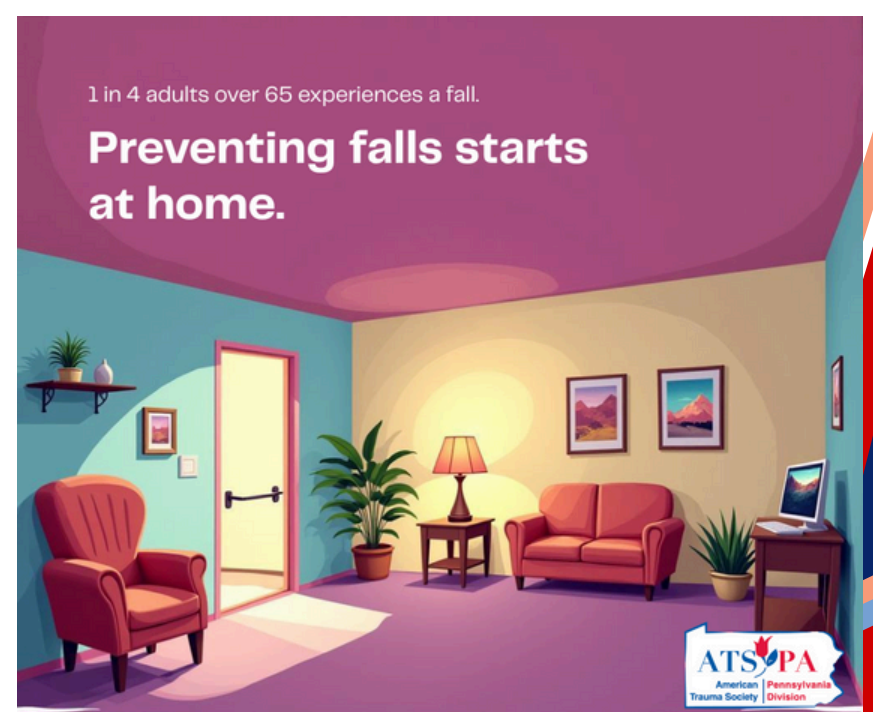
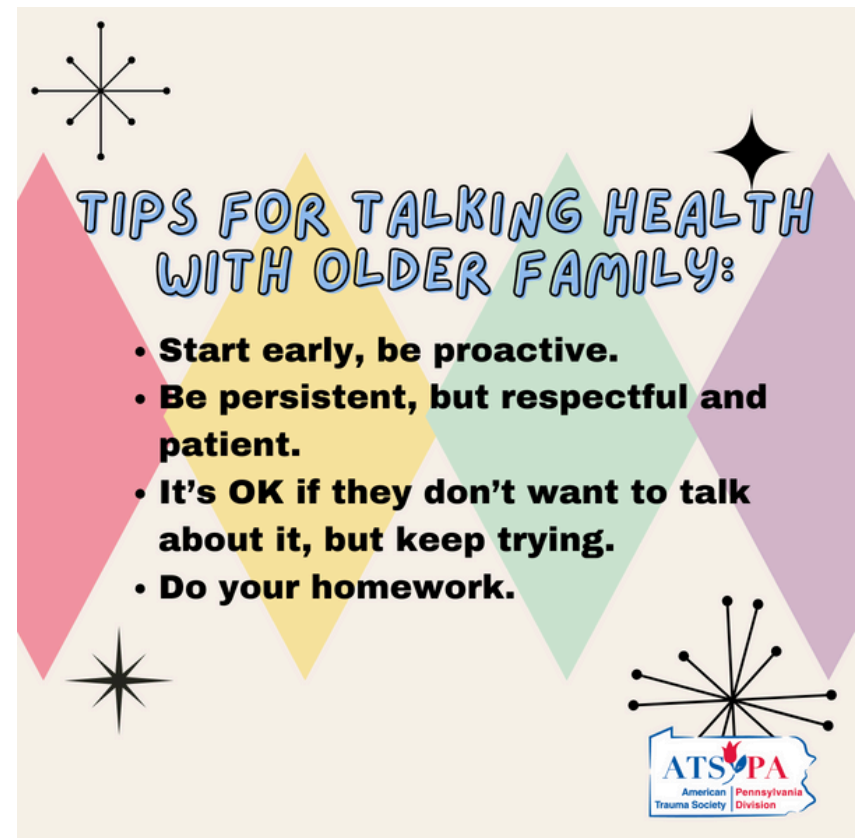
 Preventing falls starts at home:

-  Remove clutter
-  Add grab bars
-  Good lighting
-  Stay active

More tips: [\[Insert Link\]](#) #FallsFree #InjuryPrevention

Post 3

Falls are the leading cause of injury for older adults. But with awareness + action, we can keep our communities safe.  #FallPrevention #ATSPA



Outreach Tools

 Press & Promotion Materials - Sample press release for local media

National Falls Prevention Awareness Week: Falls Remain Leading Cause of Injury for Older Adults Aged 65+

Mechanicsburg, Pa. – Each September, healthcare professionals and trauma centers across the country recognize National Falls Prevention Awareness Week, September 22-26, 2025, an observance that aims to raise awareness about preventing falls, especially among older adults. Falls are a threat to the health of older adults and can reduce their ability to remain independent.

In 2025, older adult falls remain a public health concern, with over 14 million adults aged 65+ experiencing a fall each year. Falls are also the leading cause of injury-related death for this age group, with over 41,000 Americans lost in 2023. Every year this number rises, but there are proven ways to reduce and prevent falls, even for older adults.

Here are six steps to help prevent a fall:

1. **Find a good balance and exercise program.** Look to build balance, strength, and flexibility.
2. **Talk to your health care provider.** Ask for an assessment of your risk of falling and share your recent history of falls.
3. **Regularly review your medications with your doctor or pharmacist.** Make sure side effects are not increasing your risk of falling.
4. **Get your vision and hearing checked annually and update your eyeglasses.** Eyes and ears are key to keeping you on your feet.
5. **Keep your home safe.** Increase lighting, make stairs safe, and install grab bars in key areas.
6. **Talk to your family members.** Ask for their support in taking simple steps to stay safe. Falls are not just a senior issue.

“Falls cause more hospitalizations than any other mechanism of injury,” said [Name, Title]. Falls are also preventable. Following these tips can keep you or a loved one from serious injury.”

The first step to preventing a fall is to make simple changes in your lifestyle, as even non-fatal falls often result in a fear of falling, leading to reduced mobility, social isolation, and a decline in physical and mental health. Removing any loose area rugs, cords, furniture or other objects that pose a threat is also an effective step for preventing falls at home.

With fall rates and fall-related deaths steadily increasing, community organizations, caregivers and healthcare professionals must prioritize fall prevention education and resources — especially as the older U.S. population continues to grow.

The American Trauma Society, Pennsylvania Division (ATSPA) has released a toolkit to provide practical, proven steps to help individuals, caregivers, and communities reduce fall risks—especially in older adults. The full toolkit is now available for download at www.atspa.org. Healthcare professionals, educators, and community leaders are encouraged to use and adapt the materials to support local prevention efforts.