

New York City Celebrates Falls Prevention Awareness Day During ‘City Hall in Your Borough’

NEW YORK, NY (September 21, 2017) – The New York City Department for the Aging (DFTA) and the New York City Department of Health and Mental Hygiene (DOHMH) to celebrate Falls Prevention Awareness Day “Ten Years Standing Together to Prevent Falls” during the Manhattan edition of “City Hall in Your Borough.”

As co-chairs of the Falls Prevention Coalition, an Age-friendly NYC initiative, DFTA and DOHMH will hold the September 25 event at the YM & YWHA of Washington Heights and Inwood Innovative Senior Center to raise awareness of the importance of falls prevention for older adults. The event will include an evidence-based movement class, open to all older New Yorkers.

Weeklong Falls Prevention Awareness Day highlights include:

- More than 145 senior centers throughout the five boroughs will host falls prevention events, including evidence-based movement classes, backed by research to produce consistent results
- More than 145 senior centers will distribute a total of 10,000 promotional materials and DOHMH [healthy aging bulletins](#)
- 16,500 DOHMH [home safety checklist](#) brochures were distributed to senior centers throughout the five boroughs

Falls are the leading cause of fatal and nonfatal injuries for older Americans. Evidence-based programs, lifestyle adjustments, and falls prevention education can help the 1.5 million New Yorkers age 60 and older stay active, independent, and safe.

“Older New Yorkers make valuable contributions to our City each and every day. But unfortunately, with age comes greater risk for preventable health mishaps, like falls, that can deprive mobility and overall wellness,” said **Richard Buery, Deputy Mayor for Strategic Policy Initiatives**. “I’m excited that every day this week we’ll be bringing lifesaving falls-prevention skills to our seniors through energizing activities.”

“As we strive to make New York City more livable for older New Yorkers through programs such as Age-Friendly NYC, falls prevention is essential to DFTA’s mission of improving the quality of life for older adults,” said **Department for the Aging Commissioner Donna Corrado**. “With proper training and information, many falls are preventable. The New York City Falls Prevention Coalitions’ dedication to raising awareness of the importance of falls prevention is key to reducing the prevalence of falls in New York City.”

“Falls are the leading cause of fatal and nonfatal injuries for older New Yorkers,” said **Health Commissioner Dr. Mary T. Bassett**. “It’s important for seniors to eliminate potential hazards at home, be physically active and have regular eye exams to reduce the risk of falls. Health care providers can also play a role by reviewing their patients’ medications for any drugs that may cause dizziness. Together, we can prevent falls.”

“After securing the largest increase in permanent senior services funding in over a decade for our *Year of the Senior* campaign, we must continue to make strides to ensure that seniors’ needs and safety are prioritized every year, and that includes falls prevention,” said **Council Member Margaret S. Chin, Chair of the Committee on Aging**. “Thank you to Commissioner Corrado and the Falls Prevention Coalition for drawing attention to an often over-looked yet serious issue impacting the health and safety of our City’s elderly population. By providing access to falls prevention education and evidence-based movement

classes for seniors across the city, events like Falls Prevention Awareness Day are essential to building a more age-friendly City.”

“Our Northern Manhattan community has a significant and very active aging population,” said **Council Member Ydanis Rodriguez**. “Bringing resources on falls prevention directly to their neighborhood will empower them to continue to lead healthy lives and to be engaged members of their community.”

“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.”

To find out more about Falls Prevention Awareness Day, and NOCA’s work to prevent falls, go to www.ncoa.org/FallsPrevention.

###

The mission of the **NYC Department for the Aging** is to eliminate ageism, to ensure the dignity and quality of life of New York City’s diverse older adults, and to support caregivers through service, advocacy, and education.

DFTA and DOHMH co-chair the **New York City Falls Prevention Coalition**. The coalition aims to promote and implement proven and promising strategies to reduce the incidence and burden of falls among older adults.

Media Contacts:

Zenovia Earle
(212) 602-4152
zearle@aging.nyc.gov

Suzanne Myklebust
(212) 602-4153
smyklebust@aging.nyc.gov