



MEDIA ADVISORY

KNOX COUNTY MAYOR MIKE RAGSDALE

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FOR IMMEDIATE RELEASE

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KNOX COUNTY SENIOR SAFETY TASK FORCE OFFERS FREE SENIOR FALLS PREVENTION SEMINAR

The Senior Safety Task Force will be hosting the first community-wide Senior Falls Prevention Seminar **Monday, September 22, 2008 from 9:30 a.m. - 1:00 p.m. at John T. O'Connor Senior Center, 611 Winona Street, Knoxville, TN 37917. Participants must pre-register to attend by calling (865) 541-4500.**

Falls are the second leading cause of accidental death in the United States. Seventy-five percent of these falls occur in the older adult population. More than one of every three adults aged 65 and older falls each year, accounting for 13,000 fatalities and 1.8 million hospital visits annually. In 2003 the total direct cost for falls for this group was approximately \$27.3 billion. By 2020 it is expected to reach \$43.8 billion.

According to the Centers for Disease Control and Prevention's National Center for Injury Prevention and Control, the fatal fall injury rates for Tennessee adults age 65 and older in 2003 were:

- 43.8/100,000 for men
 - 31/100,000 for women
- » CDC, NCIPC (2005)

Research shows that through an improved understanding of the risks and by carrying out preventative measures, at least 25 to 30 percent of falls can be prevented. The Senior Falls Prevention Seminar will be based on four CDC best practice guidelines through mini-seminars. The seminar will include sessions on Balance/Mobility/Exercise, Medication Management, Vision and Home Safety.

In addition, a free light breakfast and lunch will be provided. Dr. Monica Crane, with the Geriatric Assessment Program (GAP) and Mercy Health Partners will be the luncheon keynote speaker. Door prizes and goody bags will be also be included. The event is sponsored by AmeriChoice United Healthcare and the Knox County Senior Safety Task Force.

The deadline for registration is Wednesday, September 17, 2008. Space is limited. Call **(865) 541-4500 to reserve your spot today.**

