

Falls Prevention Awareness Week

September 22-26, 2025

#PreventFallsSD

SOCIAL MEDIA MESSAGES

Video

Most falls are preventable.

Start with these six easy steps to help reduce your risk:

1. Find a balance or exercise program
2. Talk to your doctor
3. Review medications
4. Get your vision and hearing checked yearly
5. Keep your home safe
6. Talk to your family

Video URL: <https://youtu.be/97MrLqw1aro>

Spanish:

La mayoría de las caídas se pueden prevenir.

Comience con estos seis sencillos pasos para ayudar a reducir su riesgo:

1. Encuentra un equilibrio o un programa de ejercicios
2. Hable con su médico
3. Revisar medicamentos
4. Hágase revisar la vista y la audición anualmente
5. Mantén tu casa Segura
6. Habla con tu familia

Video URL: <https://www.youtube.com/watch?v=6Sb4ADVTtrY>

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Testimonials

What South Dakotans are saying about Evidence Based Fall Prevention Programs.

"I really thought I would need help to get off the toilet when I visited my son's family. Their toilet is so low and there aren't any handrails. But since I kept doing the exercises I learned in AMOB, I didn't need any help at all. I was so relieved!"
(AMOB Participant)

"I didn't know if I would like exercising with my BINGO, but this was so fun. Thanks for bringing it to our building."
(Bingocize® Participant)

"I tripped a bit and ended up on the floor, but I didn't get hurt. I scooted backwards to a chair and got up myself. It worked just like they said it would in class"
(AMOB Participant)

"SAIL class is just what I needed to stay moving after therapy. I keep getting better and stronger. I barely need to hang on to my chair now and I'm using heavier weights"
(SAIL Participant)

"I didn't think I would like being a SAIL leader, but it's really fun to see people progress. And I learned so much in the training. I'm glad I did it."
(SAIL Leader)

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News Options

Press Release

For Immediate Release

Contact: SD Fall Prevention Coalition

PreventFallsSD@gmail.com

The South Dakota Falls Prevention Coalition along with other state Fall Prevention Coalitions are observing Falls Prevention Awareness Week. The week will be observed September 22-26, 2025, in conjunction with the National Council on Aging. The week is an opportunity to raise awareness about how to prevent falls among older adults. According to the Centers for Disease Control and Prevention (CDC), over 14 million, or 1 in 4 older adults report falling every year.

According to South Dakota Department of Health data, unintentional falls are among the top 10 leading causes of death for South Dakotans aged 65 years and older (2024). From 2015 to 2024, there were 1,709 unintentional fall-related deaths among South Dakotans aged 65 years and older. The number of fall-related deaths increased by 9%, from 165 deaths in 2023 to 180 deaths in 2024. In 2023, South Dakota had the 13th highest age-adjusted rate (110.2 per 100,000) for unintentional fall-related deaths among individuals aged 65 years and older, the national rate was 78.8 per 100,000.

The mission of the South Dakota Falls Prevention Coalition, whose partners include a wide variety of organizations that are [stakeholders](#) in preventing falls across the state, is to cultivate collaboration to reduce falls by increasing knowledge and promoting the implementation of evidence-based fall prevention solutions for older adults. Partners within the coalition are offering a variety of evidence-based fall prevention programs to assist older adults minimize their risk of falling. For a full list of programs visit the coalition's website.

Falls can happen anywhere at any time, but the majority of falls happen in an older adult's primary residence, the evidence-based programs offered in South Dakota assist the older adult in assessing their residence and reduce fall hazards in the home. Along with assessing their home environment, evidence-based programs contain some level of physical activity. Older adults have a misplaced belief that reducing their level of physical activity will prevent a fall, but the lack of physical activity increases the risk of a fall and contributes to a vicious cycle. Physical activity can increase strength, balance, and flexibility, all which will help in fall prevention. Other benefits of physical activity include an increase in mood and may help manage chronic diseases.

Older adults are encouraged to speak with their health care providers about their specific fall risks and appropriate interventions and fall prevention. By encouraging screening for fall risk and providing referrals to evidence-based fall prevention programs, we can intervene before the fall occurs.

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Those interested in joining or learning more about the South Dakota Falls Prevention Coalition are encouraged to reach out to PreventFallsSD@gmail.com.

Newsletter Excerpt

The South Dakota Falls Prevention Coalition has asked us to join in [Falls Prevention Awareness Week](#) being held September 22-26, 2025. This one-week observance is to bring national awareness to older adults and how to decrease their risk of falling. The theme for 2025 is *From Awareness to Action*. Taking Action to reduce falls does not need to be a large form program, it can start in a few easy steps:

1. Find a balance or exercise program (add link to webpage)
2. Talk to your doctor
3. Review medications
4. Get your vision and hearing checked yearly
5. Keep your home safe
6. Talk to your family

Encouraging all older adults to take one or all of the steps above may reduce their risk of falling. Falls are devastating to individuals and families. When an individual experiences a fall, the effects can be overwhelming and devastating. Preventing a fall is a priority.

References

[Falls Prevention for Older Adults](#)

[6 Steps to Help Prevent Falls in Older Adults](#)

[4 Tips to Help You Talk to Older Adults About Preventing Falls](#)

[STEADI - Older Adult Fall Prevention](#)