



FALL PREVENTION AWARENESS WEEK TOOLKIT

September 21–25, 2026

#PreventFallsSD

WELCOME

Thank you for joining the South Dakota Fall Prevention Coalition in recognizing Fall Prevention Awareness Week (FPAW), September 21–25, 2026. This annual observance is an opportunity to raise awareness about falls among older adults and promote evidence-based strategies that help older South Dakotans stay safe, healthy, and independent.

Coalition Mission

Cultivate collaboration to reduce falls by increasing knowledge and promoting the implementation of evidence-based fall prevention solutions for older adults.

This toolkit is designed to make participation easy by providing ready-to-use resources that you can share within your organization and community. Whether you post on social media, distribute educational materials, host an event, or start a conversation about fall prevention, your efforts make a difference.

Thank you for supporting the South Dakota Fall Prevention Coalition and helping create safer, healthier communities for older adults across our state.

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WAYS TO PARTICIPATE

Choose the activities that fit your organization and community.

- 1 Share social media posts
- 2 Display fall prevention posters or brochures
- 3 Host a balance or home safety presentation
- 4 Offer a fall risk screening
- 5 Encourage medication and vision checks
- 6 Promote local exercise and fall prevention classes
- 7 Share the press release and newsletter content
- 8 Share fall prevention resources with older adults and caregivers

SOCIAL MEDIA

Use these sample graphics to help start the conversation about fall risk.
[Download the social media graphic options.](#)

MOST FALLS ARE PREVENTABLE

6 STEPS TO PREVENT A FALL

-  Find a balance or exercise program
-  Talk to your doctor
-  Review medications
-  Check vision & hearing yearly
-  Keep your home safe
-  Talk to your family



Caption Idea

Getting older is part of life. Feeling older is optional. Staying active improves energy, strength, and balance.

Learn how to reduce the risk of a fall for yourself or a loved one:
<https://doh.sd.gov/programs/fall-prevention-coalition/>

#FallPreventionSD #FallsPreventionAwarenessWeek #FPAW26

SOCIAL MEDIA FALL PREVENTION VIDEOS

6 Steps to Prevent a Fall Video

English

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](#)

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](#)

KEY SOUTH DAKOTA DATA POINTS

Use these points to explain why fall prevention matters.

Unintentional falls are among the top 10 leading causes of death for South Dakotans aged 65 years and older (2024)

1,709

fall-related deaths among South Dakotans aged 65 and older from 2015 to 2024

180

fall-related deaths in 2024

9%

increase in fall-related deaths from 165 deaths in 2023 to 180 deaths in 2024

1,649

hospitalizations related to falls in 2024

8,012

emergency department visits related to falls in 2024

\$48,695

average hospitalization cost in 2024

South Dakota Department of Health Unintentional Falls Among Adults Aged 65 Years and Older data report can be found on the [South Dakota Department of Health website](#).

NEWSLETTER EXCERPT

The South Dakota Falls Prevention Coalition has asked us to join in [Falls Prevention Awareness Week](#) being held September 21-25, 2026. This one-week observance is to bring national awareness to older adults on how to decrease their risk of falling. The theme for 2026 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:

Take Action in Six Steps

1. Find a balance or exercise program [here](#)
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.

PRESS RELEASE

For Immediate Release

Date: Sept. 21, 2026

Contact: SD Fall Prevention Coalition, PreventFallsSD@gmail.com

PIERRE, SD — The South Dakota Fall Prevention Coalition is joining other coalitions across the country in recognizing Fall Prevention Awareness Week, Sept. 21 – 25, 2026. This annual campaign raises awareness about preventing falls and helping older adults stay safe, active, and independent.

Falls are a leading cause of injury among older adults. According to the Centers for Disease Control and Prevention (CDC), one in four adults aged 65 and older experiences a fall each year. In South Dakota, unintentional falls remain among the top 10 leading causes of death for adults aged 65 and older. From 2015–2024, 1,709 older South Dakotans died from fall-related injuries, including 180 deaths in 2024, a nine percent increase from the previous year.

The good news is that many falls can be prevented. Regular physical activity, home safety improvements, medication reviews, vision checks, and participation in evidence-based fall prevention programs can all help reduce the risk of falling.

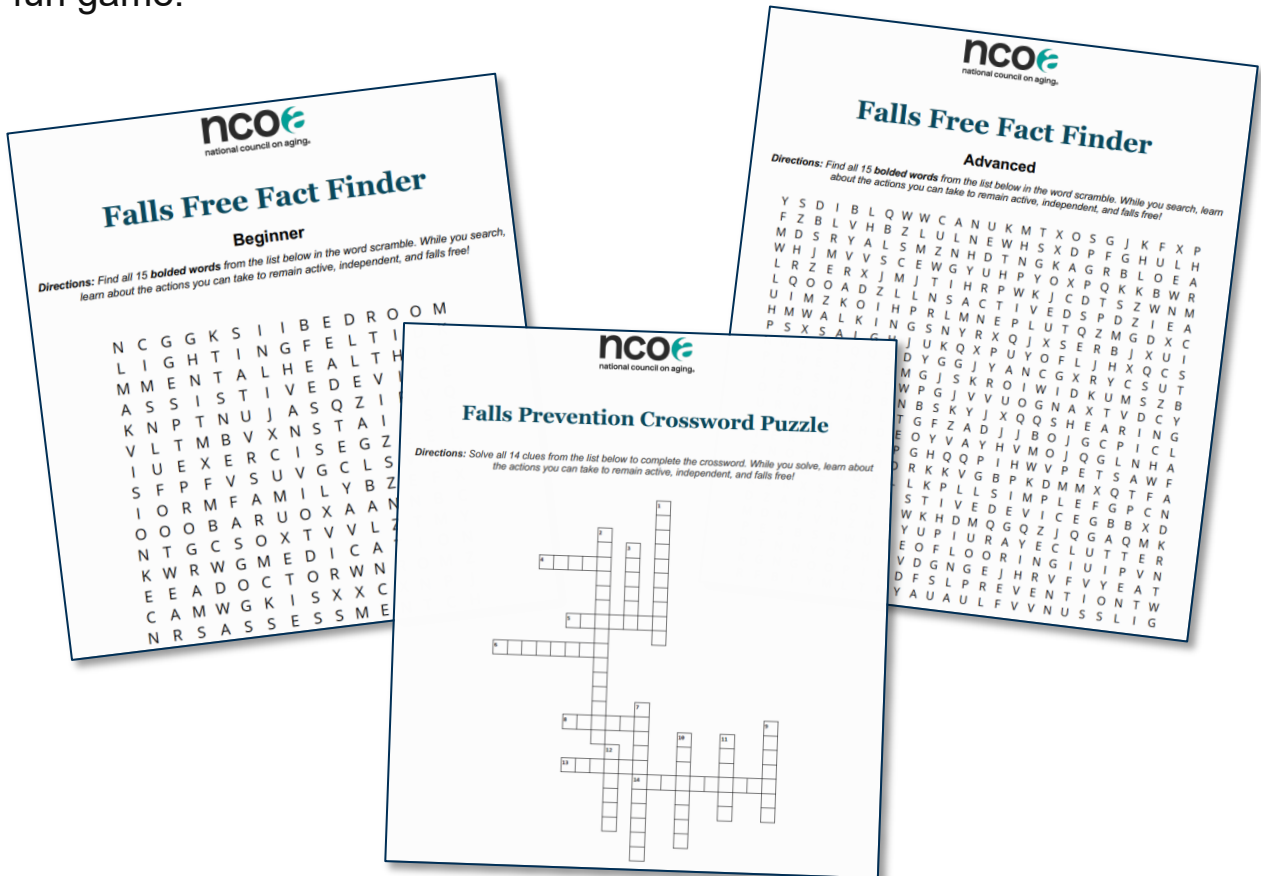
One way the coalition is working to prevent falls is by expanding access to evidence-based programs across South Dakota. This year, a coalition partner, SDSU Extension, is launching Tai Chi for Arthritis and Fall Prevention in communities throughout the state. Backed by extensive research, the program has been shown to improve balance, increase strength and confidence, and reduce the risk of falls, helping older adults maintain their health and independence while remaining active. SDSU Extension is seeking volunteer instructors to help bring Tai Chi to communities across South Dakota. If you enjoy helping others and want to make a meaningful impact on the health of your community, please reach out to the Fall Prevention Coalition.

During Fall Prevention Awareness Week, the South Dakota Fall Prevention Coalition encourages older adults, caregivers, healthcare providers, and community organizations to learn about fall risks and explore evidence-based programs such as Tai Chi for Arthritis and Fall Prevention. By connecting older adults with programs that improve balance, strength, and mobility, we can help reduce falls and support healthy, independent aging across South Dakota.

For more information about Tai Chi for Arthritis and Fall Prevention, other evidence-based fall prevention programs, and additional resources, visit the [South Dakota Fall Prevention Coalition website](#).

PRINTABLE GAMES

Make learning about falls prevention strategies fun and engaging! Click the links to print and share these games with older adults so they can learn about strategies that promote a falls-free lifestyle while completing a fun game.



Printable Links

[Word Search - Beginner](#)

[Word Search - Advanced](#)

[Crossword Puzzle](#)

TESTIMONIALS

What South Dakotans are saying about evidence-based fall prevention programs.

“The strengthening exercises have helped to improve my balance. I can take the stairs much more confidently.”
(Enhance Fitness Participant)

“I learned that strength and flexibility are important as I age, and I learned how important it is to participate in daily exercise!”
(Enhance Fitness 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)

“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)

ADDITIONAL RESOURCES

Use these resources to share credible fall prevention information with your community.

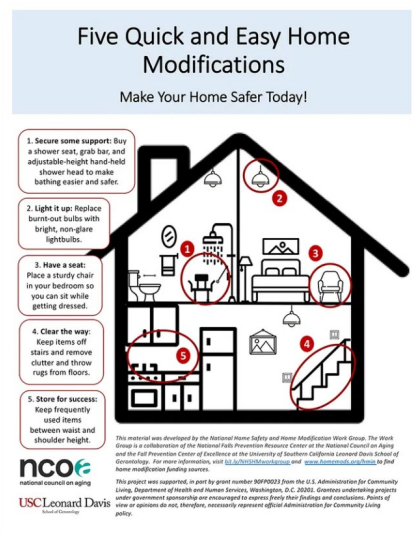


[NCOA Fall Prevention Awareness Week Social Media Toolkit](#)

[NCOA Fall Prevention Awareness Week Videos, Handouts, and More](#)

[STEADI - Older Adult Fall Prevention](#)

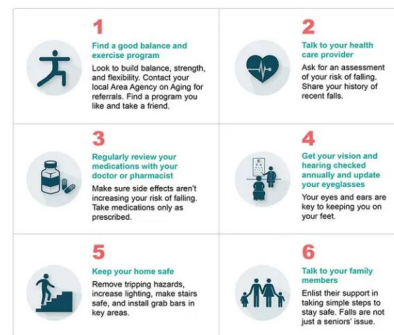
[South Dakota Fall Prevention Coalition Webpage](#)



[How to Prevent Falls with Home Safety Modifications](#)
National Council on Aging

Take Control of Your Health: 6 Steps to Prevent a Fall

Every 11 seconds, an older adult is seen in an emergency department for a fall-related injury. **Many falls are preventable.** Stay safe with these tips!



To learn more, visit ncoa.org/FallsPrevention.

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[6 Steps to Prevent a Fall](#)
National Council on Aging



THANK YOU!

For questions, contact PreventFallsSD@gmail.com
or the Fall Prevention Coalition Leadership Team.

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