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www.ccthd.org

Date: March 21, 2011

To: Local Media

From: Hilary Norcia, MPH, Community Health Coordinator

Please publish the attached press release as often and as soon as possible. If you have any questions you may call me at 860-665-8571. Thank you.

FOR IMMEDIATE RELEASE:

Did you know that one in three adults ages 65 and older falls each year? According to the Centers of Disease Control and Prevention (CDC), 20% to 30% of seniors suffer moderate to severe injuries that make it hard for them to get around or live independently and increase their chances of early death. For these reasons, the Central Connecticut Health District would like to recognize the importance of fall prevention among seniors, in conjunction with the theme of Injury Prevention, during National Public Health Week, April 4, 2011 through April 10, 2011.

The Connecticut State Legislature funded (2007-2009 fiscal year) Yale University's, Connecticut Collaboration for Fall Prevention (CCFP) hoping to decrease the number of falls among older adults statewide and to identify opportunities in which state policy could sustain changes, attitudes and knowledge of fall prevention. CCFP's extensive fall prevention research has led to their active engagement in community-based fall prevention efforts since the year 2000. The CCFP is targeting clinician groups throughout Connecticut with direct contact, trainings, materials, and strategies for fall risk assessment and interventions. All are designed to increase clinicians and older adults' awareness of fall risk factors and appropriate interventions, and to understand that falling is a common health problem with serious morbidity that is preventable through modifiable risk factors

Targeted groups include home care agencies, outpatient rehabilitation centers, senior centers, assisted living facilities, hospitals, physicians, and clinicians. The CCFP initiative hopes to play a significant role in the reduction of disease, disability, and injury of older adults through the outlined fall prevention strategies and ultimately demonstrate reduced utilization and a reduction in Medicaid costs. (Source: www.ct.gov/agingservices)

For more information about National Public Health Week, please contact the Central Connecticut Health District at 860-721-2822.