

# Falls Prevention Awareness Week

## 2025 Impact Report



# Contents

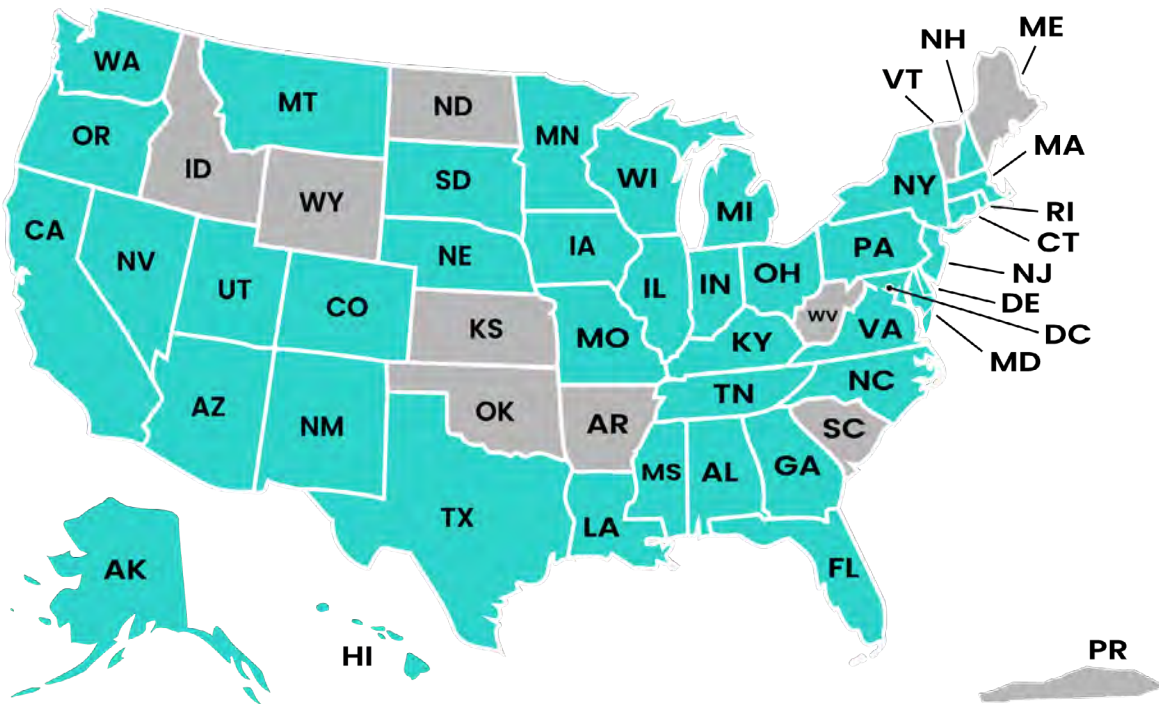
The Importance of Falls Prevention	5
Grassroots Efforts	6
National Reach	8
Falls Free CheckUp®	9
2025 Grassroots Highlights	10
Get Ready for Next Year	14
Acknowledgments	15



# Executive Summary

The National Council on Aging (NCOA), in partnership with the Administration for Community Living, hosts Falls Prevention Awareness Week (FPAW), a national annual awareness and activation campaign designed to elevate falls prevention education and highlight the steps older adults can take to reduce their risk of experiencing a fall. During FPAW 2025, state falls prevention coalitions and community-based organizations across the nation engaged older adults, caregivers, providers, and other community partners in falls prevention activities. A national survey conducted by NCOA captured the impact and reach of FPAW 2025.

Organizations from **41** states reached **925,188** individuals during FPAW 2025.



NCOA reached an estimated **16** million individuals through traditional and social media.

## Highlights from FPAW 2025

- **94%** of respondents partnered with other organizations to raise awareness of falls prevention
- **73%** distributed falls prevention brochures and handouts
- **65%** conducted falls risk screenings
- Nearly half hosted falls prevention presentations for older adults and caregivers
- **16** states received governor's proclamations recognizing Falls Prevention Awareness
- **12** states were featured on TV or radio (or both!)
- **41,200** older adults completed the Falls Free CheckUp®

## New Resources from NCOA

The Get Ready for FPAW email series distributed new materials in the weeks leading up to FPAW, including:

- [How to Talk About Falls Prevention: What the Research Says](#)
- [Creating Surround Sound Around Falls Prevention](#)
- [The Power of Stories in Promoting Falls Prevention](#)
- [Tips for Reaching Indigenous Populations in Falls Prevention](#)
- [Tips for Planning a Falls Prevention Day of Action](#)
- [FPAW Days of Action Webinar Series](#)
  - [Seattle](#)
  - [Dallas/Fort Worth](#)
  - [Albuquerque](#)

---

**“Older adults are concerned about much more than the fall itself; they worry about losing independence, connection, and the daily routines that give life meaning. Success is when an older adult realizes that falls prevention doesn’t have to mean losing control. Many left [our event] feeling hopeful, equipped with new tools, and confident they could take action to plan not to fall.”**

*— Finding A Foothold Foundation, Louisiana*

---

## Get ready for FPAW 2026!

**FPAW 2026 will be observed from Sept. 21 – 25, 2026.**

Check out “Get Ready for Next Year” on page 15 for strategies and ideas to host an event that translates falls prevention awareness into action so we can all remain active and independent as we age!

# The Importance of Falls Prevention

**L**iving longer is linked to a number of positive outcomes for individuals and communities. Increased longevity allows for more time with loved ones, participation in volunteer and civic activities, and the opportunity to advocate for a better future. However, falls are the leading cause of injury and injury-related death for adults aged 65 years and older. With approximately one in four older adults experiencing a fall each year, falls represent a barrier to older adults' ability to live safely and independently and fully enjoy their lives.

An individual's falls risk involves a variety of factors, such as home safety, proper medication use, and appropriate footwear. Therefore, effective falls prevention requires collaboration across sectors and disciplines. Whether you are a health care provider, family caregiver, senior center employee, librarian, case manager, or an older adult yourself—we all have an important role to play in preventing falls.

NCOA is dedicated to reducing falls and falls-related injuries among adults aged 65 and older. Through funding from the Administration for Community Living, NCOA coordinates the [National Falls Prevention Resource Center](#). In this role, NCOA increases awareness, provides education, and promotes evidence-based falls prevention programs that help older adults adopt behaviors that support a falls free lifestyle.

Each year during the first week of fall, NCOA hosts Falls Prevention Awareness Week (FPAW), a national awareness and activation campaign designed to elevate falls education and highlight the steps older adults can take to reduce their risk of falling. During FPAW state falls prevention coalitions and community-based organizations engage older adults, caregivers, and other community partners in a variety of falls prevention activities.

This report highlights the activities led by NCOA, state falls prevention coalitions, and other state and community-based partners during FPAW 2025 (Sept. 22 – 26). The data presented in this report was collected from state falls prevention coalitions and other FPAW partners through a national survey conducted by NCOA from October through November 2025.

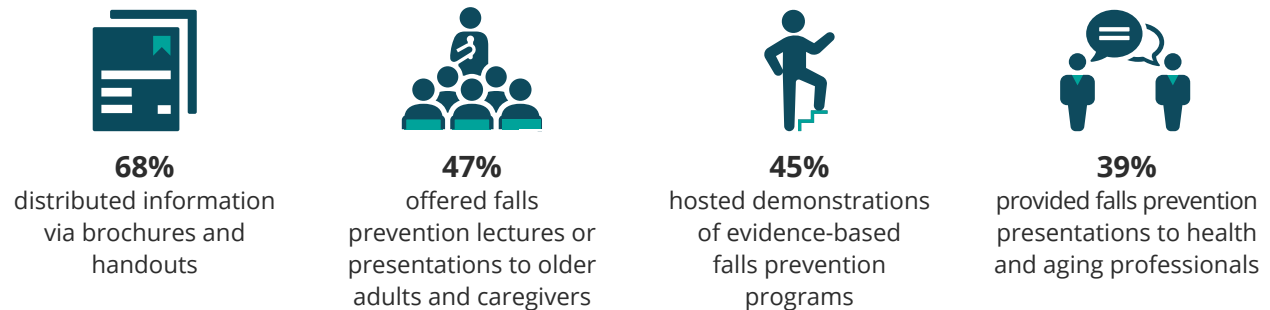


# Grassroots Efforts

**F**alls Prevention Awareness Week (FPAW) is powered by grassroots efforts. In observance of FPAW, coalitions and state and community-based organizations across the country conduct activities to promote awareness, identify older adults' falls risk, and encourage participation in falls prevention programming. Activities are directed at older adults as well as caregivers, providers, and other professionals.

In 2025, 150 state and community-based organizations from 41 states reported participation in FPAW activities. These partners estimated reaching **925,188** individuals across the nation with their FPAW activities.

**Awareness & Education: 93%** conducted awareness and education activities during FPAW. The top four most common awareness and education events conducted were:



**Falls Risk Screenings: 65%** conducted falls risk screenings during FPAW. The top four most common falls risk screenings respondents conducted were:

1. Balance Screenings
2. NCOA FallsFree CheckUp
3. STEADI screenings or assessments
4. Home safety checks

Respondents partnered with occupational therapists, physical therapists, registered nurses, and clinical students to conduct screenings

**Outreach & Dissemination:** Partners employed a variety of techniques to get the word out about falls prevention.

- 62% disseminated falls prevention information via social media
- 7 states were interviewed on TV stations
- 10 states were featured on the radio or podcasts

**Advocacy: 25%** of states participated in falls prevention advocacy activities.

- 9 states met with their local officials  
*North Carolina, Illinois, Utah, Michigan, Oregon, Washington DC, New York, California, and Florida*
- 16 states received governor’s proclamations  
*Connecticut, Delaware, Illinois, Iowa, Kentucky, Maryland, Michigan, Nevada, New Hampshire, New Jersey, North Carolina, Pennsylvania, South Dakota, Utah, Washington, and Wisconsin*

**Partnerships: 94%** of respondents partnered with other organizations to raise awareness during FPAW. The top four most common partners were:



**57%**  
senior centers



**47%**  
state and local health departments



**45%**  
Area Agencies on Aging



**39%**  
EMS/fire departments  
Hospitals/Trauma centers

Other partners included YMCAs, grocery stores, insurance companies, and senior nutrition sites.



Volunteer Center of Santa Cruz County

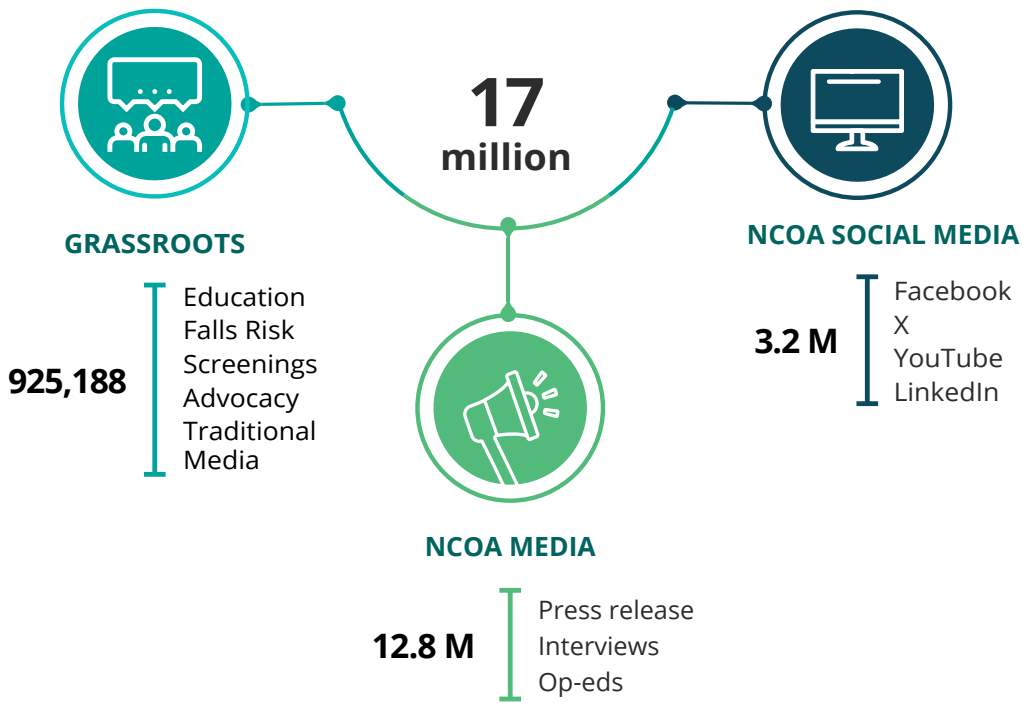


Senior Falls Prevention Coalition of Clay and Platte Counties

# National Reach

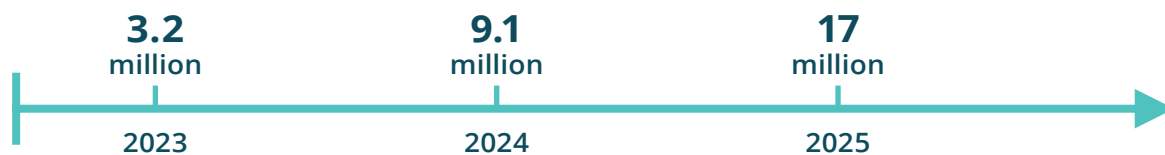
To promote Falls Prevention Awareness Week (FPAW) nationwide, NCOA utilized traditional and digital media to raise awareness of falls prevention among older adults, caregivers, and professionals. NCOA contributed to FPAW by providing free resources and education, improving public awareness, facilitating collaboration across states, and encouraging community action to prevent falls.

## 2025 Total Estimated Reach



## Total Reach Through the Years

Momentum around falls prevention is growing.



# Falls Free CheckUp<sup>®</sup>

The Falls Free CheckUp<sup>®</sup> remains one of NCOA's most accessible tools for translating falls prevention awareness into individualized action. Designed to help older adults understand their specific risk factors, the CheckUp delivers tailored recommendations based on medication use, physical risk indicators, and other contributing factors. After completing the brief assessment, users receive customized guidance, including home safety recommendations, medication-related considerations, and referrals to evidence-based programs that strengthen balance and mobility.

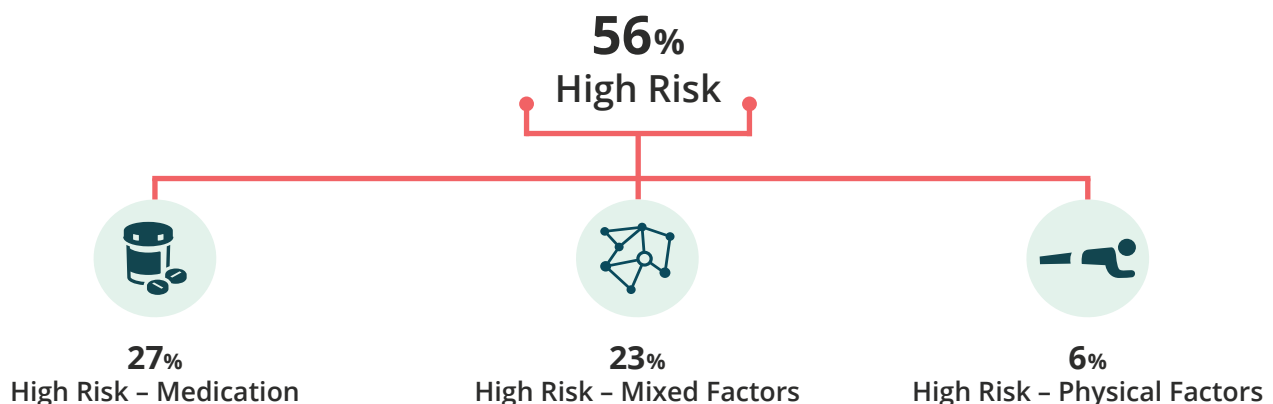
According to the 2025 FPAW Impact and Reach Survey, 40 organizations reported using the NCOA Falls Free CheckUp as part of their falls risk screening and education efforts. Partners integrated the tool into health fairs, clinical waiting areas, balance screening clinics, and community workshops, allowing older adults to move directly from awareness messaging to personalized risk assessment.

Throughout 2025, a total of 41,200 individuals completed the Falls Free CheckUp, with over half completing the CheckUp during the 2025 FPAW campaign. Most users were identified as being at elevated risk for a fall, reinforcing the continued need for both medication-focused interventions and strength and balance programming.

By embedding the Falls Free CheckUp within community events and clinical touchpoints, partners help ensure that Falls Prevention Awareness Week extends beyond information sharing and into actionable prevention planning.

## Number of Falls Free CheckUp Users

**41,200 users**



# 2025 Grassroots Highlights

**E**veryone has a role to play in falls prevention. Each year, state falls prevention coalitions, community-based organizations, and other entities use a variety of techniques to raise awareness about falls prevention within their communities. Falls Prevention Awareness Week 2025 demonstrated that innovation often happens at the local level, where partners design creative approaches tailored to their communities.

The following section highlights the many creative partnerships, innovative engagement strategies, and inspiring events that made Falls Prevention Awareness Week (FPAW) 2025 a success!

## Falls Risk Screening

**In South Dakota, Sanford Medical Center** nursing students conducted STEADI screenings in an internal medicine clinic waiting area under the mentorship of a registered nurse. One patient who had fallen earlier that morning was screened, educated, and referred to an evidence-based program during her visit, a moment that captured the power of meeting people exactly where they are. This initiative also strengthened workforce development by training future health professionals in falls prevention practices.

**In Colorado, Granite VNA** hosted a balance screening clinic in a town library that had not previously participated in falls prevention activities. Registration filled quickly, connecting an underserved community to screening, education, and referrals to evidence-based programs for the first time.

**In Connecticut, McLean Affiliates (Falls Free CT Coalition)** held a “Fall Risk Screening Train the Trainer” workshop for approximately 40 clinical healthcare professionals and community partners. Participants practiced balance screening techniques and left feeling confident hosting their own screening events, building lasting capacity across the state.

**In Michigan, WellWise Services AAA** tripled attendance from the prior year across five community events by centering programming on practical skills, including how to fall safely, how to get up, and how to properly fit mobility equipment. The organization arranged transportation for Medicaid waiver participants and brought in a loaner equipment library on-site. One attendee called in afterward to share:

---

“You got on the floor and showed us how to get up. A week later I had a fall and told myself, ‘Now, just relax. What did they tell us to do?’ I did everything you told us to do and was able to get up on my own.” - FPAW participant, WellWise Services AAA, Michigan

---

## Awareness & Education

**In North Carolina, the NC Falls Prevention Coalition/NC Center for Health and Wellness** launched a statewide “STEPtember” campaign integrating falls prevention messaging into a month-long walking challenge. Thirty-one counties participated, engaging community organizations, senior centers, hospitals, and Parkinson’s support groups. Participants collectively logged over 221 million steps while receiving weekly falls prevention education. One senior center noted that STEPtember brought in new older adults to their location for the first time.

**In Illinois, AgeOptions/IL Falls Prevention Coalition** created personalized screening results handouts with actionable, individualized recommendations. Participants said these made the information feel “real and specific.” The coalition also produced short videos and social media posts in English and Spanish and used transportation partners to ensure rural and underserved older adults could attend in-person events.

**In Louisiana, Finding A Foothold Foundation** facilitated the NCOA Falls Free CheckUp as a group storytelling experience, walking participants through each screening question with real-life scenarios and culturally relevant stories. Rather than a self-directed assessment, the approach helped underserved participants understand why each question mattered and how it connected to their independence and daily life.

**In Illinois, AgeGuide Northeastern Illinois** adapted its healthy aging presentation to include the connection between poor mental health and increased falls risk, addressing sleep disruption, social isolation, and medication management as contributing factors. Attendees reported this approach was unexpected and resonated deeply.

## Outreach & Dissemination

**In Maryland, Baltimore County Department of Aging** distributed more than 4,000 educational placemats through Meals on Wheels and added 1,500 falls prevention inserts to patient meal trays during the week. The placemats featured puzzles, word searches, and nutrition tips, making falls prevention content approachable for homebound and hospitalized older adults in settings where they already receive services.

**The Iowa Falls Prevention Coalition** customized the national NCOA Stay Independent brochure to include Iowa-specific resources and referral pathways, promoting coalition membership and guiding older adults with elevated risk scores to appropriate evidence-based interventions through the Iowa Community HUB. A great example of a national tool made meaningfully local.

**In Missouri, the Senior Falls Prevention Coalition of Clay and Platte Counties** introduced a new social media model: coalition members each filmed a 30-second professional tip video, which were posted to the coalition’s Facebook page throughout the week. The approach boosted member engagement and created a scalable, low-cost content strategy replicable by any coalition.

**The Montana Goes Falls Free Coalition** assembled goodie bags for participants that included CDC footwear and home safety checklists, falls prevention flyers, and an LED nightlight — a practical, tangible item tied directly to falls risk reduction in the home. The coalition also distributed a Montana-specific program guide organized by falls risk level (low, moderate, high).

## Advocacy

**Washington, the King County Falls Prevention Coalition** convened a virtual statewide forum featuring real-time data updates from the Washington State Department of Health, fostering cross-county collaboration and data-informed advocacy. The forum also introduced the 4Ms framework (Mentation, Medication, Mobility, and What Matters) through a session led by a VA geriatrician—bridging clinical best practices with community-based prevention. A panel discussion at a residential housing site included ASL interpretation and live broadcast to ensure accessibility.

**In New Hampshire, the NH Department of Health and Human Services** launched an updated [older adult falls data dashboard](#) that includes a 2030 goal, partner descriptions, and progress metrics, replacing the state's Injury Prevention Strategic Plan with a live, public-facing accountability tool.

**In Washington, the Pierce County Human Services – Aging & Disability Resources** organized a Falls Prevention Proclamation reading by county council members, with community members who participate in evidence-based programs testifying alongside coalition partners. The event was televised and demonstrated public, governmental commitment to the cause.



In one of the A Matter of Balance sessions, we were working on a Personal Action Planner activity. One of the participants shared that she loved to dance and that was her form of exercise. She said she no longer danced because she is almost "80" and most of her friends that danced are gone. The other participants asked her what type of dancing she enjoyed and she shared, "Dances such as the Lindy Hop, the Twist, etc from American Bandstand TV Show." One of the participants, who is also her friend, said, "I love to dance. Let's dance now." And they did! The Lindy Hop...everyone clapped, they teared... The group discussed ways for her to maintain her love of dance. They know she is very social and suggested her lunch group could include a 15-minute dance time after lunch. She said that may work!"

*- Middlesex County Office of Aging & Disabled Services, New Jersey*

## Partnerships

**In Florida, Northeast Florida Area Health Education Center** brought together the Daytona-Halifax Lions Club for free vision screenings and the UNF Physical Therapy Doctoral Program for balance assessments at its Falls-Free Festivals. Students were paired one-on-one with older adults to complete multi-component screenings including the STEADI assessment, blood pressure checks, and balance tests, while also administering 28 on-site immunizations for transportation-limited older adults.

**In Connecticut, McLean Affiliates** co-hosted a “Steps to Safety” event that united falls prevention with fire safety, bringing together a deputy fire marshal, a public health nurse, and a rehabilitation director to present to 55 community members. The cross-sector model illustrated how fire and falls risk share common determinants and opened a new pipeline of community partners.

**In Alaska, Petersburg Medical Center** delivered a Tai Chi for Arthritis and Falls Prevention demonstration to medical staff at their monthly meeting. After the demonstration, several providers reported feeling more comfortable referring patients to the program. New rack cards were distributed to support those referrals, creating a direct clinical-to-community pipeline.

**In New Hampshire, the NH Falls Risk Reduction Task Force** partnered with a Plymouth State University DPT professor who incorporated Tai Ji Quan: Moving for Better Balance into the physical therapy curriculum, and a local senior center for program delivery. The university partnership creates sustainable program infrastructure and builds the next generation of falls prevention practitioners.

**In Arizona, the Geri-Fit Company LLC** offered its Geri-Fit Falls Prevention Exercise Chart in Spanish during a community event held at the Chinese Cultural Center. Hosting the event at the center introduced Geri-Fit to a new audience of older adults who regularly participate in tai chi but currently lack access to strength training programs. The experience revealed a previously untapped opportunity to expand falls prevention programming and strengthen culturally responsive outreach in the area.



# Get Ready for Next Year!

Falls Prevention Awareness Week (FPAW) 2026 will be observed from Sept. 21-25, and now is the perfect time to begin planning! Whether your organization has participated in FPAW for years or this is your first year hosting an event, the strategies and resources below can help you plan for an impactful FPAW 2026!

**Compile Resources & Information:** Review NCOA's resources to inform your FPAW activities.

- **Check Out the [FPAW Toolkit](#):** This toolkit includes ready-to-post social media content, guidance for securing local media coverage, downloadable handouts and presentations, and a [tips for hosting a Falls Prevention Day of Action](#).
- **Review the [2025 National Falls Prevention Action Plan](#):** The 2025 Action Plan provides a national roadmap for reducing falls. Consider how you can align your FPAW activities with the Plan's goals.

**Connect with Partners:** Connect with others in your region to prevent falls and support older adults' wellness.

- **[Join your State's Falls Prevention Coalition](#):** Federal funding has powered the growth of state falls prevention coalitions. Coalitions host FPAW events, share materials that members can redistribute to raise awareness, and foster multidisciplinary collaboration to address falls.
- **Partner with others in your community:** Do you have partners that are also committed to reducing falls? Schedule a meeting to explore opportunities to collaborate.

**Plan Your Activities:** Whether you're planning a social media campaign or a health fair, proper planning improves performance!

- **Set a Goal:** Outline what you want to achieve. Do you want to increase enrollment in evidence-based falls prevention programs? Do you want case managers to disseminate the Falls Free CheckUp to older adult clients? Create a SMART goal to guide your work and define what success looks like. Goals also allow for evaluation of what worked and what can be improved.
- **Define your Audience:** Specify who you want to reach with your FPAW activities. Will social media posts be aimed at caregivers, whereas a webinar will be designed to engage providers?
- **Create a Timeline:** Work backwards to create a timeline that ensures all necessary preparation is completed.

Establish processes to track your activities impact and reach so that you are prepared to report on your activities via the 2026 FPAW Impact & Reach Survey (to be distributed by NCOA following FPAW 2026).

***Start planning now to build a safer and stronger community for all to age well in 2026!***

# Acknowledgments

Falls Prevention Awareness Week 2025 was made possible in part by the U.S. Administration for Community Living through funding of NCOA's National Falls Prevention Resource Center. NCOA gratefully acknowledges our federal and national stakeholders, as well as state and local Falls Prevention Coalitions for participating in Falls Prevention Awareness Week.

Thank you to our state and community-based partners whose FPAW activities are reflected in this report:

## Alabama

- Alabama Department of Senior Services

## Alaska

- Petersburg Medical Center

## Arizona

- Central Arizona Aging
- Geri-Fit Company LLC

## California

- Alameda County Emergency Medical Services
- California Department of Public Health
- City of Fremont
- City of San Leandro
- DayBreak Alameda County
- Home Safety Services
- Theralution
- Volunteer Center of Santa Cruz County

## Colorado

- Highlands Ranch Senior Center
- Intermountain Health Good Samaritan Hospital

## Connecticut

- Backus Hospital
- Brookfield Senior Center
- Central Community Health Education Clinic
- Dept. of Aging and Disability Services, Bureau of Aging
- Farmington Valley Health District
- Middletown Health Department
- West Hartford Social Services

## Delaware

- Delaware Coalition of Fall Prevention

## District of Columbia

- Home Care Partners - Safe at Home

## Florida

- Area Agency on Aging for SWFL
- Area Agency on Aging of Broward County
- Elder Options
- Neighborly Care Network
- Northeast Florida Area Health Education Center

## Georgia

- Cobb County Senior Services

## Hawaii

- Pali Momi Medical Center
- University of Hawaii Center on the Family

## Illinois

- AgeGuide Northeastern Illinois
- AgeOptions
- IL Falls Prevention Coalition
- Islamic Society of NW Suburbs of Chicago

## Indiana

- Area 10 Agency on Aging Endwright Center
- University of Indianapolis Center for Aging & Community

## Iowa

- Drake University College of Pharmacy and Health Sciences
- Happy at Home Consulting
- Iowa Falls Prevention Coalition
- Northeast Iowa Wellness and Recreation Center
- Optimae
- Sioux City Fire Rescue
- Story County Falls Prevention Coalition
- UnityPoint Health Des Moines

## Kentucky

- Kentucky Safe Aging Coalition

## Louisiana

- Finding A Foothold Foundation

## Maryland

- American Podiatric Medical Association
- Baltimore County Department of Aging (BCDA)

## Massachusetts

- Massachusetts Executive Office of Aging & Independence

## Michigan

- Corewell Health Butterworth Hospital
- Oakland University
- Region IV Area Agency on Aging

- Senior Services
- WellWise Services AAA

**Minnesota**

- Dakota County Public Health
- Dancing Sky Area Agency on Aging

**Mississippi**

- Mississippi State Department of Health

**Missouri**

- Neosho School District
- Senior Falls Prevention Coalition of Clay and Platte Counties
- University of Missouri Extension
- Young at Heart Resources

**Montana**

- Montana Goes Falls Free Coalition

**Nebraska**

- Resurrection Evangelical Lutheran Church

**Nevada**

- Touro University

**New Hampshire**

- Elliot hospital
- Granite VNA
- New Hampshire Fall Risk Reduction Task Force
- New Hampshire State Fire Marshal's Office
- NH Dept of Health and Human Services

**New Jersey**

- Middlesex County Office of Aging & Disabled Services
- New Jersey Department of Human Services, Division of Aging Services

**New Mexico**

- Los Alamos Retired & Senior Organization

**New York**

- Alliance of New York State YMCAs
- Stony Brook Medicine

**North Carolina**

- Agape Health Services
- Alleghany Council on Aging
- Asheville fire department
- Internal Medicine & Immediate Care Clinic Greenville
- NC Falls Prevention Coalition/NC Center for Health and Wellness
- WakeMed Health & Hospitals
- Western Carolina University

**Ohio**

- AAA 3 Ohio
- AAA5 Ohio
- Defiance County Health Department
- Home Is The Foundation

- Union County Health District

**Oregon**

- Oregon Institute of Technology Doctor of Physical Therapy; Klamath Basin Senior Citizens' Center
- Providence St. Joseph Health

**Pennsylvania**

- Cranberry Physical Therapy
- Reading Hospital- Berks County Falls Free Coalition
- Thomas Jefferson

**Rhode Island**

- Rhode Island Department of Health
- RIPIN

**South Dakota**

- Sanford Medical Center

**Tennessee**

- Aging Family Partners LLC

**Texas**

- Aggies Serving the Aging Population
- Vibrant Works
- WellMed Charitable Foundation

**Utah**

- Intermountain Health

**Virginia**

- Valley Program for Aging Services

**Washington**

- ALTCEW
- DOH
- King County Fall Prevention Coalition
- Kittitas Valley Healthcare
- NWRC
- Pierce County Human Services - Aging & Disability Resources
- SAIL - Stay Active and Independent for Life

**Wisconsin**

- ADRC of St. Croix County
- Fort HealthCare

Learn more at [www.ncoa.org/FPAW](http://www.ncoa.org/FPAW)

*This publication was created as part of a project that is 100% funded by a grant totaling \$5,000,000 awarded to NCOA by the U.S. Administration for Community Living (ACL), an operating division of the U.S. Department of Health and Human Services (HHS). It does not necessarily reflect the official views of, or endorsement by, ACL, HHS, or the U.S. Government.*



*Vibrant Works Texas*

**nco**  | **FallsFree**  
national council on aging

Learn more at [www.ncoa.org/FallsWeek](http://www.ncoa.org/FallsWeek)

251 18th Street South, Suite 500 • Arlington, VA 22202

571-527-3900 • [ncoa.org](http://ncoa.org) • [@NCOAging](https://twitter.com/NCOAging)

© 2026. All rights reserved.