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PRESS RELEASE – For Immediate Release

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Fall Prevention Awareness Week

TWIN FALLS- South Central Public Health District (SCPHD) is hosting a “Fall Free Seniors” Fun Walk on September 17, 2011, in recognition of National Fall Prevention Awareness Week.

Individuals 60 and older are encouraged to participate in the “Fall Free Seniors” Fun Walk, but everybody is invited to join. The course is one mile around the middle circle of the College of Southern Idaho campus. The Fun Walk is free, but interested individuals are asked to register by September 14, 2011, by 4:00 p.m. Check-in is from 9:00-9:45 a.m. at South Central Public Health District. The walk begins at 10:00 a.m. The first 50 registrants will be entered into a prize drawing. This Fun Walk is not of a competitive nature, and no roller skates, roller blades, skateboards, bicycles, or pets will be allowed. Participants are encouraged to wear appropriate footwear for the terrain. The Fun Walk will be held rain or shine. Registration is online at www.phd5.idaho.gov, or registration forms are available at any SCPHD office or any local senior citizen centers.

National Fall Prevention Awareness Week is observed to promote and increase public awareness about how to prevent and reduce falls among older adults.

The “Fall Free Seniors” Fun Walk is a way to help older adults stay active. By walking, older adults can stay mobile, strong, and independent. It is also a way to show the community that older adults are very present in the communities and that physical activity is for all ages.

In Idaho, 81% of fall-related fatalities in 2007-2009 were among individuals over 65 years of age. In 2009, Idaho Emergency Medical Services responded to 81,618 fall-related calls for individuals 65 years and older. In 2007, more than 18,000 older Americans died from injuries related to unintentional falls. Due to these alarming facts, it is important that older adults stay active and exercise regularly.

South Central Public Health District offers free Fit and Falls Proof™ exercise classes in Carey, Eden, Gooding, Hailey, Kimberly, Oakley, Wendell, and Twin Falls. For more information on the “Fall

Free Seniors' Fun Walk or Fit and Fall Proof™ exercise classes, call South Central Public Health District at 737-5988 or visit our website at www.phd5.idaho.gov.

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