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PRESS RELEASE – For Immediate Release

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Fall Prevention Awareness Week-SCPHD Hosting a Fun Walk for Seniors

TWIN FALLS- South Central Public Health District (SCPHD) is hosting a “Fall Free Seniors” Fun Walk on September 22, 2012, 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 or two miles around the middle circle of the College of Southern Idaho (CSI) campus. The Fun Walk is free, but interested individuals are asked to register by September 20, 2012, by 4:00 p.m. The day of the event, check-in will be from 9:00-9:45 a.m. at the SCPHD office (located on the west side of the CSI campus). The walk begins at 10:00 a.m. 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.

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. National Fall Prevention Awareness Week (September 16-22) is observed to promote and increase public awareness about how to prevent and reduce falls among older adults.

Every 15 seconds, an older adult is seen in an emergency room for a fall-related injury. Nationally, falls are the leading cause of both fatal and nonfatal injuries for those aged 65 and over. Moreover, the chances of falling and being seriously injured in a fall increase with age.

“More than 5,500 fall-related calls to EMS in Idaho were for adults 65 and older, and more than 150 adults in that age group died from a fall in 2010,” says Elvia Caldera from SCPHD. “Falls among older

adults can negatively affect their health and sense of security and impact the entire family. We need to stand together as a community and raise awareness of preventive measures that can keep seniors safe in Idaho.”

For more information on the “Fall Free Seniors” Fun Walk or Fit and Fall Proof™ exercise classes, call SCPHD at 737-5988 or visit our website at www.phd5.idaho.gov.

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