



Brunswick Senior Resources, Inc.  
Making a Difference

## **Brunswick Senior Resources, Inc.**

### **Brunswick Center at Supply**

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### **NC to Celebrate Falls Prevention Awareness Week September 21-25, 2020!**

Supply, NC - The Brunswick Center at Supply is recognizing falls prevention by reaching out to educate our Nutrition clients, both Curbside Congregate and Home Delivered participants. We also plan to offer a new Evidence-Based Health Promotion program called A Matter of Balance once the centers of Brunswick Senior Resources, Inc. (BSRI) reopens.

This week each Nutrition participants received an informational placemat called Preventing Falls: Tips to Reduce Your Risk. The placemat was provided by Meredith Spell, Injury & Violence Prevention Coordinator, Trauma Services at New Hanover Regional Medical Center. According to Meredith, nearly 2,500 placemats will be distributed throughout the southeastern North Carolina. The placemat offers tips such as the importance of physical activity to improve strength and balance. In addition, check your medications to see if you might at risk for a fall, stand up slowly and always discuss your concerns with your doctor.

According to the North Carolina Falls Prevention Coalition, in Brunswick County, in 2018, there were more than 300 hospitalizations due to a fall, more than 1,000 Emergency Department visits and 19 deaths associated with a fall. Nationally, about 25% of older adults fall each year. Experiencing a fall is not a normal part of aging. The fear of falling is real and can become a self-fulfilling prophecy. Falls can also limit a person's independence.

“As taught in A Matter of Balance, when an older adult develops the fear of falling, that can lead to limited time outside of their home,” states Melissa Starr, Director at the Supply Center, “Individuals are likely to decrease their physical activity and can experience some difficult emotions and social isolation. This cycle can lead to a fall when the person does go outside, we are excited to offer this powerful Evidence-Based Health Promotion Program.”

A Matter of Balance is an eight-week Self-Management program that teaches participants some great tools to decrease their fear of falling. Participants learn strength, balance and flexibility activities, being assertive, action planning and learn ways to make sure their homes are safe from trip hazards. The program is free for adults age 60 and better!

The National Council on Aging has developed a free Falls Free Checkup! [Click here](#) to check your risk for falls. Also, attached is Governor Cooper's proclamation on [Falls Prevention Awareness Week](#). The Brunswick Center at Supply strives to reimagine aging as it delivers quality services and programs that promote healthy and socially active senior lifestyles.