

Save the date for next general member call, Thursday, September 17 12:30 EST

**Update for the Falls Free™ Coalition members:**

**Falls Prevention Awareness Day**

Plans are underway in 21 states to promote fall prevention in conjunction with National Fall Prevention Awareness Day on September 22, the first day of fall. These states include Arizona, California, Connecticut, Florida, Hawaii, Illinois, Kentucky, Massachusetts, Maine, Minnesota, Missouri, New Jersey, North Carolina, Nebraska, New Hampshire, New Mexico, New York, Pennsylvania, Texas, Washington, and Wisconsin. In addition, Montana and Alaska are exploring options to participate. The Falls Prevention Awareness and Advocacy Committee created a Web page with a variety of tools and resources for states and communities to use in this effort to promote falls prevention. For more information on the State Coalitions on Fall Prevention Workgroup you can access a report on the web. The state chapters are enfoldng many of the affiliates of our national coalition members, who are making significant contributions and in some cases helping to lead the state coalition and local community efforts.

Some of our national Falls Free Coalition member organizations are also promoting information and activities including the American Occupational Therapy Association and the American Physical Therapy Association. If your organization is also promoting this awareness day or wants to become more involved contact [fallsfree@ncoa.org](mailto:fallsfree@ncoa.org) or the undersigned at any time.

**National Awareness Campaign Update**

Many of you were on conference calls earlier this year in which CDC explained how the Ad Council was interested in working collaboratively with the Falls Free Coalition to conduct a national campaign on fall prevention.

Since that time, a working group from NCOA and the CDC has been conducting additional background work to shape and guide planning on the details of the campaign. The group summarized information gathered from the research that led to target audience and messaging recommendations to the larger Ad Council Advisory Workgroup, which is comprised of coalition member organizations and CDC. The falls prevention campaign proposal will be made to the Ad Council Board on December 9th; if approved, work will begin in early 2010. The proposed campaign launch date will coincide with Falls Prevention Awareness Day, September 2010.

Thanks to the work of the CDC Foundation and generous sponsors, funding for the campaign is well underway, but we have a way to go to reach the estimated \$2.5 million needed to launch the campaign so additional funding and sponsorship support is still needed. If your organization is interested in contributing or can help identify potential funders for this exciting campaign, please contact Jessica Shisler, [zje6@cdc.gov](mailto:zje6@cdc.gov), 770-488-1571.

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