



SUMMARY REPORT

Agenda Date: 9/17/2019

To: Sonoma County Board of Supervisors

Department or Agency Name(s): Human Services

Staff Name and Phone Number: Paul Dunaway 565-3673, Katie Parrish 565-5930

Vote Requirement: Majority

Supervisorial District(s): All

Recommended Action:

Adopt a resolution proclaiming September 23-29, 2019 as “Falls Prevention Awareness Week” in Sonoma County.

Executive Summary:

This Gold Resolution for “Falls Prevention Awareness Week” recognizes the serious concern of falls for older adults and brings awareness to fall prevention education.

Discussion:

“National Falls Prevention Awareness Day” this year is September 23rd and is observed annually on the first day of fall in an effort to promote and increase public awareness about how to prevent and reduce falls among older adults. To recognize the importance of this critical issue, the State of California established the first week of fall as “Falls Prevention Awareness Week” beginning in 2008. By proclaiming September 23-29, 2019 as “Falls Prevention Awareness Week” in Sonoma County, the Sonoma County Area Agency on Aging will continue the national and state-wide effort of increasing education and awareness about the importance of preventing older adults from falling.

Among older adults, falls are the leading cause of injury-related deaths and are the most common cause of non-fatal injuries and hospital admissions for trauma. Falls in older adults are the leading cause of head injuries and broken hips. An older adult is seen in an emergency department for a fall-related injury every 11 seconds and every 19 minutes an older adult will die of a fall related injury. The financial toll for older adult falls is expected to increase as the population ages and may reach \$67.7 billion annually by 2020. In California every year, 1.3 million older adults are injured due to a fall. Forty percent of nursing home admissions are due to injuries related to falls with 40% of those admitted never returning to independent living. Even falls without injury can cause fear of falling, leading to physical decline, depression, and social isolation. Research suggests that older adults underreport falls due to embarrassment, fear, or avoidance and the word “fall” may carry its own stigma because falling implies weakness and frailty.

In response to this need, the Sonoma County Area Agency on Aging provides “A Matter of Balance” an evidence-based falls prevention program for older adults to improve their balance, strength and flexibility while also challenging fears of falling and developing assertiveness skills. In addition, in 2019 the Sonoma County Area Agency on Aging launched its new Bingocize program, another evidence-based falls prevention program incorporating exercise and nutrition education with the game of Bingo. During Falls Prevention Awareness Week, the Area Agency on Aging expands its outreach and education on how to prevent falls.

Prior Board Actions:

September 11, 2018: Approved a Resolution proclaiming the week of September 22-28, 2018, as "Falls Prevention Awareness Week".

September 19, 2017: Approved a Resolution proclaiming the week of September 22-28, 2017, as "Falls Prevention Awareness Week".

September 13, 2016: Approved a Resolution proclaiming the week of September 22-28, 2016, as "Falls Prevention Awareness Week".

September 15, 2015: Approved a Resolution proclaiming the week of September 21-27, 2015 as "Fall Prevention Awareness Week".

FISCAL SUMMARY

Expenditures	FY 19-20 Adopted	FY20-21 Projected	FY 21-22 Projected
Budgeted Expenses			
Additional Appropriation Requested			
Total Expenditures	0	0	0
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other			
Use of Fund Balance			
Contingencies			
Total Sources	0	0	0

Narrative Explanation of Fiscal Impacts:

N/A

Staffing Impacts:			
Position Title (Payroll Classification)	Monthly Salary Range (A-I Step)	Additions (Number)	Deletions (Number)

Narrative Explanation of Staffing Impacts (If Required):

N/A

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Attachments:

Resolution

Related Items “On File” with the Clerk of the Board:

None