

Avoiding falls – tips to break the cycle



Peace of Mind with Philips Lifeline

- Get prompt caring assistance at the push of a button, 24 hours a day, 365 days a year.
- Our new Lifeline with AutoAlert* option provides an added layer of protection by automatically placing a call for help if a fall is detected and you can't push your button.
- Continue living in the comfort of your own home.

Understanding fall risk

Falls are a real concern for older adults

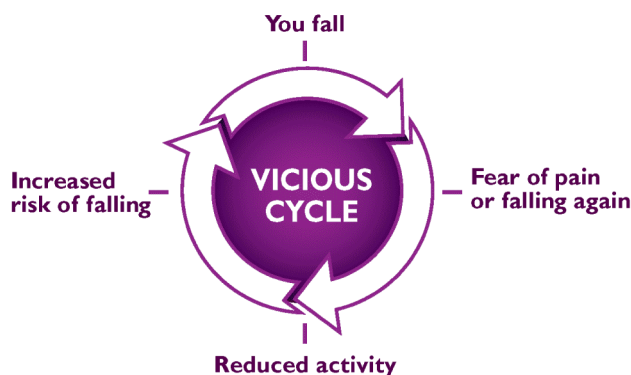
It is estimated that one out of three adults age 65 and older fall each year, and fall rates increase sharply with advancing age.¹ Many of those falls cause serious injury – hip, wrist or vertebra fracture – or sometimes death.² And falls can rob older adults of their independence, often resulting in a move to a nursing home or other supervised living situation.

Fear of falling can increase your risk of falls

Cutting back on physical activity leads to loss of strength, reduced muscle tone, balance problems, decline in overall health, and often depression – all of which makes it more likely you will fall again. It's a vicious cycle.

Help is readily available

Many falls are preventable. The first step is to overcome fear and transform it into actions that help you avoid falls. Talk to your healthcare provider about your concerns, and use the checklist on the next page to learn how to reduce your risk.



1. Promoting a National Falls Prevention Action Plan, Research Review Papers, Stevens, Judy, Ph.D. "Falls Among Older Adults – Risk Factors and Prevention Strategies," page 3.

2. National Center for Injury Prevention and Control, Falls - Adults, <http://www.cdc.gov/ncipc/factsheets/falls.htm>



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