



APRIL FALLS MONTH

HOST AN INFORMATION TABLE ON FALLS PREVENTION IN YOUR TOWN!

April Falls Month is a national campaign to raise falls awareness.

WHY?

Falls by older Australians is a little known, daily national tragedy.

- Every 2.5 minutes an Australian aged 65+ goes to an emergency department due to a fall.
- Falls are the biggest reason for premature admission to an aged care facility.

In 2020, treatment of injuries from falls by older Aussies cost over \$2.3 billion. There are multiple flow-on effects for ambulance services, loss of independence and family impact.

By 2040, there will be over 6 million older Australians.



“Until a friend fell and didn’t go home, I hadn’t heard of, or even thought about falls. I speak on behalf of the older generations of Aussies and to help get a message to Australia.

**Falls are a major issue.
And remember this – falls don’t discriminate.”**

Bob Barnes – Lismore community leader.
Established Lismore’s Rotary Nightlights and Fall Prevention Committee.



WHAT?

In cooperation with NSW Health and international experts, we’re asking Clubs in District 9640 to host a community information table on Falls Prevention during ‘April Falls Month’ 2024.

The table will share a very important message:
Falls can be prevented and here’s how!

We can provide your Club with evidence-based solutions and pre-prepared steps to set-up a table in your town - to personally share this positive message.

Your Club can act alone or join with other clubs.



HOW

1. Give us a call. The steps are straightforward - we provide resources and can help with each step below.
2. Call a venue to host your table - book a space for 1-3 days in April. We normally set-up a table in Bunnings but it could be at a shopping centre or community market.
3. We'll provide you resources - for signage, posters and flyers to read, display and give away.
4. Get samples of falls prevention products - ask Bunnings or your shopping centre for samples such as non-slip mats, grab rails and nightlights to display at the table.
5. Email some letters and a media release - we'll send you letters and a media release to use to raise awareness. We have cooperation from NSW Health who can potentially be present at your table with you. We also like to get visits to the table from health professionals and an Ambulance officer to join in the conversations with the public. Together they can also provide information on programs provided by health services and ideally offer people a balance test.
6. Staff the table, talk with people and give them a brochure. People often don't want to think about a fall until they've had one. One in 3 Aussies aged 65 and over have a fall one or more times a year. That's at least 1.3 million falls, mostly at home. You'll be amazed at how many people have a falls story connected to them. The key to the table is your energy and presence – hosting a space for falls conversations to be shared, every conversation counts.



PLEASE GIVE US A CALL

As our population ages, promoting falls prevention strategies is such an important action we can take together - supporting individuals, friends, families, and the community.

We are providing a solutions-focussed message in a ready-to-go package for your Club – the positive impact you can make is significant.

If your Club can host an information table under your Clubs banner as part of April Falls Month – **please just call David Barnes 0406 585 848s, Kelly Williams 0424 606 933, or myself, on 0417 895 254**

Yours in Rotary,

A handwritten signature in black ink, appearing to read 'Graeme Hargreaves'.

Graeme Hargreaves
President



People of Action

IT'S BETTER TO PUT A FENCE AT THE TOP OF THE CLIFF THAN AN AMBULANCE AT THE BOTTOM