



In North Carolina, falls are the leading cause of fatal injuries and the second leading cause of nonfatal injuries for people over 65. The North Carolina Falls Prevention Coalition brings together researchers, planners, health care providers, housing specialists, aging services providers, and many others to **work together to reduce the number of falls and fall-related injuries for North Carolinians.**

Committees have been formed to address the following Coalition goal areas:

1) Infrastructure Development and Maintenance

Establish and maintain a statewide Falls Prevention Coalition of key state, regional, and community stakeholders to systematically identify needs, resources and successes and to build capacity for falls prevention throughout the state.

2) Community Awareness and Education

Develop and apply effective social marketing materials and practices to engage and better inform the public and specific constituencies about falls risks and proven strategies to reduce falls.

3) Provider Education

Identify, develop, and implement training programs at state, regional, and community levels for both clinical and community providers to raise falls prevention awareness and enable them to plan, deliver and evaluate effective evidence-based falls prevention programs and practices/interventions.

4) Risk Assessment and Behavioral Intervention

Create and implement plans to identify and establish necessary complements of risk assessment and intervention strategies at the state, regional and community levels to address the varying and diverse needs of those at risk for falls.

5) Surveillance and Evaluation

Monitor the growth and outcomes of falls prevention initiatives. Evaluate and disseminate findings and lessons learned from the process and outcomes of the initiative on at least an annual basis. Use information and conclusions to set new goals and strategies for upcoming year and seek resources to continue falls prevention activities.

6) Advocacy for Supportive Policies and Environments

Assess, advocate, and facilitate the development of policies, environments, and resources that advance falls prevention.

Founding Partners



Coalition Members

- AARP
- Advanced Home Care
- Age Mark (AIF- Dementia Care)
- Amedisys Home Health & Hospice
- Appalachian Regional Health Care System
- Association for Home & Hospice Care NC
- Be Active NC
- Blue Ridge Physical Therapy
- Carolina Geriatric Education Center
- Carolinas Center for Injury Prevention
- Carolinas Center for Medical Excellence
- Carolinas Healthcare System
- Chatham County Council on Aging
- Community Care of North Carolina
- Duke University
- Duke University Health System
- East Carolina University
- Eastern Carolina Injury Prevention Program
- Eastern Chatham Senior Center
- Forsyth Medical Center
- Gaston College
- Genesis Rehab Services
- GlaxoSmithKline
- Healthy Carolinians
- High Point Regional Health System
- Housing Works / Universal Design Institute
- Mecklenburg Safe Communities
- Mobile Rehab
- Moses Cone Health System
- Moses Cone Outpatient Rehabilitation
- NC Association of Local Health Directors
- NC Department of Insurance
- NC Division of MH/DD/SAS
- NC Division of Aging and Adult Services
- NC Division of Public Health
- NC Division of Services for the Blind
- NC EMS Administrators
- North Carolina Hospital Association
- North Carolina Nurses Association
- NC Occupational Therapy Association
- NC Office on Disability and Health
- NC Physical Therapy Association
- NC State University
- Novant Health
- Piedmont Triad COG Area Agency on Aging
- Pitt County Fall Prevention Task Force
- Safe Kids North Carolina
- Southeastern Regional Advisory Committee on Trauma
- The Hearing Clinic, Inc.
- Turning Point Social Marketing National Excellence Collaborative
- UNC Center for Aging and Health
- UNC Division of Physical Therapy
- UNC Greensboro
- UNC Injury Prevention Research Center
- UNC Institute on Aging
- UNC School of Medicine
- UNC School of Pharmacy
- Western Carolina University
- Western NC Partnership for Public Health
- Wilmington RAC