

For immediate release

28 August 2023

## Creating Safe Steps: New Campaign for Preventing Falls

Injury Matters has launched the latest Stay On Your Feet® campaign, Remove Hazards. This campaign encourages older adults to keep their homes clear of common falls hazards, wear safe shoes, and check their eyesight.

Injury Matters' General Manager – Injury Prevention, Samantha Menezes said, "1 in 3 people over the age of 65 have a fall each year, with some resulting in serious injury and hospitalisation. Yet falls are preventable - they don't just happen. By removing hazards, older people can reduce their risk of having a fall."

Older adults can use the free Stay On Your Feet® home safety checklist to remove hazards in and around the home, have their eyes tested at least every two years, and have annual podiatrist check-ups to maintain their independence.

"More than 50% of falls happen in the home. Simple changes such as replacing torn carpets, removing mats, making sure your home is well lit, your eyesight is healthy and wearing supportive footwear can go a long way to preventing falls in and around the home,"

"Older adults can call 1300 30 35 40 for a free Remove Hazards information pack to help them get started," Ms Menezes said.

For health and community workers helping older adults to stay healthy and independent, the campaign offers information and resources providing simple, practical tips to promote ways to Remove Hazards.

Find out more about the Stay On Your Feet® program and how to prevent falls at [www.stayonyourfeet.com.au](http://www.stayonyourfeet.com.au).

Injury Matters' Stay On Your Feet® program aims to empower seniors with the knowledge and resources they need to make informed decisions about their diet, promoting positive ageing and reducing the risk of falls.

**-Ends-**

For further information, interview, and photo opportunities, contact Ashleigh Kostecki, Communications and Marketing Coordinator, on 08 6166 7688 or [communications@injurymatters.org.au](mailto:communications@injurymatters.org.au).