

# Falls Free® Wisconsin Coalition

## Annual Media Engagement Calendar

### Use this calendar to:

- Provide education and awareness on different falls prevention-related topics throughout the year.
- Develop messaging for social media, newsletters, radio, local newspapers, etc. based on different topics.

### January

- **New Years Resolutions** - It's never too late to start an exercise program!
- **National Soup Month** - Share a recipe to aid protein intake
- **Dry January** - Reduce or limit alcohol intake
- **Glaucoma Awareness Month**  
- Schedule an annual eye exam
- **Winter Safety** - Walk like a penguin!

### February

- **National Caregivers Day** - Falls prevention for caregivers
- **American Heart Month** - Manage your blood pressure

### March

- **National Brain Injury Awareness Month** - Protect your head, prevent falls!
- **National Nutrition Month** - Eat well to prevent falls
- **Travel Safety** - Where safe footwear when traveling

### April

- **National Parkinson's Awareness Month** - Talk to your healthcare provider about ways to prevent falls
- **National Superhero Day** - Be a superhero - prevent a fall!
- **National Walking Day** - Walk heel-to-toe and scan ahead for hazards

## May

- **Arthritis Awareness Month** - Participate in an exercise program like Tai Chi
- **National Physical Fitness and Sports Month** - Try some simple balance and strength exercises
- **Older Americans Month** - Celebrate aging well by staying falls free!
- **Senior Health & Fitness Day** - Join a local exercise program or fitness center
- **National Pet Month** - Practice safety around pets!
- **National Osteoporosis Awareness & Prevention Month** - Ask your healthcare provider about a bone density screening

## June

- **Men's Health Month** - Talk to a man in your life about their balance
- **Watch for Glare** - Wear sunglasses and get your vision checked

## June (cont'd)

- **Consider Walking Sticks** - When out and about at sporting events or in nature!
- **National Safety Month** - Take the Home Safety Challenge

## July

- **Stay Hydrated** - Up your fluid intake on hot summer days!
- **Stay Social** - Getting out and about can help us maintain independence
- **Travel Safety** - Arrive early, keep your hands free, and take your time!
- **Pet Safety** - Don't get caught in a leash or with a pet underfoot!

## August

- **Prevent Hunting Accidents** - Stay falls free this hunting season
- **Back to School** - Be aware of your surroundings
- **Carpool** - Take your time if you're taking your grandkids to school

## September

- **Falls Prevention Awareness Month** - Acknowledged all month long!
- **National Falls Prevention Awareness Week** - Starting on the first day of fall
- **National Grandparents' Day** - Maintain your mobility and keep playing with your grandkids for years to come
- **World Alzheimer's Day** - Get a memory screening
- **Healthy Aging Month** - Celebrate aging by maintaining your mobility!
- **Malnutrition Awareness Week** - Share nutrition guidelines for older adults

## October

- **Halloween** - *Treat* yourself to safety and independence!
- **National Physical Therapy Month** - Ask your healthcare provider if a physical therapy referral would benefit you
- **Active Aging Week** - Share balance & strength exercises

## October (cont'd)


- **Fire Prevention Week** - Share messages about hoarding and its relationship to fires & falls

## November

- **American Diabetes Month** - Share diabetes management/prevention tips (take a Healthy Living with Diabetes workshop!)
- **Bladder Health Awareness Month** - Take a Mind Over Matter program workshop!
- **Giving Tuesday** - Give the gift of safety!
- **Social Connection Awareness Week** - Celebrated the 2<sup>nd</sup> full week in November
- **Daylight Savings** - Turn the clocks backward, but be safety forward (change lightbulbs, etc.)

## December

- **Winter Safety** - Have a snow removal plan & watch out for ice
- **Talk About It** - Talk about falls with family & loved ones
- **The Gift of Strength** - Practice simple balance & strength exercises at home
- **Tis the Season** - Gift a pair of walking sticks to an older adult in your life
- **Older Driver Safety Awareness Week** - Discuss medication management and how that relates to car crashes falls
- **Use FSA Benefits** - For tools to support your independence (like grab bars, glasses, or pill boxes)



Falls prevention messaging can relate to many topics! Be creative and spread the message of independence, mobility, and increased confidence all year long.

Refer to [FallsFreeWI.org](http://FallsFreeWI.org) and [Stepping On/Pisando Fuerte](#), or other falls prevention and exercises classes in your area.