

NEWS RELEASE

For immediate release: September 19, 2011

THE RISING STARS IN PARRY SOUND

The North Bay Rising Stars are performing in Parry Sound, at 3:00 p.m. on Monday, September 19 at the Bobby Orr Community Centre. As a group of enthusiastic and talented older adults, the North Bay Rising Stars perform lighthearted vignettes with a serious message about falls prevention and safety.

The Stay On Your Feet Coalition of Parry Sound and Belvedere Heights Community Support Services brought the North Bay Rising Stars to the “Diner’s Club” in Parry Sound. As a dinner and social club for seniors, the “Diner’s Club” is an ideal audience to view falls prevention messages.

Falls are a leading cause of injury and death among older adults. Yet most falls are avoidable with proper education, awareness, screening, assessment, intervention and prevention.

The Stay on Your Feet Coalition of Parry Sound is group of community partners, volunteers and seniors who work together to reduce falls in older adults. The Belvedere Heights Community Support Services helps seniors by providing a wide range of quality volunteer services, including seniors safekeeping, friendly visiting, Meals on Wheels and transportation.

For more information, call the Health Unit at 705-746-5801 or 1-800-563-2808, or visit www.healthunit.biz.

Quick Facts

In 2009:

- 50% of injury-related hospitalizations were due to falls
- Over 90% of all hip fractures are due to falls
- Falls reduce quality of life for our seniors, impacting their mobility, health and independence.
- Falls cost the Ontario health-care system billions of dollars, resulting in avoidable visits to the Emergency Department, hospitalizations, high Alternate Level of Care rates, and all too often, admission to long-term care homes.

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