



OFFICE OF THE MAYOR, CITY OF GREENVILLE

# Proclamation

**WHEREAS**, it is estimated that 12.7 percent of North Carolina citizens are 65 years of age or older;

**WHEREAS**, it is estimated that one third of seniors over the age of 65, and half over the age of 80 will fall each year;

**WHEREAS**, falls are the leading cause of fatal injuries and the second leading cause of nonfatal injuries among North Carolinians age 65 and older;

**WHEREAS**, falls are the most common cause of traumatic brain injuries (TBI), with TBI accounting for 51.9% of fatal falls among older adults;

**WHEREAS**, falls and the fear of falling can lead to depression and hopelessness, loss of mobility, and loss of functional independence;

**WHEREAS**, older adults who fall once are two to three times more likely to fall again;

**WHEREAS**, in 2020, the annual direct and indirect cost of fall injuries in the United States is expected to reach \$54.9 million (in 2007 dollars);

**WHEREAS**, the Centers for Disease Control and Prevention (CDC) estimates that if the rate of increase in falls is not stemmed, annual cost under the Medicare program will reach \$32.4 billion by 2020;

**WHEREAS**, the quality of life is improved for North Carolina seniors who remain healthy, active and independent;

**WHEREAS**, injuries from falls are largely a preventable community health problem;

**WHEREAS**, evidence-based programs show promise in reducing falls and facilitating cost-effective interventions, such as comprehensive clinical assessments, exercise programs to improve balance and health, management of medications, correction of vision, and reduction of home hazards; and

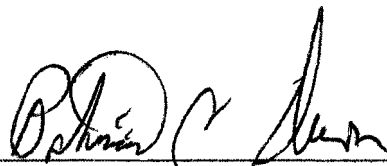
**WHEREAS**, the North Carolina Falls Prevention Coalition and the Pitt County Fall Prevention Task Force are working to increase awareness of this issue, and promote multidisciplinary strategies to prevent falls, and encourage North Carolinians to take steps to protect those who are at increased risk of falling.

**NOW, THEREFORE**, I, Patricia C. Dunn, Mayor of the City of Greenville, North Carolina, do hereby proclaim the week of September 19-24, 2011 as

## FALLS PREVENTION AWARENESS WEEK

in Greenville.

This 18th day of September, 2011.

  
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Patricia C. Dunn, Mayor