

## SIPP Accomplishments:

- Implemented Community Falls Prevention Discussion Groups to educate older adults on methods to reduce their fall risk
- Created and distributed the "Taking Steps to Prevent Falls" video and a Falls Prevention Manual for older adults
- Organized and hosted the Annual State-wide Senior Injury Prevention Conference since the year 2000
- Integrated Falls Prevention interventions into existing services provided by AAA contractors
- Partnered with the National Highway Traffic Safety Administration and the American Society on Aging to teach Driving Safety to older adults
- Obtained funding through, Public Health, Emergency Medical Services, the Area Agency on Aging, the Board of Supervisors, grants, and extensive in-kind efforts of SIPP partners
- Conducted educational forums for foundations to raise awareness regarding the need for senior injury prevention funding
- Provided initial platform for the launch of the Stop Falls Network and subsequent updates and service provider feedback
- Developed a "Fall Prevention Center" at Alameda County Medical Center. This unique program provides PT assessments, medication screening, and fall prevention education to high risk older adults.
- Conducted Physical Activity for Fall Prevention Trainings for "lay" physical activity leaders.

## Senior Injury Prevention Partnership

Alameda County Public Health Department  
Alameda County Area Agency on Aging  
United Seniors of Oakland & Alameda Co.  
Alameda County Medical Center-Highland  
Alameda County Commission on Aging  
Alta Bates Summit Medical Center  
Vital Link Emergency Response Systems  
Kaiser Permanente  
Eden Medical Center  
Spectrum Community Services  
Fremont Human Services  
Adult Day Services Network  
LIFE ElderCare, Inc.  
Senior Support of the Tri-Valley  
St. Mary's Center  
FORE  
Alameda County Library System  
Spanish Unity Council  
American Medical Response  
Fall Prevention Program of Contra Costa Co.  
San Mateo Fall Prevention Task Force  
Rebuilding Together Oakland

Injury Prevention Program  
Emergency Medical Services Division  
Alameda County Public Health Department  
1000 San Leandro Blvd.  
San Leandro, CA 94577



**INJURY PREVENTION FOR  
THE SPA GENERATION  
(SIXTY-PLUS ADULTS)**

A partnership of organizations from  
Alameda County and the Bay Area

**2010**

## SIPP Mission Statement

To reduce preventable injuries to the older population in Alameda County and to raise awareness regarding the need for injury prevention programs for older adults.

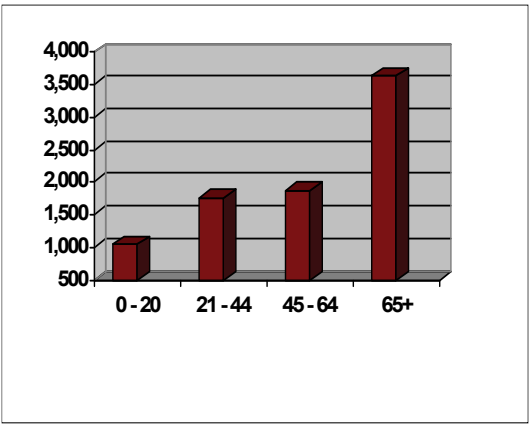


## Partnership Services

- Home Safety Modifications
- Physical Activity & Exercise programs at home and in group settings
- Nutrition and Diet Analysis
- Fall Risk Assessments
- Professional Education
- Medication Management
- Falls Prevention Education
- Driving Safety Education
- Emergency Preparedness Education
- Advocacy
- Case Management
- Emergency Response Systems
- Friendly Visitors
- Wellness Checks
- Bone Density Screenings
- In-Home Counseling
- BLS Hospital to Home Program

## Alameda County Data

### Unintentional Injuries - 2006 (Hospitalizations and deaths)



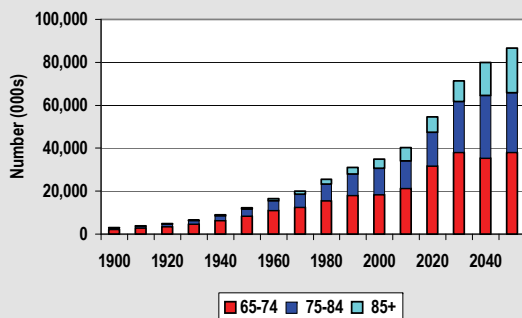
State of California, Department of Finance, 2000–2050. Sacramento, CA, July 2007

## U.S. Census Bureau Data

**Over the next 20 years, the sixty-plus population of the United States will more than double. For the first time in history there will be more people over the age of 65 than there are under the age of 14.**

### Older Population by Age: 1900-2050

Source: U.S. Bureau of the Census



In the year 2006 people 65 years old and over represented just over 12% of the population of Alameda County. That 12% of the population accounted for over 45% of all hospitalizations and deaths due to unintentional injuries.

### For more information on SIPP or joining the partnership contact:

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