



# HEADS UP! SENIORS

**ONE IN THREE OLDER ADULTS FALL EACH YEAR.**

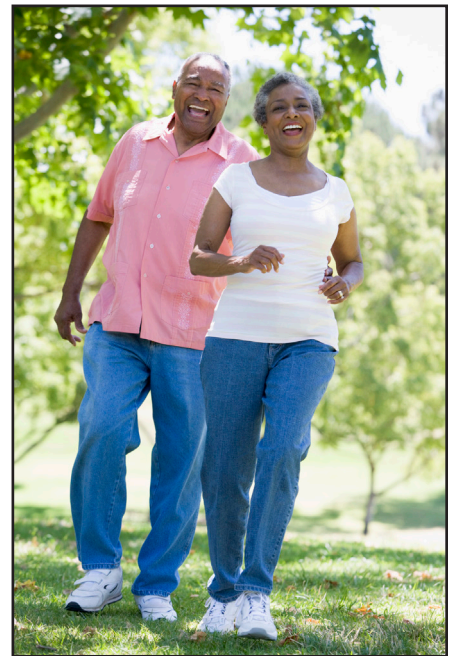
**60% OF THESE FALLS OCCUR AT HOME.**

**FALLS ARE THE LEADING CAUSE OF INJURY DEATHS AMONG OLDER ADULTS.**

**Heads-up! Seniors** is a fall prevention and pedestrian safety campaign to increase awareness of the risks and consequences of brain injury among New Jersey's older residents. **Heads-up! Seniors** includes materials on brain injury in seniors, a safety checklist and an interactive game show event. This **free** educational and social presentation is designed to educate seniors about traumatic brain injury and how to best prevent falls and pedestrian accidents that can lead to such injuries. Seniors will be encouraged to give their mind a workout and start thinking and talking about the issue, while having fun with their friends and neighbors. Participants are also provided with the safety checklist to examine their homes and lifestyles for potential fall hazards.

## THE BRAIN INJURY ALLIANCE OF NEW JERSEY RECOMMENDS THE FOLLOWING SAFETY TIPS FOR SENIORS:

- **EXERCISE:** Engage in regular physical activity, especially balance and strength building activities.
- **MEDICATION:** Ask your doctor if medications you take, or alcohol consumption, increase your risk of falling.
- **HOME SAFETY:** Identify and correct falling, slipping or tripping hazards.
- **VISION:** Have regular vision checks.



FOR PRESENTATION INFORMATION CONTACT:

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**Heads-up! Seniors** is a service of the Brain Injury Alliance of New Jersey. Funding is provided by The Traumatic Brain Injury (TBI) Fund and by the New Jersey Division of Highway Traffic Safety.