

DID YOU KNOW...

Every year in the United States, 1 out of 4 older adults aged 65+ have a fall, with approximately 1 out of 5 fallers sustaining a serious injury? Research indicates that people who fall are 2-3 times more likely to fall again, and each fall increases the likelihood of more serious injury or death.

NEW JERSEY FALLS FACTS

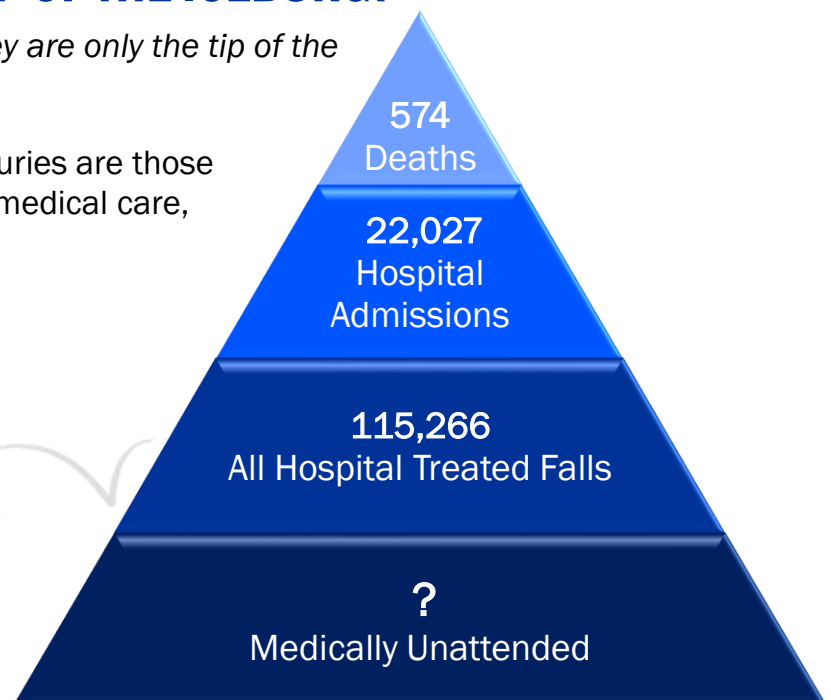
- In 2024, falls were the leading cause of death from unintentional injury in NJ among those aged 60 and older. Fall-related deaths were more than triple the amount of those resulting from a motor vehicle accident.
- Every 5 minutes in NJ an older adult aged 60+ is seen in the emergency room for a fall.
- In NJ, 85% of falls admitted as inpatients were aged 60 or older. Nearly 47.5% were aged 80 or older.
- The average cost for an inpatient hospitalization to treat an older adult for a non-fatal fall in NJ hospitals was \$123,693 in 2024.
- The total cost of all hospital treated falls for older adults' aged 60 or older in NJ was \$4,070,909,888 (4 Billion) in 2024.

Source: CDC Wonder (2024); NJ Department of Health, Center for Health Statistics (2024)

FALL DEATHS ARE ONLY THE TIP OF THE ICEBURG!

Fall injuries that cause death in New Jersey are only the tip of the iceberg...

The largest numbers of people with fall injuries are those who do not go to see a doctor, receive no medical care, or treat themselves.



The population aged 60 years and older represented 24.5% of the New Jersey population in the year 2024. It is expected to grow to be 25.7% of the population by 2030. As the population ages, the impact and cost of fall-related deaths and injuries will increase dramatically.

NEW JERSEY RESPONDS

Falling is **NOT** an inevitable result of aging. Through evidence-based interventions, practical lifestyle adjustments, and community partnerships, we can substantially reduce the number of falls among older adults. New Jersey is taking action to prevent falls through the following initiatives:

- The New Jersey Falls Prevention Coalition was formed in 2009 to develop and implement a community-based, fall prevention campaign geared to older adults. The impetus for the workgroup came from the New Jersey Interagency Council on Osteoporosis (ICO), which identified community-based fall prevention as a goal in its strategic plan.
- The goals and objectives of the New Jersey Fall Prevention Coalition are:
 - ✓ Develop a tool-kit/materials to promote NJ Falls Prevention Awareness Week for the 21 local Area Agencies on Aging and other community based-organizations. A comprehensive fall prevention campaign includes the effects of medication on fall risk, poor vision/hearing as a fall risk, the importance of exercise in fall prevention, and home safety educational materials.
 - ✓ Review, evaluate and distribute falls data to local stakeholders.
 - ✓ Foster a statewide fall prevention awareness effort, including several local events.
 - ✓ Develop and/or gather brochures and educational materials for falls prevention programs.
 - ✓ Develop and disseminate a community-based fall prevention health education session as part of an ongoing statewide health promotion initiative.
 - ✓ Build capacity for evidence-based falls prevention programs statewide.
- New Jersey offers model physical activity programs, including A Matter of Balance: Managing Concerns About Falls, Tai Ji Quan: Moving for Better Balance, The Otago Exercise Program, Project Healthy Bones, and the Move Today Exercise Program.
- To highlight fall hazards and increase awareness about how to prevent and reduce falls, New Jersey Governor Phil Murphy proclaimed the first week of Fall (September 21–27, 2025) as “Falls Prevention Awareness Week.”

For more information on evidence-based programs or how you can become involved with falls prevention in New Jersey, please reach out to the New Jersey Department of Human Services, Division of Aging Services.

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Participants exercising in a Project Healthy Bones Class from Randolph, NJ (2023)

Sources:

New Jersey Department of Health, Population Health Division, Center for Health Statistics, Falls Among NJ Residents, Inpatients, and ED Visits 2024 (September 4, 2025).
CDC WONDER (2024) Fatal Unintentional Injuries 2024, National Center for Injury Prevention and Control, Centers for Disease Control and Prevention, National Center for Health Statistics (NCHS), National Vital Statistics System.
US Census 2010 Population Figures.
The National Council on Aging (NCOA).