

# STILL GOING STRONG

## Partner Toolkit

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*Still Going Strong* is a new campaign from CDC's National Center for Injury Prevention and Control. *Still Going Strong* is an empowering awareness campaign that encourages older adults to age safely while still enjoying their favorite hobbies and activities. This campaign highlights the benefits of staying active and other simple steps older adults can take to reduce their risk of a fall or motor vehicle crash, which are leading causes of injury among older adults.

Adults 65 and older are one of the fastest-growing demographics in the United States. It is imperative to increase awareness of injury prevention among older adults and their caregivers because **injuries are preventable!**



This toolkit is for partner organizations to promote older adult injury prevention and motivate older adults to stay safe and independent longer. Please use the *Still Going Strong* content and resources within your organization's communications.

### What's included here:

- Partner Letter
- Quick Facts
- Key Messages
- Social Media Posts
- Multimedia Assets

*Still Going Strong* materials are available for download at: [www.cdc.gov/stillgoingstrong/resources](http://www.cdc.gov/stillgoingstrong/resources).

## Partner Letter

You can share the following letter in communications outreach to your partner organizations to gain their support in participating in the *Still Going Strong* campaign.

### Sample Letter

[Still Going Strong](#) is a new campaign to educate adults age 65 and older, and those that care for them, about common injuries that can be prevented as they age and specific steps they can take to reduce their risk of injury. The campaign was designed by CDC's Center for Injury Prevention and Control. *Still Going Strong* empowers older adults to stay safe without sacrificing their favorite hobbies and activities. It is possible to age without injury and maintain a good quality of life.

As an influential organization that serves this audience, we welcome your support to champion this campaign and help spread the word to older adults who are "still going strong." This campaign provides the latest data audience-tested creative resources to use in your own outreach efforts.

The *Still Going Strong* partner toolkit is available for [download](#). Visit [www.cdc.gov/stillgoingstrong](http://www.cdc.gov/stillgoingstrong) to learn more about *Still Going Strong*.

## Quick Facts

Older adults are at greater risk for serious injuries from falls and motor vehicle crashes. The following facts may encourage older adults and their caregivers to learn more.

- Falls and motor vehicle crashes are leading causes of injury death among older adults.<sup>1</sup>
- More than 1 in 4 older adults report falling, resulting in 36 million falls each year.<sup>2</sup>
- Every year, over 32,000 adults age 65 and older die due to a fall.<sup>3</sup>
- Fall death rates have increased about 30% in the last decade.<sup>3</sup>
- Every year, more than 8,000 older adults die in car crashes, and more than 250,000 are treated in emergency departments for crash-related injuries.<sup>3</sup>
- About 22 older adults die, and almost 700 sustain an injury every day in motor vehicle crashes.<sup>3</sup>
- Falls and motor vehicle crashes are common causes of traumatic brain injury (TBI) among older adults.<sup>1</sup>
- Older adults are more likely to have a hospital stay and die from a TBI compared to all other age groups.<sup>5</sup>



## Key Messages

### Stay Active. Speak Up. Take Action.

Injuries are not an inevitable part of aging—they can be prevented. Incorporating the following key messages in communication materials to share with older adults can encourage them to take a proactive role in staying healthy and safe.

- Injuries from falls and car crashes are common in older age, but they are preventable. There are simple steps you can take to reduce your risk of injury and stay independent longer.
- Talk openly with your loved ones and healthcare provider about your fall risk, driving fitness, and ways to prevent injury.
- Tell your doctor if you have fallen, if you feel unsteady when standing or walking, or if you are afraid you might fall.
- Side effects of medicines may increase your chances of a fall or car crash. Have your doctor or pharmacist review all the medicines you take, even over-the-counter medications.
- Discuss medical conditions with your doctor to determine if they may increase your risk of falling or affect your driving.
- Stay active to maintain your strength and balance, which lowers your chances of falling.
- Most falls happen at home. Make sure your home is well lit, and remove items you can trip over, like throw rugs and clutter.
- Have your eyes checked once a year and wear corrective lenses as needed.



## Social Media Posts

You can share the *Still Going Strong* campaign on Facebook, Instagram, and Twitter. Use the hashtag #StillGoingStrong and tag @CDCInjury. Sample posts are below, and you can pair them with the social media graphics linked below.

### Sample posts for older adults

- Common injuries among older adults are preventable. Small steps can make a big difference in your health. Find out how: [tinyurl.com/sgscdc](https://tinyurl.com/sgscdc). #StillGoingStrong @CDCInjury
- Growing older doesn't mean giving up the activities you have always enjoyed. Learn tips to age safely, without injury. Visit: [tinyurl.com/sgscdc](https://tinyurl.com/sgscdc). #StillGoingStrong @CDCInjury

## Sample posts for caregivers

- Older adults are more active & mobile than ever, but an injury from a fall or car crash can decrease their independence. Learn how #StillGoingStrong helps older adults prevent injuries as they age. [tinyurl.com/sgscdc](https://tinyurl.com/sgscdc) @CDCInjury
- Adults age 65+ have a higher risk of injury due to a fall or car crash. Learn simple steps you and your loved ones can take to age without injury. [tinyurl.com/sgscdc](https://tinyurl.com/sgscdc) #StillGoingStrong @CDCInjury

## Sample posts for healthcare providers

- Ask your patients age 65+ if they have concerns about falling or driving safely. Review your patients' OTC & Rx meds and check for side effects that could increase the chance for falls or car crashes. [tinyurl.com/sgscdc](https://tinyurl.com/sgscdc) #StillGoingStrong @CDCInjury

## Multimedia Assets

*Still Going Strong* creative campaign assets are available for free download. Please use this toolkit in communication and outreach efforts. Access multimedia library: [www.cdc.gov/stillgoingstrong](https://www.cdc.gov/stillgoingstrong).



## References

1. Centers for Disease Control and Prevention, National Center for Injury Prevention and Control. Surveillance Report of Traumatic Brain Injury-related Hospitalizations and Deaths by Age Group, Sex, and Mechanism of Injury—United States, 2016 and 2017. Centers for Disease Control and Prevention, U.S. Department of Health and Human Services.
2. Moreland B, Kakara R, Henry A. Trends in Nonfatal Falls and Fall-Related Injuries Among Adults Aged ≥65 Years—United States, 2012–2018. *MMWR Morb Mortal Wkly Rep* 2020;69:875–881. DOI: <http://dx.doi.org/10.15585/mmwr.mm6927a5>
3. Centers for Disease Control and Prevention, National Center for Injury Prevention and Control. Web-based Injury Statistics Query and Reporting System (WISQARS). Atlanta, GA: CDC; 2018. Available at: [www.cdc.gov/injury/wisqars](https://www.cdc.gov/injury/wisqars).
4. Owsley C. Driver capabilities in transportation in an aging society: a decade of experience. Technical Papers and Reports from a Conference: Bethesda, MD; Nov. 7–9, 1999. Washington, DC, Transportation Research Board; 2004.
5. Centers for Disease Control and Prevention, National Center for Injury Prevention and Control. [Surveillance report of traumatic brain injury-related emergency department visits, hospitalizations, and deaths—United States, 2014](https://www.cdc.gov/traumatic-brain-injury-related-emergency-department-visits-hospitalizations-and-deaths-united-states-2014). Atlanta (GA): Centers for Disease Control and Prevention; 2019.