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Stay Healthy By Staying on Your Feet!

FEMR and the State of Illinois Proclaim First-Ever Fall Prevention Awareness Day

FOR IMMEDIATE RELEASE - – The Foundation for Education and Musculoskeletal Research (FEMR) and the state of Illinois officially proclaimed the first day of autumn, September 22, 2010, as Fall Prevention Awareness Day. FEMR will be raising awareness for fall prevention and the need for osteoporosis screening and treatment in an effort to reduce the incidence of fragility bone fractures among older residents of Illinois.

Osteoporosis is the gradual loss of bone mass and strength which occurs with the natural aging process. As we age and the bones weaken, the risk of fracture becomes much higher with simple activity, especially when an elderly individual falls. Currently, there are approximately 1.5 million citizens in Illinois who are 65 years of age or older and it is estimated the number of citizens in this age bracket will increase to over 2 million by 2025. One out of every three people aged 65 and older fall each year resulting in over 600,000 deaths per year in Illinois. The epidemic of fragility fractures as a result of the aging baby boomers is preventable through proper diagnosis, treatment, and education.

“The good news is that deteriorating bone health and most falls are preventable. We need to start educating older adults and their caretakers and families about ways to diagnose and treat osteoporosis to minimize the risk of a loved one falling and injuring themselves,” said FEMR Founder and CEO Dr. Matthew L. Jimenez. “Through screening and treatment of osteoporosis, and getting the proper nutrition and daily physical activity, the risk of falling and breaking bones is significantly reduced. Remember, you are never too young to start taking care of your bones.”

Founded in 2008, FEMR is launching a new national website (www.boneknowledge.org) that will provide a broad range of information about bone health and knowledge. By identifying, educating, and treating individuals at risk for fragility fractures due to poor bone health, a person can substantially reduce the long-term burden of osteoporosis, bone-related injuries and deaths.

September 22, 2010 is Fall Prevention Awareness Day, which serves as a reminder for people to personally reflect on their health, lifestyle and diet in order to identify early warning signs for at risk situations. Armed with this insight, one can have a meaningful discussion with their physician to determine the best course of action to achieve a proper diet, strengthen bones and reduce the threat of injury due to a mishap or fall.

FEMR is working with The American Academy of Orthopaedic Surgeons to educate the public on fall prevention awareness and bone health. Here are a few simple tips many people have found to be highly successful in “Fall Proofing” your home, and what better time to start than right now in honor this year’s Fall Prevention Awareness Day on September 22, 2010:

- Keep rooms free of clutter, especially floors
- Be sure rugs have skid-proof backs or are tacked to the floor
- Improved balance is easily achieved by wearing sturdy, low-heeled shoes
- Be sure stairways are well lit and have rails on both sides
- Put grab bars on bathroom walls near tub, shower and toilet
- Keep a flashlight next to your bed; use a nightlight
- Keep a cordless phone nearby at all times so you don’t have to rush to the house phone when it rings
- Always know where your pets are and be mindful of quick, unpredictable movements; don’t allow your furry friends to get under foot
- Check regularly with your doctor to review your medications, bone condition and equilibrium

The public presentation of the proclamation to Dr. Matthew L. Jimenez and FEMR will be held at Advocate Lutheran General Hospital in Park Ridge, Illinois, on Wednesday, September 22, 2010 at 8:00am.

FEMR is partnering with Costco Pharmacy in Niles, Illinois, to host a Free Osteoporosis Clinic on Saturday, September 25, 2010 from 10:00am-4:00pm. Niles Costco Pharmacy will be offering free bone density screenings either by appointment or via walk-in. By detecting Osteoporosis early, fatal falls and costly fractures can be averted.

About the Foundation for Education and Musculoskeletal Health

The Foundation for Education and Musculoskeletal Research (FEMR) was founded in 2008 by Matthew L. Jimenez, MD, FACS, board-certified orthopaedic surgeon specializing in fracture care and joint reconstruction. As a busy trauma surgeon and fracture specialist with the Illinois Bone and Joint Institute for the past 15 years, Dr. Jimenez became concerned with the increased incidence of low-impact fractures among his elderly patients. To combat this problem, Dr. Jimenez founded FEMR, a nonprofit organization headquartered in Illinois, to increase osteoporosis awareness and prevent disabilities related to bone trauma. For more information, visit www.boneknowledge.org.

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