

# MEDIA RELEASE

**6 October 2005**

## Project launch for falls prevention FOR IMMEDIATE RELEASE

The Falls Prevention Project for Greek and Italian Communities aims to increase awareness of the need for falls prevention amongst older people of Greek and Italian background as well as the knowledge of how to reduce falls and the harm caused by falls. The project is funded under a grant from the Australian Government Department of Health and Ageing. The Hon Julie Bishop MP will officially launch the project on Friday, 7<sup>th</sup> October.

The cost of the management of injuries resulting from falls was estimated to be \$AUD 498.2 million in 2001. With the proportion of older people in Australia likely to double over the next 50 years, addressing the significant threats to the health and well-being of this group is vital.

"Australia is a multicultural society with 61% of MDC's client population estimated to be from Greek or Italian cultural background. Therefore, falls prevention strategies need to be sensitive to cultural needs," said Ms Jane Pickering, CEO of Metropolitan Domiciliary Care (MDC) – the auspicing organisation of the project.

Preventative strategies not only improve quality of life, they also provide benefits to society in terms of reduced stresses on services, and retention of the social capital that senior citizens represent. Falling is one of the most significant health concerns for people over the age of 65 years, and is a leading cause of injury, disability and subsequent need to seek residential accommodation.

"Much can be done to prevent falls and the community need to know this so they can take preventative action," said Ms Pickering.

**Date:** Friday 7<sup>th</sup> October, 2005  
**Venue:** Osteoporosis SA  
Suite 1, 202-208 Glen Osmond Road Fullarton  
**Time :** 2.00 – 3.30 pm  
Speeches commence at 2.30 pm  
Guest speakers include:  
The Honourable Julie Bishop, Federal Minister for Ageing  
Jane Pickering, CEO Metropolitan Domiciliary Care  
Pam Dean, Project Coordinator

**GENERAL ENQUIRIES  
& REFERRALS**  
(8.30am-5pm)

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**Government  
of South Australia**

This is a collaborative project, auspiced by Metropolitan Domiciliary Care. Project partners include Osteoporosis SA, Ethnic Link Services and the University of South Australia.

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