

FRI-2K.201-1-HP-02

INFORMATION CAMPAIGN ON PREVENTION OF FALLS IN ELDERLY AND OLD PEOPLE ²

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Abstract: An estimated 1.6 million older adults experience at least one fall each year, and the potential consequences of falling become more serious with age. About one in five falls in people over the age of 80 results in a hospital visit. According to NSI data for 2023, people over 65 in Bulgaria number 1,531 million people. The aging of the population in Bulgaria will pose serious challenges to the health and social system, so all possible preventive measures must be taken to preserve the health and independence of the elderly. Falling is a serious factor endangering them from injuries, disabilities, fear of a subsequent fall and dependence on constant care from relatives. Many factors can affect balance beyond age, such as medications, vision changes, neuropathy, brain injuries, obesity, and poor physical fitness. Even if there are no risk factors, neglecting regular balance work can lead to increased volatility.

The aim of this report is to provide a set of evidence-based and expert consensus recommendations for the prevention and management of falls applicable in older people for use by health and other professionals, taking into account: physiological changes and disorders, structural and functional aging markers, medico-social processes, an individualized approach that includes the perspectives of older people, carers and other stakeholders.

The report was developed within the framework of the project No 2024 - FOZZG – 01 "Development and research of a complex rehabilitation approach for the prevention of falls in the elderly and elderly", financed by the "Scientific Research" fund of the University of Ruse.

Keywords: Information Campaign, Prevention, Falls, Physical Activity, Sport, Elderly and Old People, Quality of Life

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² The research paper was presented on October 25-26, 2024, at the Health Promotion Section of the 2024 Scientific Conference co-organized by University of Ruse and Union of Scientists - Ruse. Its title in Bulgarian is: „ИНФОРМАЦИОННА КАМПАНИЯ ЗА ПРЕВЕНЦИЯ НА ПАДАНИЯТА ПРИ ВЪЗРАСТНИ И СТАРИ ХОРА“.

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* THE PAPER HAS BEEN AWARDED WITH A CRYSTAL PRIZE "BEST PAPER" AND IS INCLUDED IN THE "REPORTS AWARDED WITH BEST PAPER CRISTAL PRIZE" - 2024.