

NEWS RELEASE



Touchmark on West Prospect

FOR IMMEDIATE RELEASE

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Public Invited To Learn What They Can Do — Tips Offered From National Award-Winning Fall Reduction Program

APPLETON, Wis. – The public is invited to learn what they can do to reduce their chances of falling at two upcoming presentations: Wednesday, September 3, at 7 p.m. and Thursday, September 4, at 2:30 p.m. Touchmark Vice President of Wellness & Programs Marge Coalman, Ed.D., will present at both programs, which will be held at Touchmark on West Prospect, 2601 Touchmark Drive in Appleton. There is no charge for either event.

Seating is limited, and people are encouraged to call (920) 832-9100 to reserve a spot.

One in three Americans 65 and older falls each year, and 30 percent of them require medical treatment. Earlier this year, a coalition of senior advocates requested \$20.7 million in funding for the Centers for Disease Control to help address the problem.

“The goal of the Touchmark Fall Awareness and Reduction Program is to take the process from information and education to the reality of reducing injury-related falls,” says Coalman, who developed the program. “Our initial efforts were even more successful than we’d hoped when designing the program,” she points out, citing an average 72-percent improvement among people who participated in an eight-week pilot program that included six weeks of personal training.

“Essentially this program is about the partnership created with community residents to enhance balance and mobility, support independence and thus reduce the risk of falls,” she says.

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Touchmark's program is one of 10 recognized nationally by the Falls-Free Coalition at last year's joint conference of the American Society on Aging and National Council on Aging. It was the only program selected in any state where a Touchmark community is located.

Touchmark on West Prospect opened in 2001. The community offers a wide range of single-level homes, apartments and lifestyle options for adults 55-plus and is home to more than 120 people. For more information, visit TouchmarkAppleton.com or call (920) 832-9100.