



JOINT MEDIA RELEASE

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For immediate release

November is Falls Prevention Month: balance and strength are your best defense

November is Falls Prevention Month, and Alberta Blue Cross® has partnered with the Alberta Injury Prevention Centre to support the annual [Finding Balance campaign](#), a province-wide initiative to help Albertans—especially older adults—take proactive steps to prevent falls and fall-related injuries.

According to the Injury Prevention Centre, falls remain the leading cause of injury among older adults in Alberta, contributing to a significant number of emergency room visits, hospital stays and long-term impacts on independence and quality of life.

“Falls can have very serious consequences as we age, but there are things that people can do to lower their risk of falling,” says Kathy Belton, director of the Injury Prevention Centre. “Falls Prevention Month is about more than just safety, it’s about empowering older adults to stay active, independent and confident in their daily lives.”

The Injury Prevention Centre’s Finding Balance campaign is both an educational program and public awareness initiative focused on preventing falls through evidence-based tools, resources and community outreach. This year’s theme focuses on 2 critical elements of fall prevention: balance and strength.

As a champion for wellbeing for Albertans, Alberta Blue Cross has assumed an active role in promoting injury prevention by sponsoring the campaign. Support from Alberta Blue Cross helps raise the profile of preventing injuries as an important component of life-long health and wellness.

“With the arrival of winter, our streets, sidewalks and steps can become treacherous,” says Brian Geislinger, senior vice-president of Corporate Relations and Community Engagement at Alberta Blue Cross. “We’re encouraging all Albertans, especially older adults, to take measures to reduce the risk of falls and stay safe throughout the season.”

Why falls prevention matters

Falls Prevention Month isn’t just about avoiding injuries, it’s about

- doing the activities you love without fear, and
- staying independent and maintaining your quality of life as you age.

Simple strategies that make a big difference

1. Improve your balance and strength



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- Incorporate daily balance and muscle-strengthening exercises. Resources like the Finding Balance *Keeping Well for Older Adults* booklet offer easy-to-follow examples. This booklet is available for [download on the Finding Balance website](#).
- 2 hours of balance-focused exercises per week can reduce your risk of falling by up to 30 per cent. You can break it into smaller chunks, 15 to 20 minutes a day is ideal. Keep it up for at least 6 months to build a strong, lifelong habit.
- Take part in regular physical activity like walking, Tai Chi, swimming, dancing, pickleball or online exercise classes (for example, through [ParticipACTION Canada](#)).

2. Make your home safer

- Use the [Finding Balance Spot the Hazard Home Safety Checklist](#) to identify and reduce fall hazards. Environmental factors contribute to 30 to 50 per cent of falls.
- Consider adaptive equipment recommended by your health care provider to help you age safely at home.

3. Manage your health

- Review all medications annually with your doctor or pharmacist as some can increase fall risk, especially when combined.
- Get your eyes checked every year by an optometrist. Vision problems double the risk of falling and serious injury.
- Eat a balanced diet to maintain muscle, bone strength and overall energy levels.
- Take care of your feet by wearing supportive shoes with laces when possible.

4. Prepare for winter

- Wear footwear with proper traction when outdoors. Visit [RateMyTreads.com](#) to find highly rated winter footwear.
- Consider using aids like ice cleats, hiking poles, hip protectors or other mobility supports as recommended by a healthcare professional.

By adopting these strategies and staying active, older adults can reduce their fall risk, stay strong and continue enjoying life on their terms.

For more information and free fall prevention resources, visit [findingbalancealberta.ca](#).

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About Alberta Blue Cross

As the largest provider of health benefits in Alberta, we believe we have the potential and responsibility to impact people's lives for the better. We believe all communities should thrive, and we are committed to serving as a champion for wellness by promoting the health of Albertans.

About Injury Prevention Centre

The Injury Prevention Centre has supported organizations, communities and individuals to take actions to reduce their risk of injury for over 20 years in Alberta. By focusing on preventing injuries, we save lives and keep Albertans out of emergency rooms and hospital beds. We work as connectors, providers and leaders committed to our vision of ensuring that "Albertans work and play hard, free from life-limiting injuries."

For more information, please contact Sharmin Hislop, director of Corporate Communications, Alberta Blue Cross at shislop@ab.bluecross.ca or 780-231-6356 or Kathy Belton, director, Injury Prevention Centre at kbelton@ualberta.ca or 780-719-2399.



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