



U.S. Consumer Product Safety Commission

Spring, 2022

Dear PSA Director,

Did you know that older Americans (age 65+) comprise 71% of consumer product-related deaths annually, despite making up only 16% of the population? That according to the [U.S. Consumer Product Safety Commission \(CPSC\)](#).

As part of National Consumer Protection Week 2022, CPSC is releasing a new report, *Consumer Product-Related Injuries and Deaths Among Adults 65 Years of Age and Older*, which finds that falls on floors, stairs, steps and from beds are by far the most common hazard. Older adults also experience product-related injuries and deaths due to fires, drowning, transportation, carbon monoxide (CO) poisoning and adult bed rail entrapment. In fact, older adults are six times more likely than younger people to be treated at the ER from a fall. On average, falls account for 1,800 deaths and 1.5 million ER-treated injuries in older adults each year.

To bring awareness to simple ways that older adults can make changes in their homes to avoid the risk of falling, CPSC has created a new PSA campaign around a pretend game show called “NAME THAT FALL!” Two older adult contestants and an animated throw rug are in competition to see who can answer questions such as, “Name one of the top 5 causes of falling,” “How can we avoid trips and falls in the bathroom,” and “How can we keep floors and stairs safe?”

[All downloadable campaign materials are available in Spanish here!](#)

We hope that you will broadcast the enclosed spots whenever public service time is available throughout the year to help us to help older adults stay safer in their homes.

For more tips on falls and other hazards, visit [CPSC’s Older Adult Safety Center in Spanish](#).

Thank you!

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