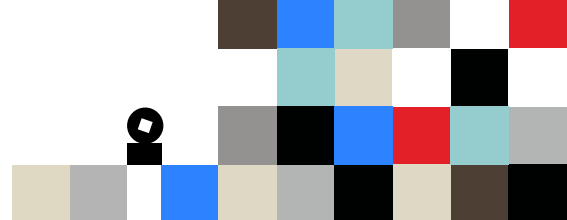


ImageTrend Short Report



October 2025 Short Report: Geriatric Fall Prevention Month

By Macall Leslie Salewon, MPH, Epidemiologist

Background

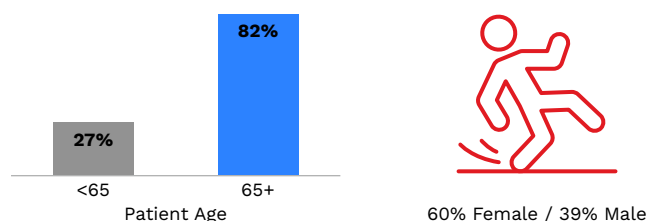
Falls are the leading cause of injury among older adults in the United States, with 1 in 4 aged 65 or older reporting falling in the past year.¹ Fall responses for this age group contribute substantially to EMS call volume, and the proportion of the population in this age bracket continues to grow.^{2, 3} While sometimes characterized as “lift assists,” falls can have significant repercussions, including hospitalization or even death¹ and are the leading cause of traumatic brain injuries in adults aged 65 and older.⁴

474,379 EMS responses for “slips, trips, and falls” in patients 65+ years old

1 out of 8 EMS responses for patients 65+ was for falls

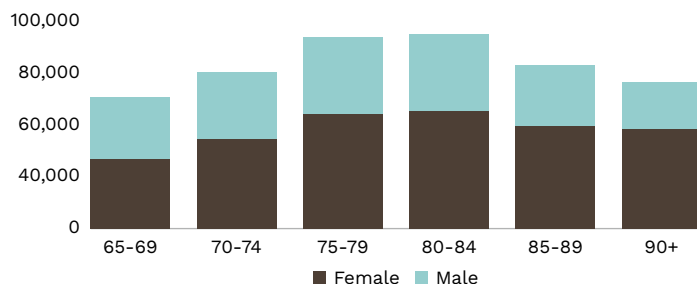
4 out of 5 injury responses in patients 65+ were for falls

Slips, Trips, and Falls % of Injury Responses

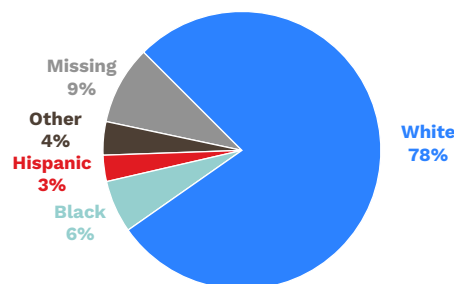


Key Findings

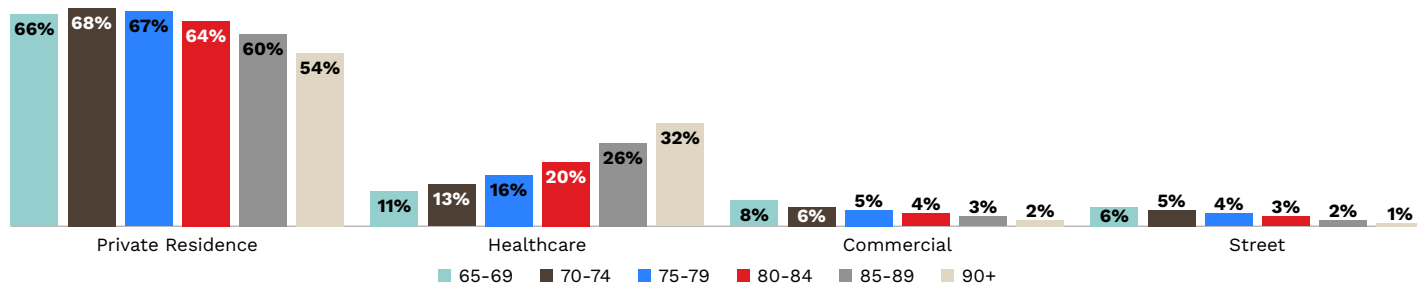
Slips, Trips, and Falls by Age and Gender



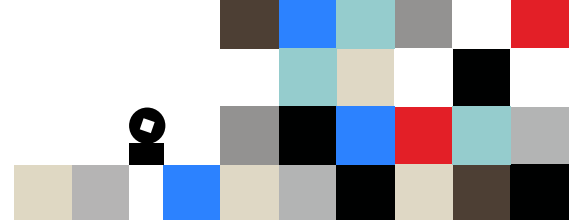
Slips, Trips, and Falls by Race/Ethnicity



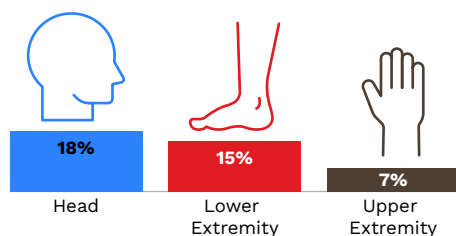
Location of Incident (% by Age Group)



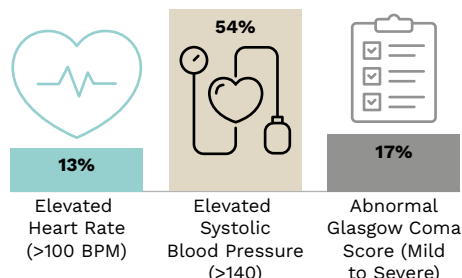
ImageTrend Short Report



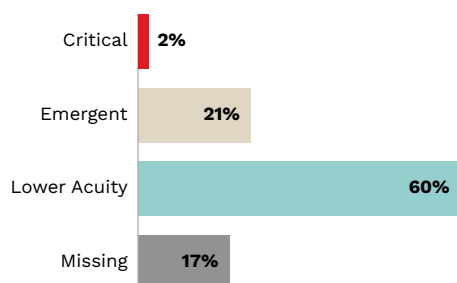
Injury Location



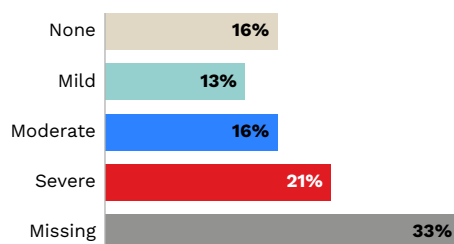
Initial Vital Signs



Initial Patient Acuity



Pain Score (in Patients with Normal GCS)



Pain Management:

10% received pain management

85% of those were opioid only, **11%** non-opioid, **3%** both

Transport:

83% were transported

11% left against medical advice & **2%** were released per protocol or patient/guardian indicating transport was unnecessary

About the data: This analysis was conducted using the ImageTrend Collaborate™ dataset, a representative national EMS research resource⁵ consisting of de-identified data from agencies that opt into data-sharing. Fall responses for older adults were identified among 9-1-1 EMS activations with patient contact using the eInjury.01 classification system.

Citations:

- Centers for Disease Control and Prevention (CDC). Older Adult Fall Prevention: Older Adult Falls Data. <https://www.cdc.gov/falls/data-research/index.html>. Published 10/28/2024. Accessed on 10/14/2025.
- Faul, M., Stevens, J. A., Sasser, S. M., Alee, L., Deokar, A. J., Kuhls, D. A., & Burke, P. A. (2016). Older Adult Falls Seen by Emergency Medical Service Providers: A Prevention Opportunity. American journal of preventive medicine, 50(6), 719–726. <https://doi.org/10.1016/j.amepre.2015.12.011>
- Population Reference Bureau. Fact Sheet: Aging in the United States. <https://www.prb.org/resources/fact-sheet-aging-in-the-united-states/>. Published 1/9/2024. Accessed on 10/14/2025.
- Peterson, Alexis B. et al. (2021). Traumatic brain injury-related hospitalizations and deaths by age group, sex, and mechanism of injury : United States 2016/2017.
- Ulintz, A. J., Gage, C. B., Powell, J. R., Kamholz, J. C., Cash, R. E., Wang, H. E., & Panchal, A. R. (2025). Evaluating ImageTrend Collaborate as a National EMS Dataset: A Cross-Sectional Comparison with the National EMS Information System. Prehospital emergency care, 1–7. Advance online publication. <https://doi.org/10.1080/10903127.2025.2526160>

Call to Action

Assess beyond the obvious injury (head strike, anticoagulants, syncope, dehydration, infection) even in “low-acuity” falls

Document the environment (lighting, rugs, stairs, assistive devices) and provide brief home-safety counseling

Flag AMA/declines for follow-up and consider referrals to fall-prevention resources (PT/OT, community balance programs, home safety checks)

Track pain management patterns and consider non-opioid options when appropriate

Work With Us: ImageTrend’s Clinical & Research Services team partners with EMS and healthcare organizations to uncover actionable insights and drive data-informed public health initiatives.

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[> Learn more about participating in or conducting research with the ImageTrend Collaborate Dataset here:](#)

