



BC Seniors' Fall Prevention Awareness Week 2017 Social Media Posts

Thank you for your help and support for Fall Prevention Awareness Week! We need your help to make a difference and prevent falls among seniors in British Columbia.

We will be sharing content on our social media platforms throughout the month of November, with more frequent posts during Fall Prevention Week—November 6 to 12.

Please feel free to post, share, comment, re-tweet, re-post, and like all of the content we share.

Facebook: <https://www.facebook.com/StopFallsBC/>

Twitter: <https://twitter.com/StopFallsBC>

Instagram: <https://www.instagram.com/stopfallsbc/>

Primary campaign hashtag: #PreventFallsBC

Secondary hashtag: #StayingIndependent

Facts and Stats (British Columbia):

- Falls are the leading cause of injury-related deaths and hospitalizations for British Columbia seniors.
- Falls among seniors cost our health care system almost \$500 million a year.
- On average in BC, 13,397 seniors (aged 65 and older) are hospitalized each year —that's 37 hospitalizations a day (Injury Data Online Tool (iDOT), 2009/2010 to 2013/2014).
- On average in BC, 557 seniors die each year from falls (Injury Data Online Tool (iDOT), 2011 to 2015).
- The risk of falling increases with age.
- Women experience hip fractures and other fall-related fractures at almost twice the rate that men do.

When should I start posting?

Start posting November 1, and continue through Fall Prevention Week (November 6-12), with sporadic posts throughout the rest of the month.

Can I post other materials?

Yes! If you have some great falls prevention materials and resources, feel free to share them!

I need some images.

We've got you covered. Visit <http://findingbalancebc.ca/campaign-toolkit/> to download some Fall Prevention Week images.

Sample Social Media Messages

November 6-12 is Seniors' Fall Prevention Awareness Week in #BC. Reduce falls by #StayingIndependent #PreventFallsBC <http://ow.ly/W0hw30g4SXF>

Falls are the leading cause of injury-related deaths and hospitalizations for #BC seniors #PreventFallsBC <http://ow.ly/onXx30g4T6b>

Seniors falls cost our health care system almost \$500 million a year. Learn more at www.findingbalancebc.ca #PreventFallsBC

37 seniors fall each day in #BC. Learn how to #PreventFallsBC <http://ow.ly/onXx30g4T6b>

On average in #BC, 557 seniors die each year from falls #PreventFallsBC <http://ow.ly/onXx30g4T6b>

Assess your risk of falling with this great checklist #StayingIndependent #PreventFallsBC <http://ow.ly/RBm230g4Tps>

Regular physical activity makes you stronger, improves your balance and helps prevent falls. #PreventFallsBC <http://ow.ly/jiXB30g4TuH>

People with vision loss are at four times the risk of serious hip fractures #PreventFallsBC <http://ow.ly/6wC530g4Tyu>

The way some medications affect you can change and increase your risk of falling with age #PreventFallsBC <http://ow.ly/MWNN30g4TBu>

The home is the most common place for older adults to fall. Learn how to make your home safer #PreventFallsBC <http://ow.ly/vUDm30g4TFh>

Questions?

Contact Samantha Bruin, Communications Coordinator at the BC Injury Research and Prevention Unit, at sbruin@bcchr.ca.

Thank you for your support!