



BC Seniors Fall Prevention Awareness Week 2019 Social Media Posts

Thank you for your support for Seniors Fall Prevention Awareness Week! We need your help to make a difference and prevent falls among older adults (65+) 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 4 to 10, 2019.

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>

Primary campaign hashtag: #PreventFallsBC

Secondary hashtags: #StayingIndependent #healthyaging

Facts and Stats (British Columbia):

- British Columbia has one of the most rapidly aging populations in Canada. By 2031, almost one in four people in BC (over 1.3 million) will be age 65 and older (Statistics Canada, 2015).
- Falls are the leading cause of injury-related deaths and hospitalizations for British Columbia seniors (Injury Data Online Tool (iDOT)).
- The risk of falling increases with age, but falls are predictable and preventable.
- There has been a 35% increase in fall-related hospitalizations for British Columbian seniors from 2009/10 to 2016/17 (Injury Data Online Tool (iDOT), 2009/10, 2016/17).
- Falls among seniors result in a direct health care cost estimated at \$635 million a year (2018 dollars).
- On average in BC, 43 seniors (aged 65 and older) are hospitalized every day in BC due to fall-related injuries. (Injury Data Online Tool (iDOT)).
- On average in BC, falls contribute to 1,000 deaths among older adults each year. (Contributing Cause of Death, Vital Stats Data, 2013-2017, retrieved from CDI Data Mart, BCCDC; and considering <https://bit.ly/2paJDax>).
- Women experience hip fractures and other fall-related fractures at almost twice the rate that men do. (Discharge Abstract Database (DAD), Ministry of Health, data as of April 2018)
- The majority of hip fractures (95%) in older adults result from falls and 30% percent of hip fracture patients die within the following year, and 50% lose mobility and independence. (Reeves, L. & Guy, P. (2013). Hip Fracture Redesign. Centre for Hip Health and Mobility. Vancouver, BC)
- Hip fractures represent a significant public health burden – costing approximately \$21,000 per fracture. It is estimated that the number of hip fractures will increase by 10% in the year 2023. (2016, <https://www.osteoporosis.ca/wp-content/uploads/Appendix-B.pdf>)
- People with vision loss are at four times the risk of serious hip fractures. (The National Coalition for Vision Health (2011). Vision loss in Canada. Ottawa, ON. https://www.cos-sco.ca/wp-content/uploads/2012/09/VisionLossinCanada_e.pdf)

When should I start posting?

Start posting November 1, and continue through Fall Prevention Week (November 4-10), with sporadic posts throughout the rest of the month.

Can I post other content?

Yes! If you have some great falls prevention materials, events, or 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 4-10 is Seniors' Fall Prevention Awareness Week in #BC. Reduce falls by #StayingIndependent <http://bit.ly/31EQrdM> #PreventFallsBC

Falls are the leading cause of injury-related deaths and hospitalizations for #BC seniors <http://bit.ly/2N3fnGD> #PreventFallsBC

Falls among seniors result in a direct health care cost of an estimated \$635 million a year (2018). Learn more: <http://bit.ly/2N3fnGD> #PreventFallsBC

43 seniors are hospitalized due to falls each day in #BC. Learn how to #PreventFallsBC <http://bit.ly/2N3fnGD>

On average in #BC, falls contribute to 1,000 deaths among seniors each year. #PreventFallsBC <http://bit.ly/2N3fnGD>

1 in 3 #Indigenous Elders will fall this year. Learn how to #PreventFallsBC <http://bit.ly/2N3fnGD>

It takes a community to prevent falls among #seniors. Learn how to care for those at risk. <http://bit.ly/2Ct5K0i> #PreventFallsBC

Do you care for an older adult or #senior? Learn how to care for those at risk. <http://bit.ly/2p4ltgH> #PreventFallsBC

Assess your risk of falling with this great checklist <http://bit.ly/31ARnQ7> #StayingIndependent #PreventFallsBC

Regular physical activity makes you stronger, improves your balance and helps prevent falls. <http://bit.ly/2pIGDSD> #PreventFallsBC #healthyaging

People with vision loss are at four times the risk of serious hip fractures <http://bit.ly/2MD4X19> #PreventFallsBC

The way some medications affect you can change and increase your risk of falling with age <http://bit.ly/2JfeZUf> #PreventFallsBC

The home is the most common place for older adults to fall. Learn how to make your home safer <http://bit.ly/2W6yEL6> #PreventFallsBC

Questions?

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

Thank you for your support!