



BC Seniors Fall Prevention Month 2022 Social Media Posts

Thank you for your support for Seniors Fall Prevention awareness! 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 7 to 13, 2022.

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 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.
- 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)
- 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 7-13), 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. We have images available here:

<https://drive.google.com/drive/folders/1aMsP8Y00OzdRpbacN3s7qEve6Xtq5VHg?usp=sharing>

Sample Social Media Messages

- Falls are the leading cause of injury-related deaths and hospitalizations for #BC #seniors and older adults 65+. #PreventFallsBC <https://bit.ly/3zj3eGm>
- People with vision loss are at four times the risk of serious hip fractures. #PreventFallsBC <https://bit.ly/3fgNbBY>
- The way some medications affect you can change and increase your risk of falling with age. #PreventFallsBC <https://bit.ly/3TWuOMA>
- The home is the most common place for older adults to fall. Learn how to make your home safer. #PreventFallsBC <https://bit.ly/3Ty8Btn>
- Regular physical activity makes you stronger, improves your balance and helps prevent falls. #PreventFallsBC #healthyaging <https://bit.ly/3Fhpxjp>
- It takes a community to prevent falls among #seniors. Learn how to care for those at risk. #PreventFallsBC <https://bit.ly/3DyftBk>
- 1 in 3 #Indigenous Elders will fall this year. Learn how to #PreventFallsBC <https://bit.ly/3sBLol3>

Questions?

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

Thank you for your support!