



BC Seniors Fall Prevention Month 2023 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 6 to 12, 2023.

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/>

X (Twitter): <https://twitter.com/StopFallsBC>

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

Primary campaign hashtag: #PreventFallsBC

Secondary hashtags: #StayingIndependent #HealthyAging

Facts and Stats:

- 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 seniors in British Columbia (Injury Data Online Tool (iDOT)).
- The risk of falling increases with age, but many falls are both 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/3tWSvSg>).
- 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).
- Seniors with vision loss have twice the risk of falls and hip fractures (Making Eye Health a Population Health Imperative: Vision for Tomorrow, 2016).

When should I start posting?

Start posting November 1, and continue through Fall Prevention Week (November 6-12), and through to the end 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/1RST4r-1ldbTL5FJFZDUUTIT5BUadNc_-?usp=sharing

Note: if clicking the link does not work, please copy and paste it into your browser.

Sample Social Media Messages

- Falls are the leading cause of injury-related deaths and hospitalizations for #BC #seniors and older adults 65+. <https://bit.ly/3tBT7MJ> #PreventFallsBC
- Seniors with vision loss have twice the risk of falls and hip fractures. <https://bit.ly/3Fx7k05> #PreventFallsBC
- The way some medications affect you can change and increase your risk of falling with age. <https://bit.ly/3MbQFTM> #PreventFallsBC
- The home is the most common place for older adults to fall. Learn how to make your home safer. <https://bit.ly/404twbs> #PreventFallsBC
- Regular physical activity that challenges your strength and balance can reduce your risk of falling. <https://bit.ly/3Q3aEoU> #PreventFallsBC #healthyaging
- It takes a community to prevent falls among #seniors. Learn how to care for those at risk. <https://bit.ly/3QqZRpW> #PreventFallsBC
- 1 in 3 #Indigenous Elders will fall this year. Learn how to #PreventFallsBC <https://bit.ly/3MeLfHx>
- Certain medications can increase the risk of falling—review the medication information sheet in the new BC fall prevention guideline. Learn more: <https://bit.ly/3PXnTr2> #PreventFallsBC
- BC's new guidelines recommend that medical professionals assess older adults annually for their risk of falls. Learn more: <https://bit.ly/3Q8DpAm> #PreventFallsBC

NEW:

- In BC, a senior is hospitalized due to a fall every 30 minutes. Prevent falls before they happen, with these tips: <https://bit.ly/46DPZhY> #PreventFallsBC
- The annual total cost of falls and fall-related injuries in BC is \$1.4 billion, not including societal costs such as reduced productivity. Learn how you can prevent falls: <https://bit.ly/3Q69nNH> #PreventFallsBC
- MYTH: Falls are a normal part of getting older. FACT: Many falls are preventable, and anyone can reduce their risk of falling through simple steps. Learn more: <https://bit.ly/3tAbd1E> #PreventFallsBC
- If you fall, you should let your primary care provider know, even if you don't get hurt. Learn how you can prevent falls: <https://bit.ly/3QnHsKz> #PreventFallsBC

Questions?

Contact Johnston Wang, Communications Assistant at the BC Injury Research and Prevention Unit, at johnston.wang@bcchr.ca.

Thank you for your support!