



BC Seniors Fall Prevention Week 2024 Social Media Toolkit

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 4 to 10, 2024.

Please feel free to post, share, comment, 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 (Discharge Abstract Database (DAD), Ministry of Health, BCIRPU Injury Data Online Tool, 2021).
- The risk of falling increases with age, but many falls are both predictable and preventable.
- Between 2015 and 2019, an average of 41 seniors (aged 65 and older) were hospitalized each day in BC due to fall-related injuries (Discharge Abstract Database (DAD), Ministry of Health, BCIRPU Injury Data Online Tool, 2021).
- Between 2018 and 2022, falls were the underlying cause of death for an average of over 500 deaths annually among seniors aged 65 and older in BC (BC Vital Statistics, Ministry of Health. Data accessed from Chronic Disease and Injury Data Mart, BCCDC (as of July 27th, 2023).
- Women experience hip fractures and other fall-related fractures at nearly twice the rate of men across all age groups (Discharge Abstract Database (DAD), Ministry of Health, BCIRPU Injury Data Online Tool, 2021).
- 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 4-10), 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/1nik7RWk6QFx4IIIev2J_7ALbDKgoOWbE?usp=share_link

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

Sample Social Media Messages

- New resources are available to help older adults gain strength and balance to prevent falls. Access the STABL resources: <https://bit.ly/4heeBUo> #PreventFallsBC
- New fall prevention resources are available in multiple languages. View the exercise videos on YouTube: <https://www.youtube.com/@FindingBalanceBC> #PreventFallsBC
- Falls are the leading cause of injury-related deaths and hospitalizations for #BC #seniors and older adults 65+. <https://bit.ly/4eT2Voi> #PreventFallsBC
- Seniors with vision loss have twice the risk of falls and hip fractures. <https://bit.ly/3BUE3y6>
- #PreventFallsBC
- The way some medications affect you can change and increase your risk of falling with age. <https://bit.ly/3Uf5Bog> #PreventFallsBC
- The home is the most common place for older adults to fall. Learn how to make your home safer. <https://bit.ly/4hu2WB9> #PreventFallsBC
- Regular physical activity that challenges your strength and balance can reduce your risk of falling. <https://bit.ly/4heeBUo> #PreventFallsBC #healthyaging
- It takes a community to prevent falls among #seniors. Learn how to care for those at risk. <https://bit.ly/4dVd8Q4> #PreventFallsBC
- Certain medications can increase the risk of falling—review the medication information sheet in the BC fall prevention guideline. Learn more: <https://bit.ly/3Uf5Bog> #PreventFallsBC
- BC's guidelines recommend that medical professionals assess older adults annually for their risk of falls. Learn more: <https://bit.ly/4dVd8Q4> #PreventFallsBC
- In 2024, the annual direct cost of falls and fall-related injuries in BC is \$1.7 billion, not including societal costs such as reduced productivity. [Cost of fall from 2018 data, from costofinjury.ca, and adjusted for inflation. Total cost in 2024 is \$2.1 billion.] <https://bit.ly/4eT2Voi> #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/4eT2Voi> #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/4eT2Voi> #PreventFallsBC
- When an older adult has a fall, attention paid to a fracture can lead to a missed #concussion. Don't forget to check for this invisible injury. Learn more: <https://bit.ly/3NBwGyb> #PreventFallsBC
- Falls are the leading cause of #concussion. Don't forget to consider this invisible injury! Learn more: <https://bit.ly/3NBwGyb> #PreventFallsBC

Questions?

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