



Ready-To-Share Social Media Posts

Mention Fall Prevention Month!

Mention the Fall Prevention Month campaign in your post on Twitter ([@fallpreventCA](#)) or Facebook ([@FallPreventionMonth](#))! We'll review and will happily like and retweet/repost your content.

Proposed Hashtags:

Primary (always use):

- #PreventFalls2019

Secondary* (use one of):

- #FallPrevention
- #PreventFalls
- #SafetyTips

*Use a secondary hashtag based on its relevance to the post content. #SafetyTips has a high frequency of usage when discussing accident awareness and prevention. Use, when applicable, to reach a wider audience.

Posts to Promote Your Activity or Event

1. Join us for [insert event name] on [insert event date] and help us prevent falls [insert link to event information if available]. We all have a role to play! #PreventFalls2019
2. Are you or someone you know at risk for a fall? Join us for [insert event name] on [insert event date]. Learn more: [Insert Link to event information if available]. Together we can reduce the risk of serious falls. #PreventFalls2019
3. If your parent is over 60 years of age, they are at risk for a fall. Join us for [insert event name] on [insert event date] and learn how to reduce their risk of falling [Insert Link to event information if available]. #PreventFalls2019
4. Young children can become seriously injured as the result of a fall. Join us for [insert event name] on [insert event date] and learn how to reduce their risk of falling [Insert Link to event information if available]. #PreventFalls2019



Fall Prevention Posts for the Parents or Guardians of Young Children

Tips

1. Remove loose rugs or secure them in place with rubber or slip-resistant backing. Stay-tuned for more fall-prevention tips! #PreventFalls2019
2. Ensure sufficient lighting to clearly see all stairs, landings and paths, even at night. Stay-tuned for more fall-prevention tips! #PreventFalls2019
3. Install handrails on both sides of steps and stairways. Stay-tuned for more fall-prevention tips! #PreventFalls2019
4. Declutter your home and remove potential obstacles from walkways and hallways. Stay-tuned for more fall-prevention tips! #PreventFalls2019
5. Ensure children wear well-fitting footwear at all times (e.g. snug fit, correct length, enough room for insoles, etc.). Stay-tuned for more fall-prevention tips! #PreventFalls2019
6. Use child locks and gates to prevent access to open windows, staircases and ledges. Stay-tuned for more fall-prevention tips! #PreventFalls2019
7. Regularly inspect play equipment and toys for potential hazards or broken safety features. Stay-tuned for more fall-prevention tips! #PreventFalls2019
8. Reduce the risk of your child suffering a fall, keep floors clear of clutter and loose carpeting! #PreventFalls2019
9. Reduce the risk of your child suffering a fall, by wiping up all spills immediately. #PreventFalls2019

Statistics

10. Falls are the most common cause of an emergency department or hospital visits in Canada. Ask us how to reduce your child's risk. #PreventFalls2019
11. Injuries, generally caused by falls, are the number one cause of preventable death and disability in children. Ask us how to reduce your child's risk. #PreventFalls2019
12. Reduce the likelihood of your child suffering a fall, by installing gates at the top and bottom of stairs. #PreventFalls2019
13. Falls are the leading cause of injury-related death and the leading cause of hospitalizations in Canada. #PreventFalls2019
14. Falls are the leading cause of injury hospitalizations for Canadian children under 14 years old. Stay-tuned for more fall-prevention tips! #PreventFalls2019
15. 70% of children admitted to the emergency room after a fall had a head injury. Learn how to prevent falls: [link to children's resources from fact bank] #PreventFalls2019
16. The leading cause of injury for infants under 1 year old is falling from a bed. Stay-tuned for more fall-prevention tips! #PreventFalls2019
17. As babies grow into toddlers they develop new abilities as if overnight. Your baby is constantly on the move and discovering the world. Learn about setting safety limits and caring for your baby: http://fallpreventionmonth.ca/de/cache/toolkit_resources/1749/fr_doc_Childhood%20Falls%20InfoGraphic%20Oct.%205,2018.pdf #PreventFalls2019



Fall Prevention Posts for Older Adults and their Support Network

Tips

1. Remove loose rugs or secure them in place with rubber or slip-resistant backing. Stay-tuned for more fall-prevention tips! #PreventFalls2019
2. Ensure sufficient lighting to clearly see all stairs, landings and paths, especially at night. [For more tips on how you can prevent falls: Stay-tuned for more fall-prevention tips! #PreventFalls2019
3. Install handrails on both sides of all steps and stairways. Stay-tuned for more fall-prevention tips! #PreventFalls2019
4. Declutter your home and remove potential obstacles from all walkways and hallways. Stay-tuned for more fall-prevention tips! #PreventFalls2019
5. Wear well-fitting footwear at all times (e.g. snug fit, correct length, enough room for insoles, etc.). Stay-tuned for more fall-prevention tips! #PreventFalls2019
6. Check all prescription medications for possible side effects like dizziness, drowsiness, fluctuations in blood pressure, loss of coordination or balance. Stay-tuned for more fall-prevention tips! #PreventFalls2019
7. Remind older adults to wear well-fitting footwear at all times (e.g. snug fit, correct length, enough room for insoles, etc.). Stay-tuned for more fall-prevention tips! #PreventFalls2019
8. Keep floors clear of clutter and loose carpeting. Stay-tuned for more fall-prevention tips! #PreventFalls2019

Statistics

9. Falls are the leading cause of injury among older adults. 20-30% of Canadian seniors experience at least one fall each year. Learn how you can help: <http://fallpreventionmonth.ca/> #PreventFalls2019
10. Over 30% of seniors who are hospitalized for a fall end up in long-term care. Learn how you can help prevent falls: <http://fallpreventionmonth.ca/> #PreventFalls2019
11. Falls account for 85% of injury-related hospitalizations among seniors. Let's take action to prevent them! <http://fallpreventionmonth.ca/> #PreventFalls2019
12. The average Canadian senior stays in hospital 10 days longer for falls than for any other cause. Learn how you can help prevent falls: <http://fallpreventionmonth.ca/> #PreventFalls2019
13. Falls are the most common cause of an emergency department or hospital visits in Canada. Ask us how to reduce your risk. #PreventFalls2019
14. Falls are the leading cause of injury-related death and the leading cause of hospitalizations in Canada. #PreventFalls2019