



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 will review and will happily like and retweet/repost your content.

Hashtags:

- #preventfalls
- #BeReadyBeSteady

*More information can be found on the How to use Hashtags tip sheet, including the three French hashtags.

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! #preventfalls #BeReadyBeSteady
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. #preventfalls #BeReadyBeSteady
3. If you are more than 60 years of age, you may be at risk for a fall. Join us for [insert event name] on [insert event date] and learn how to reduce your risk of falling [Insert link to event information if available]. #preventfalls #BeReadyBeSteady
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]. #preventfalls #BeReadyBeSteady



Fall Prevention Posts to Reach 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! #preventfalls #BeReadyBeSteady
2. Ensure sufficient lighting to clearly see all stairs, landings and paths, even at night. Stay-tuned for more fall-prevention tips! #preventfalls #BeReadyBeSteady
3. Install handrails on both sides of steps and stairways. Stay-tuned for more fall-prevention tips! #preventfalls #BeReadyBeSteady
4. Declutter your home and remove potential obstacles from walkways and hallways. Stay-tuned for more fall-prevention tips! #preventfalls #BeReadyBeSteady
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! #preventfalls #BeReadyBeSteady
6. Use child locks and gates to prevent access to open windows, staircases and ledges. Stay-tuned for more fall-prevention tips! #preventfalls #BeReadyBeSteady
7. Regularly inspect play equipment and toys for potential hazards or broken safety features. Stay-tuned for more fall-prevention tips! #preventfalls #BeReadyBeSteady
8. Reduce the risk of your child suffering a fall, keep floors clear of clutter and loose carpeting! #preventfalls #BeReadyBeSteady
9. Reduce the risk of your child suffering a fall, by wiping up all spills immediately. #preventfalls #BeReadyBeSteady

Statistics

1. Falls are the most common cause of an emergency department or hospital visits in Canada. Ask us how to reduce your risk. #preventfalls #BeReadyBeSteady
2. Falls are the most frequent reasons for traumatic brain injury in Canadian children under five. #preventfalls #BeReadyBeSteady
3. Injuries, generally caused by falls, are the number one cause of preventable death and disability in children. Learn more about fall prevention with an activity <https://www.fallpreventionmonth.ca/children/take-action-children/ideas-for-activities-> #preventfalls #BeReadyBeSteady
4. Reduce the likelihood of your child suffering a fall, by installing gates at the top and bottom of stairs. #preventfalls #BeReadyBeSteady
5. Reduce the likelihood of your baby falling by making sure they are properly secured in the high chair. #preventfalls #BeReadyBeSteady
6. Schools are the third most prevalent location of injury for Canadian adolescents after sports/athletic and home locations. #preventfalls #BeReadyBeSteady



7. Falls are the leading cause of injury hospitalizations for Canadian children under 14 years old. Stay-tuned for more fall prevention awareness info! #preventfalls #BeReadyBeSteady
8. When child-proofing your house, look at it from your child's level to see any hazards. #preventfalls #BeReadyBeSteady
9. Falls are the leading cause of stroller-related traumatic brain injury. Follow us on Facebook and Twitter to learn more about fall prevention! #preventfalls #BeReadyBeSteady
10. 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. #preventfalls #BeReadyBeSteady



Fall Prevention Posts to Reach 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! #preventfalls #BeReadyBeSteady
2. Ensure sufficient lighting to clearly see all stairs, landings and paths, especially at night. Stay-tuned for more fall-prevention tips! #preventfalls #BeReadyBeSteady
3. Install handrails on both sides of all steps and stairways. Stay-tuned for more fall-prevention tips! #preventfalls #BeReadyBeSteady
4. Declutter your home and remove potential obstacles from all walkways and hallways. Stay-tuned for more fall-prevention tips! #preventfalls #BeReadyBeSteady
5. 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! #preventfalls #BeReadyBeSteady
6. Older adults should wear well-fitting footwear at all times (e.g. snug fit, correct length, enough room for insoles, etc.). Use our hashtags on Facebook, Twitter and Instagram to learn more about fall prevention. #preventfalls #BeReadyBeSteady
7. Keep floors clear of clutter and loose carpeting. Stay-tuned for more fall-prevention tips! #preventfalls #BeReadyBeSteady

Statistics

1. Falls are the leading cause of injury among older adults. 20-30% of Canadian older adults experience at least one fall each year. Learn how you can help: <http://fallpreventionmonth.ca/> #preventfalls #BeReadyBeSteady
2. Over 30% of older adults who are hospitalized for a fall end up in long-term care. #preventfalls #BeReadyBeSteady
3. Falls account for 85% of injury-related hospitalizations among older adults. Let's take action to prevent them! <http://fallpreventionmonth.ca/> #preventfalls #BeReadyBeSteady
4. The average older Canadian adult stays in hospital 10 days longer for falls than for any other cause. Learn how you can help prevent falls: <http://fallpreventionmonth.ca/> #preventfalls #BeReadyBeSteady
5. Falls are the most common cause of an emergency department or hospital visits in Canada. Ask us how to reduce your risk. #preventfalls #BeReadyBeSteady
6. Falls are the leading cause of injury-related death and the leading cause of hospitalizations in Canada. #preventfalls #BeReadyBeSteady
7. 20-30% of older Canadians fall each year. #preventfalls #BeReadyBeSteady