



Sample tweets/social media posts

Below are sample posts you can use as tweets or as posts on other social media channels (Facebook, Instagram). You are also welcome and encouraged to come up with your own tweets and messages that make sense for your organization and your community.

Be sure to mention the Fall Prevention Month campaign in your posts on Twitter ([@fallpreventCA](https://twitter.com/fallpreventCA)) or Facebook ([@FallPreventionMonth](https://facebook.com/FallPreventionMonth)).

Please note that tweets can only be 280 characters in length (including links). You can also add Fall Prevention Month Social Media Images to your posts, to catch your readers' eye. To download these images, go to <https://www.fallpreventionmonth.ca/socialmediaguide>

Quick links

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Posts to use before Fall Prevention Month

- November is Fall Prevention Month! Join the conversation on social media, using the hashtags #FallPreventionMonthCA #PreventFallsCA www.fallpreventionmonth.ca
- Fall Prevention Month is right around the corner! Get ready for the November campaign by visiting www.fallpreventionmonth.ca #PreventFallsCA #FallPreventionMonthCA
- November is Fall Prevention Month! All Canadians have a role to play in preventing falls. Learn how to prevent falls at www.fallpreventionmonth.ca #FallPreventionMonthCA #PreventFallsCA

Posts to Reach Parents or Guardians of Young Children

Tips

- Remove loose rugs or secure them in place with rubber or slip-resistant backing. For more fall prevention tips go to [insert link to your organization's website, if applicable] fall prevention #PreventFallsCA #FallPreventionMonthCA

- Ensure sufficient lighting to clearly see all stairs, landings and paths, even at night. Stay tuned for more fall prevention tips! #PreventFallsCA #FallPreventionMonthCA
- Install handrails on both sides of steps and stairways. Stay tuned for more fall prevention tips! #PreventFallsCA #FallPreventionMonthCA
- Fall prevention tip: Declutter your home and remove potential obstacles from walkways and hallways. Stay tuned for more fall prevention tips! #PreventFallsCA #FallPreventionMonthCA
- Ensure children wear well-fitting footwear at all times (e.g. snug fit, correct length, enough room for insoles, etc.) to prevent falls. Stay tuned for more fall prevention tips! #PreventFallsCA #FallPreventionMonthCA
- Use child locks and gates to prevent access to open windows, staircases and ledges. Stay tuned for more fall prevention tips! #PreventFallsCA #FallPreventionMonthCA
- Regularly inspect play equipment and toys for potential hazards or broken safety features. Stay tuned for more fall prevention tips! #PreventFallsCA #FallPreventionMonthCA
- Reduce the risk of your child suffering a fall, keep floors clear of clutter and loose carpeting! #PreventFallsCA #FallPreventionMonthCA
- Reduce the risk of your child suffering a fall, by wiping up all spills immediately. #PreventFallsCA #FallPreventionMonthCA
- Fall prevention tip: When child-proofing your house, look at it from your child's level to see any hazards. #PreventFallsCA #FallPreventionMonthCA
- 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. #PreventFallsCA #FallPreventionMonthCA

Statistics

- Falls are the most common cause of an emergency department or hospital visits in Canada. Ask us how to reduce your risk. #PreventFallsCA #FallPreventionMonthCA
- Falls are the most frequent reasons for traumatic brain injury in Canadian children under five. #PreventFallsCA #FallPreventionMonthCA
- Childhood falls cost the Canadian economy \$2.9 billion a year. Stay tuned for more fall prevention awareness info! #PreventFallsCA #FallPreventionMonthCA
- Schools are the third most prevalent location of injury for Canadian adolescents after sports/athletic and home locations. #PreventFallsCA #FallPreventionMonthCA
- Falls are the leading cause of injury hospitalizations for Canadian children under 14 years old. Stay tuned for more fall prevention awareness info! #PreventFallsCA #FallPreventionMonthCA
- Falls are the leading cause of stroller-related traumatic brain injury. Follow us on Facebook and Twitter to learn more about fall prevention! #PreventFallsCA #FallPreventionMonthCA

Posts to Reach Older Adults and their Support Network

Tips

- Fall prevention tip: Remove loose rugs or secure them in place with rubber or slip-resistant backing. Stay tuned for more fall prevention tips! #PreventFallsCA #FallPreventionMonthCA

- Ensure sufficient lighting to clearly see all stairs, landings and paths, especially at night. Stay tuned for more fall prevention tips! #PreventFallsCA #FallPreventionMonthCA
- Install handrails on both sides of all steps and stairways. Stay tuned for more fall prevention tips! #PreventFallsCA #FallPreventionMonthCA
- Fall prevention tip: Declutter your home and remove potential obstacles from all walkways and hallways. Stay tuned for more fall prevention tips! #PreventFallsCA #FallPreventionMonthCA
- 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! #PreventFallsCA #FallPreventionMonthCA
- 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. #PreventFallsCA #FallPreventionMonthCA
- Keep floors clear of clutter and loose carpeting to prevent falls. Stay tuned for more fall prevention tips! #PreventFallsCA #FallPreventionMonthCA

Statistics

- 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: fallpreventionmonth.ca #PreventFallsCA #FallPreventionMonthCA
- Over 30% of older adults who are hospitalized for a fall end up in long-term care. #PreventFallsCA #FallPreventionMonthCA
- Falls account for 85% of injury-related hospitalizations among older adults. Let's take action to prevent them! fallpreventionmonth.ca #PreventFallsCA #FallPreventionMonthCA
- The average older Canadian adult stays in hospital 9 days longer for falls than for any other cause. Learn how you can help prevent falls: fallpreventionmonth.ca #PreventFallsCA #FallPreventionMonthCA
- Falls are the most common cause of an emergency department or hospital visits in Canada. Ask us how to reduce your risk. #PreventFallsCA #FallPreventionMonthCA
- Falls are the leading cause of injury-related death and the leading cause of hospitalizations in Canada. #PreventFallsCA #FallPreventionMonthCA
- 20-30% of older Canadians fall each year. #PreventFallsCA #FallPreventionMonthCA

Posts to Promote Your Activity or Event

- 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! #PreventFallsCA #FallPreventionMonthCA
- 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. #PreventFallsCA #FallPreventionMonthCA
- 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]. #PreventFallsCA #FallPreventionMonthCA

- 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]. #PreventFallsCA #FallPreventionMonthCA

Posts to use after Fall Prevention Month

- November was Fall Prevention Month! Thank you for joining the conversation and promoting fall prevention in your community and networks #FallPreventionMonthCA #PreventFallsCA www.fallpreventionmonth.ca
- November was Fall Prevention Month! All Canadians have a role to play in preventing falls. Learn how to prevent falls at www.fallpreventionmonth.ca #FallPreventionMonthCA #PreventFallsCA
- Thanks for a great Fall Prevention Month this past November! You can prevent falls all year long. Learn more at www.fallpreventionmonth.ca #FallPreventionMonthCA #PreventFallsCA