

# Falls Prevention Awareness Day 2018

## SAMPLE SOCIAL MEDIA MESSAGES

The 11th annual Falls Prevention Awareness Day (FPAD) is September 22, 2018. This yearly celebration brings national, state, and local partners together to educate everyone about the ways falls can affect the lives of older adults, and how falls can be prevented! Our annual social media events supporting FPAD will have a special focus on the role of medication management to reduce falls, and medication as a risk factor for falls among older adults. Please use the following sample messages to spread the word to your network. Customize them as you needed, but make sure to use the official hashtag #FPAD2018 in all posts so your audience can find other influencers and organizers contributing to the conversation. These also easily fit in your e-newsletters!

Lastly, make sure to follow NCOA's social media pages for updates!

- Facebook: [www.facebook.com/NCOAging](http://www.facebook.com/NCOAging)
- Twitter: [www.twitter.com/NCOAging](http://www.twitter.com/NCOAging)

*NOTE: These two images are referenced in the document, and once you've [downloaded them from our website](#), you can include them in your posts!*



Facebook Image



Twitter image

## Facebook content

Use these messages on Facebook to engage with your community. Tagging other organizations and influencers in your posts is encouraged. Watch and share NCOA's Facebook Live broadcast, presented with our partners, Professional Pharmacy Group, on Sept. 20 @ 3:00 p.m. ET.

- Falls are NOT a normal part of aging, and they are preventable! This award-winning video shows 6 simple steps to stay healthy and safe. Spread the word, and support Falls Prevention Awareness Day on Sept. 22. #FPAD2018 <https://vimeo.com/148517287>
- Share this simple infographic about the 6 Steps to Prevent a Fall, including regular medication reviews with a doctor or pharmacist. <https://www.ncoa.org/healthy-aging/falls-prevention/preventing-falls-tips-for-older-adults-and-caregivers/take-control-of-your-health-6-steps-to-prevent-a-fall/>
- Preventing falls is a team effort. Show your support for Falls Prevention Awareness Day on Sept. 22 by sharing these tips with friends and family! #FPAD2018 <https://www.ncoa.org/healthy-aging/falls-prevention/preventing-falls-tips-for-older-adults-and-caregivers/6-steps-to-protect-your-older-loved-one-from-a-fall/>

- It's easier to prevent falls when you know the risks. Help spread confidence by sharing these important facts about falls prevention! [https://www.ncoa.org/wp-content/uploads/Myths-of-Older-Adult-Falls\\_2017.pdf](https://www.ncoa.org/wp-content/uploads/Myths-of-Older-Adult-Falls_2017.pdf) #FPAD2018
- A home can be equipped to help prevent falls. If you're looking for a place to start investigating the kinds of modifications needed, take a look at this program with options for individuals, families, and professionals in your area: <http://stopfalls.org/resources/home-modification-tools-programs-and-funding-landingpage/> #FPAD2018
- Pharmacists play an important role in falls prevention. The @National Council on Aging and The American Society of Consultant Pharmacists created a toolkit for clinicians to assess falls risk and take action to prevent falls. <https://www.ascp.com/page/fallstoolkit> #FPAD2018
- Fall-related injuries send a senior to the hospital every 11 seconds. Protect yourself or your loved ones by sharing these 6 simple steps! <https://www.ncoa.org/healthy-aging/falls-prevention/preventing-falls-tips-for-older-adults-and-caregivers/take-control-of-your-health-6-steps-to-prevent-a-fall/> #FPAD2018
- Seeing is believing, so watch the @National Council on Aging's live event, Sept. 20 @ 3:00 p.m. ET, right here on Facebook! Like their page so you don't miss an important part of the Falls Prevention Awareness Day 2018 celebration! #FPAD2018 *[insert Facebook image]* <https://www.facebook.com/NCOAging>

## Twitter content

Use these messages on Twitter to engage with your community in a larger conversation about falls prevention. Join NCOA's official #FPAD2018 Twitter Chat: Sept. 25 @ 2:30 p.m. ET.

- Falls are NOT a normal part of #aging. The costs and #injuries they cause are preventable! Watch and share this award-winning video featuring 6 simple steps #seniors can take to stay #healthy and safe. #FPAD2018 <https://vimeo.com/148517287>
- Preventing falls is a team effort. Show your support for Falls Prevention Awareness Day by sharing these tips with friends and #family who want to age well! #seniors #FPAD2018 <https://www.ncoa.org/healthy-aging/falls-prevention/preventing-falls-tips-for-older-adults-and-caregivers/6-steps-to-protect-your-older-loved-one-from-a-fall/> #aging #health
- It's easier to prevent falls when you know the risks. Help spread confidence by sharing these important #facts about falls prevention! [https://www.ncoa.org/wp-content/uploads/Myths-of-Older-Adult-Falls\\_2017.pdf](https://www.ncoa.org/wp-content/uploads/Myths-of-Older-Adult-Falls_2017.pdf) #FPAD2018 #aging #health
- #home modifications are an important part of falls prevention! If you're looking for a place to start, check out this program with tips for individuals, caregivers, and professionals: <http://stopfalls.org/resources/home-modification-tools-programs-and-funding-landingpage/> #FPAD2018 #aging #health
- Pharmacists play an important role in falls prevention. @NCOAging and @ASCPPharm created a toolkit for clinicians to assess falls risk and take action to prevent falls. <https://www.ascp.com/page/fallstoolkit> #FPAD2018 #aging #health
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[prevention/preventing-falls-tips-for-older-adults-and-caregivers/take-control-of-your-health-6-steps-to-prevent-a-fall/](#) #FPAD2018 #aging #safety #health

- Many medications can increase falls risk. Prescribers can use the American Geriatrics Society for guidance on safe prescribing to older adults. Check out:  
<https://www.guidelinecentral.com/summaries/american-geriatrics-society-2015-updated-beers-criteria-for-potentially-inappropriate-medication-use-in-older-adults/>
- Don't just tell older adults about the importance of falls prevention. Show them! Watch @NCOAging's Facebook live event, Sept. 20 @ 3:00 p.m. ET. Like their page so you don't miss an important part of the #FPAD2018 celebration! <https://www.facebook.com/NCOAging>