



# Falls Prevention Awareness Week 2023

NCOA's Annual National Observance for Falls Prevention

## Social Media Best Practices and Toolkit

### About NCOA's Falls Prevention Awareness Week

**Dates:** September 18-22, 2023

Thank you for supporting [Falls Prevention Awareness Week 2023](#) (FPAW). This FPAW social media toolkit offers posts and images you can use to generate engagement and awareness through your social media channels and email messages. Please use our suggested copy below in your organization's posts, along with NCOA's branded social media graphics that can be [found here](#). To view all of NCOA's FPAW 2023 campaign assets, [click here](#).

### Social Media Best Practices

Try to follow these best practices whenever you post:

- Use the @ sign on each social media platform to tag your and NCOA's social handles:
  - Facebook: <https://www.facebook.com/ncoaging>
  - Twitter: <https://www.twitter.com/ncoaging>
  - LinkedIn: <https://www.linkedin.com/company/national-council-on-aging/>
- Schedule posts on each platform at times that your audience is most likely to see them.
- Use the #FallsFree and #FallsPreventionAwarenessWeek hashtags on LinkedIn and Twitter to find other organizations and thought leaders talking about falls prevention.
- Where you can, try to incorporate the following hashtags, where character count allows: #WeAgeWell #AgingWellMatters #EquityinAging #EquityPromise
  - *If you can only have one, please include #WeAgeWell*
- Adjust the posts below—or add new ones—that reflect what your organization will be doing to observe Falls Prevention Awareness Week 2023.

Content for

## Older Adults and Caregivers

### Facebook and Instagram Posts to Share

**Note:** Links can only be shared via Facebook, as Instagram is an image sharing-only platform. Please use the image links below to download the curated images for both Facebook and Instagram.

1. **Falls Free CheckUp:** Do you know your falls risk? Answer 12 easy questions using NCOA's Falls Free CheckUp to see how you can maintain your independence and stay falls free. <https://bit.ly/Falls-CheckUp>  
#FallsPreventionAwarenessWeek
2. **Talk to Your Doctor:** One in four older adults falls each year, but only half tell their doctor. See how else you can get the most out of your conversations with your doctor. <https://bit.ly/FPAW2023-Talk-to-Your-Doctor>  
#FallsPreventionAwarenessWeek [Image Asset Links: [Facebook](#), [Instagram](#)]
3. **Vision and Hearing:** Your vision and hearing play an important role in good balance, which is needed for everyday activities to prevent falls. Explore ways to keep your eyes and ears healthy to prevent falls. <https://bit.ly/FPAW2023-Care-for-Your-Vision-Hearing> #FallsPreventionAwarenessWeek [Image Asset Links: [Facebook](#), [Instagram](#)]
4. **Family and Friends:** It can feel lonely experiencing the fear of falling, but it doesn't have to be. Start a conversation with your family and friends today about how to protect yourself. <https://bit.ly/FPAW2023-Talk-to-Your-Family>  
#FallsPreventionAwarenessWeek [Image Asset Links: [Facebook](#), [Instagram](#)]
5. **Medication Reviews:** Taking more than one medication increases the chance of side effects, medication interactions, and the risk of falling. Learn ways to make sure your medications are not increasing your falls risk. <https://bit.ly/FPAW2023-Review-Medications-with-Your-Doctor> #FallsPreventionAwarenessWeek [Image Asset Links: [Facebook](#), [Instagram](#)]
6. **Physical Activity and Exercise Programs:** You might find yourself feeling unsteady or maybe you're starting to fear falling as you age. Though that might be the case, there are exercise programs that can help improve balance, strength, and flexibility. See how you can stay strong and find an exercise

program in your area. <https://bit.ly/FPAW2023-Find-A-Good-Exercise-Program>  
#FallsPreventionAwarenessWeek [Image Asset Links: [Facebook](#), [Instagram](#)]

7. **Home Safety:** Many older adults fall at home each year due to common household hazards. Learn how you can keep your home safe.  
<https://bit.ly/FPAW2023-Make-Your-Home-Safe>  
#FallsPreventionAwarenessWeek [Image Asset Links: [Facebook](#), [Instagram](#)]

## Tweets to Share

1. **Falls Free CheckUp:** One in four older adults fall, resulting in injury and even death. Observe Falls Prevention Awareness Week by sharing @NCOAging's #FallsFree CheckUp, a digital tool to learn about falls risk. <https://bit.ly/Falls-CheckUp> [video is preferred asset: [English](#) or [Spanish](#) videos]
2. **Talk to your Doctor:** Your doctor can only help you prevent falls if they know about it. Learn more from @NCOAging's on how to share your concerns about balance and falls with your doctor. <https://bit.ly/FPAW2023-Talk-to-Your-Doctor> [Image Asset Link]
3. **Vision and Hearing:** Did you know your eyes and ears play an important role in balance and preventing falls? Explore five easy tips from @NCOAging to keep your vision and hearing healthy. <https://bit.ly/FPAW2023-Care-for-Your-Vision-Hearing> [Image Asset Link]
4. **Family and Friends:** Older adult falls can be prevented. Prevention starts with having a conversation with family and friends. Use these tips from @NCOAging to learn how to have an effective conversation about reducing falls risk. <https://bit.ly/FPAW2023-Talk-to-Your-Family> [Image Asset Link]
5. **Medication Reviews:** Medicine side effects, like dizziness and sleepiness, can increase your risk of falling. @NCOAging has five simple tips to help make sure your medicines don't affect your balance and falls risk. <https://bit.ly/FPAW2023-Review-Medications-with-Your-Doctor> [Image Asset Link]
6. **Physical Activity and Exercise Programs:** Experiencing the fear of falling is scary, but physical activity and exercise programs can help improve your balance and strength. Learn from @NCOAging how to find a program in your area today. <https://bit.ly/FPAW2023-Find-A-Good-Exercise-Program> [Image Asset Link]
7. **Home Safety:** Staying independent and falls free includes making home modifications to prevent falls. Discover simple ways from @NCOAging to make your home safer today. <https://bit.ly/FPAW2023-Make-Your-Home-Safe> [Image Asset Link]

## LinkedIn Posts to Share

1. **Falls Free CheckUp:** Help older adults live without the fear of falling. Observe Falls Prevention Awareness Week by sharing the @NCOAging's #FallsFree CheckUp, a digital resource for learning about falls risk. <https://bit.ly/Falls-CheckUp> [video is preferred asset: [English](#) or [Spanish](#) videos] #FallsPreventionAwarenessWeek
2. **Talk to your Doctor:** Help #OlderAdults be more comfortable talking to their doctor - even when it comes to #Balance and #Falls. A handout from @NCOAging shares easy steps to having a conversation and be empowered to ask for help around #FallsPrevention. <https://bit.ly/FPAW2023-Talk-to-Your-Doctor> #FallsPreventionAwarenessWeek [Image Asset Link]
3. **Vision and Hearing:** #Vision and #Hearing play a critical role in helping #OlderAdults maintain their balance and reduce falls risk. @NCOAging shares five easy tips to make sure older adults keep their eyes and ears healthy so they can be falls free. <https://bit.ly/FPAW2023-Care-for-Your-Vision-Hearing> #FallsPreventionAwarenessWeek [Image Asset Link]
4. **Family and Friends:** Family and friends can help #OlderAdults stay falls free, and it all starts with a conversation. This new handout from @NCOAging offers 5 tips to empower older adults to lean on family and friends to reduce their falls risk. <https://bit.ly/FPAW2023-Talk-to-Your-Family> #FallsPreventionAwarenessWeek [Image Asset Link]
5. **Medication Reviews:** Taking more than one medication increases the chance of side effects, medication interactions, and risk of falling. Discover tips from @NCOAging to make sure #OlderAdults reduce their risk of falling with regular medication reviews. <https://bit.ly/FPAW2023-Review-Medications-with-Your-Doctor> [Image Asset Link]
6. **Physical Activity and Exercise Programs:** Falling is not part of aging. There are fun and engaging #PhysicalActivity and #Exercise programs that can help you modify current habits and routines in order to be falls free. Learn how you can find a program in your community by accessing the handout by @NCOAging. <https://bit.ly/FPAW2023-Find-A-Good-Exercise-Program> [Image Asset Link]
7. **Home Safety:** Many #OlderAdults choose to continue living at home as they age. Explore these steps from @NCOAging on how to make the home safe and



reduce falls risk with some simple modifications. <https://bit.ly/FPAW2023-Make-Your-Home-Safe> [\[Image Asset Link\]](#)

## Email Messaging

### **Subject: Take the Falls Free CheckUp Today!**

**Body:** In observance of National Falls Prevention Awareness Week Sept. 18-22, take the National Council on Aging's Falls Free CheckUp to get a personalized overview of your falls risk and find ways to remediate your risk so you can stay healthy and protected. Then help us spread the word to friends and family. Falls are not a normal part of aging and can be prevented!

**Link:** [Start Your Falls Free CheckUp](#)

### **Subject: How to Take Action to Prevent Older Adult Falls**

**Body:** Did you know that you can prevent your falls risk with just a few simple steps? During Falls Prevention Awareness Week Sept. 18-22, explore handouts from the National Council on Aging that highlight easy tips on how to make your home safe, sharing falls and balance concerns with your doctor, friends, and family, finding a local exercise program, keeping your eyes and ears healthy, and more!

**Share Any of the Following Links:**

- <https://bit.ly/FPAW2023-Review-Medications-with-Your-Doctor>
- <https://bit.ly/FPAW2023-Find-A-Good-Exercise-Program>
- <https://bit.ly/FPAW2023-Care-for-Your-Vision-Hearing>
- <https://bit.ly/FPAW2023-Make-Your-Home-Safe>
- <https://bit.ly/FPAW2023-Talk-to-Your-Family>
- <https://bit.ly/FPAW2023-Talk-to-Your-Doctor>

*Content for*

## Aging Services Professionals

## Email Messaging

### **Subject: Remind older adults to learn about their falls risk today**

**Body:** Falls continue to be a national public health concern. Join us the week of September 18-22 in a nationwide effort to raise awareness that falls are preventable. Share the National Council on Aging's Falls Free CheckUp, a digital tool that provides a



personalized overview of falls risk factors and ways to address them. Help us engage older adults so they can be falls free and remain independent.

**Link:** [Help Older Adults Understand Their Falls Risk](#)

**Subject: Empowering Older Adults to Take Action and Prevent Falls**

**Body:** Older adult falls can be prevented with a few easy steps. Join us the week of September 18-22 in a national effort to increase awareness of falls prevention and empower older adults to take the first step to reduce their falls risk, be independent, and falls free. The National Council on Aging has created a suite of handouts that provide easy tips for older adults to find an exercise program, make modifications to their home, start a conversation with family and friends about falls, and more.

**Link:** [Share NCOA's Falls Prevention Toolkit](#)

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