Falls Prevention Awareness Day 2019

SAMPLE SOCIAL MEDIA MESSAGES

The 12th annual Falls Prevention Awareness Day (FPAD) is September 23, 2019. This year we want to remind everyone that falls prevention is a team effort. The sample messages below can help you excite and involve your network. Customize them as needed, but make sure to use the official hashtag #FPAD2019 in all posts so your audience can find other influencers and organizers contributing to the conversation. The messaging can also fit in your e-newsletters!

Lastly, make sure to follow NCOA’s social media pages for updates:

- Facebook: www.facebook.com/NCOAging
- Twitter: www.twitter.com/NCOAging

**NOTE: These images are merely samples. Once you’ve downloaded them from our website, you can include them in your posts!**

Facebook content

Use these messages on Facebook to engage with your community. Tagging other organizations and influencers in your posts is encouraged. Don’t forget to promote and watch NCOA’s Facebook Watch Party on Sept. 23 @ 12:00 p.m. ET.

- Falls are NOT a normal part of aging, and you have a team to help prevent them! Watch this award-winning video showing 6 simple steps which prevent falls. #FPAD2019
  https://www.youtube.com/watch?v=t7I5Sdp_xk
• Preventing falls is a team effort. Show your support for Falls Prevention Awareness Day on Sept. 23 by sharing these tips with friends and family! #FPAD2019 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 your whole team knows the risks. Share these important falls prevention facts with friends and family! https://www.ncoa.org/wp-content/uploads/Myths-of-Older-Adult-Falls_2017.pdf #FPAD2019

• 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/ #FPAD2019

• Your pharmacist is part of your falls prevention team! The @National Council on Aging and The American Society of Consultant Pharmacists created a toolkit for clinicians to assess falls risk. https://www.ascp.com/page/fallstoolkit #FPAD2019

• Older adults should feel confident they have a team to help prevent falls. Watch the @National Council on Aging’s Facebook video on Sept. 23 @ 12:00 p.m. ET to learn how family, caregivers, and healthcare professionals all play a role in keeping seniors healthy. #FPAD2019 https://www.facebook.com/NCOAging

• Preparing your whole falls prevention team to work together makes you safer and more confident. Watch the @National Council on Aging’s Facebook video on Sept. 23 @ 12:00 p.m. ET to hear from real health care professionals about how to make your falls prevention efforts stronger. #FPAD2019 https://www.facebook.com/NCOAging

• Talk with professionals from aging organizations across the country about the ways older adults can use their whole network to prevent falls. From doctors and pharmacists to caregivers and seniors, you’ll learn what everyone can do to makes falls prevention teamwork successful. Join the annual Falls Prevention Awareness Day Twitter Chat on Sept. 24 @ 1:00 p.m. ET https://www.twitter.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 #FPAD2019 Twitter Chat: Sept. 24 @ 1:00 p.m. ET.

• Falls are NOT a normal part of #aging, and you have a team to help prevent them! Watch this award-winning video showing 6 simple steps which prevent falls. #FPAD2019 https://www.youtube.com/watch?v=t7IC5Pdpz_k

• Preventing falls is a team effort. Show your support for Falls Prevention Awareness Day on Sept. 23 by sharing these tips with friends and family! #FPAD2019 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

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Look for ways your home can be equipped to prevent falls. This program offers options for individuals, families, and professionals in your area: [http://stopfalls.org/resources/home-modification-tools-programs-and-funding-landingpage/](http://stopfalls.org/resources/home-modification-tools-programs-and-funding-landingpage/) #FPAD2019

Your #pharmacist is part of your falls prevention team! @NCOAging and @ASCPPharm created a toolkit for clinicians to assess falls risk. [https://www.ascp.com/page/fallstoolkit](https://www.ascp.com/page/fallstoolkit) #FPAD2019

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