**Falls Prevention Awareness Week 2021**

**Social Media Toolkit**

Thank you for supporting Falls Prevention Awareness Week 2021! This toolkit offers posts and images you can use to generate engagement and awareness via your social media profiles and email messages. Use our copy below in your organization’s posts, along with NCOA’s branded social media images that can be [found here](https://ncoa-my.sharepoint.com/%3Af%3A/g/personal/jackie_gilbert_ncoa_org/EicPp72kfuNGpZ3gibHunggBaRhKM0rAOjArp_Ul5UBDBA?e=sbxDew).

**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 hashtag on Twitter and LinkedIn to find other organizations and thought leaders talking about falls prevention.
* Adjust the posts below—or add new ones—that reflect what your organization will be doing to observe Falls Prevention Awareness Week 2021.

**FACEBOOK POSTS**

1. Staying healthy and strong at home includes preventing falls. Learn your risk of falls by taking the Falls Free CheckUp from @NCOAging, then share with friends and family to discuss ways to prevent falls. ncoa.org/FallsFreeCheckUp
2. Have you learned about your falls risk? Answer 12 easy questions on our Falls Free CheckUp to see how you can maintain your independence and stay falls free. ncoa.org/FallsFreeCheckUp
3. Stay in the place you called home. Learn how to make your home safer as you age to maintain your independence. ncoa.org/Falls
4. Fire departments are there for all emergencies, including falls. Learn about the EMS’s role in falls prevention @NCOAging. ncoa.org/Falls

**TWITTER POSTS**

1. Help older adults live without fear of falling. Observe Falls Prevention Awareness Week by sharing @NCOAging’s #FallsFree CheckUp, a digital resource to learn about falls risk. ncoa.org/FallsFreeCheckUp [video is preferred asset]
2. Observe Falls Prevention Awareness Week by reminding older adults that falls are preventable! Encourage your clients to take a #FallsFree CheckUp from @NCOAging: ncoa.org/FallsFreeCheckup [image asset]
3. Staying healthy and safe at home includes preventing falls. Help older adults learn their risk by taking a #FallsFree CheckUp from @NCOAging: ncoa.org/FallsFreeCheckUp [image asset]
4. Falls are not planned. Work with the local fire bureau to prepare for the unexpected by using resources from @NCOAging: ncoa.org/Falls [image asset]

**LINKEDIN POSTS**

1. Help older adults live without fear of falling. Observe Falls Prevention Awareness Week by sharing the @NCOAging’s #FallsFree CheckUp, a digital resource for learning about falls risk. ncoa.org/FallsFreeCheckUp [video is preferred asset]
2. Observe Falls Prevention Awareness Week by reminding older adults that falls are preventable! Encourage your clients to take a #FallsFree CheckUp from the @NCOAging: ncoa.org/FallsFreeCheckUp [video is preferred asset for this post]
3. Did you know that nearly 50% of lift-assist calls result in a second lift-assist call within 2 weeks? Visit the @NCOAging to learn how emergency medical services can help make your home safe. [image asset]

**EMAIL**

**For Professionals:**

**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 Sept. 20-24 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. It is a great way to engage older adults and help them be falls free and independent.

**Link:** [**Share a Falls Free Check**](http://www.ncoa.org/FallsFreeCheckUp)**Up**

**Subject: Falls Prevention – A team effort**

**Body:** Did you know that among peopled aged 65 years and older, falls accounted for 17% of all 911 calls? Join us the week of Sept. 20-24 in a national effort to increase awareness that local fire departments play a crucial role in the community, as well as responding to lift assist calls. Explore the National Council on Aging’s resource on emergency medical service partnerships for CBOs to understand the value of engaging with local EMS providers.

**Link:** [**Share Falls Prevention Toolkit**](https://www.ncoa.org/article/falls-prevention-awareness-week-toolkit)

**For Older Adults & Caregivers:**

**Subject: Get Your Falls Free CheckUp!**

**Body:** Falls are not a normal part of aging! During Falls Prevention Awareness Week Sept. 20-24, take the National Council on Aging’s Falls Free CheckUp to get a personalized overview of your falls risk factors and ways to address them. Then spread the word to friends and family. It’s a nice way to reach out and show you care!

**Link:** [**Start your Falls Free CheckUp**](http://www.ncoa.org/FallsFreeCheckUp)

**Subject: Falls Prevention – A community effort**

**Body:** Did you know that emergency medical services can visit your home and help you reduce fall hazards? During Falls Prevention Awareness Week Sept. 20-24, discover the role that fire departments play in falls prevention. Explore the National Council on Aging’s videos and resources to learn how emergency medical services can help reduce your falls risk and maintain your independence.

**Link:** [**Get falls prevention tips**](https://www.ncoa.org/older-adults/health/prevention/falls-prevention)