

Falls Prevention Awareness Week 2024 – Social Media Toolkit

Introduction

Preventing falls over the life course is a priority for us in Greater Manchester. Falls can be a crucial indicator of poor health and wellbeing in mid to later life and prevention interventions can support individuals to age well.

A fall is defined as an event which causes a person to, unintentionally, rest on the ground or lower level, and is not a result of a major intrinsic event (such as a stroke) or overwhelming hazard. Having a fall can happen to anyone; but as people get older, they are more likely to fall over. Falling can become recurrent and cause distress, pain, injury, loss of confidence, loss of independence and mortality. For health services, they are both high volume and costly.

In January 2022, the Greater Manchester Falls Collaborative was launched to oversee and deliver the strategic and operational system-level priorities and recommendations for falls prevention, integration, and reconditioning. The Collaborative welcomes anyone who is working in falls, has an interest in falls prevention, or has lived experience of falls.

If you would like to find out more about falls prevention or would like information about how to get involved, please email bethany.mitchell@greatermanchester-ca.gov.uk

Communications objectives

- Raise awareness that falls are preventable and some tips on how to do this
- Raise awareness and highlight some of the work that GM is doing to prevent falls – highlighting our collaborative approach

Key messages

- Falls prevention is everybody's business
- Everybody has a role to play in sharing preventative messages, and signposting to the relevant resources
- Falls are not an inevitable part of ageing; they can be prevented

Social media copy

You will find suggested social media copy and video titles in the table below. You can download the video assets, including subtitles [via WeTransfer here](#).

If you have any trouble accessing the content, or have any questions, please email dylan.childs@greatermanchester-ca.gov.uk

Asset	Twitter	Facebook/Instagram/LinkedIn
Nikesh Vallabh	🗣️ “In general practice, we're in a really good place to identify those at risk of falls.” GP Nikesh Vallabh explains the role general practice plays in preventing falls. Everyone has a role to play in raising awareness of falls across community, clinical and care settings.	🗣️ “In general practice, we're in a really good place to identify those who might be at risk of falls.” This #FallsPreventionAwarenessWeek, GP Nikesh Vallabh explains the vital role general practice plays in preventing falls. Around 1 in 3 adults over 65 have at least one fall a year. Everyone has a role to play in raising awareness of falls across community, clinical and care settings.
Sarah Hardman	🗣️ “A mobility issue or a risk of falls can impact on the chances of a fire starting.” Sarah Hardman, Prevention Development Officer for @manchesterfire highlights the importance of raising awareness of falls for fire safety this #FallsPreventionAwarenessWeek.	🗣️ “A mobility issue or a risk of falls can impact on the chances of a fire starting and the safe escape of a householder if a fire starts in the home.” Sarah Hardman, Prevention Development Officer for @manchesterfire highlights the importance of raising awareness of falls for fire safety this #FallsPreventionAwarenessWeek.
Sara Harris	🗣️ “The ambulance service gets called to patients who have fallen every day.” This #FallsPreventionAwarenessWeek, @nwambulance paramedic Sara Harris explains how the ambulance service can help prevent future falls by providing key safety advice to individuals in their homes.	🗣️ “The ambulance service gets called to patients who have fallen every day.” This #FallsPreventionAwarenessWeek, @nwambulance paramedic Sara Harris explains how the ambulance service can help prevent future falls by providing key safety advice to individuals in their homes. For example: - Using non-slip mats in the bathroom - Removing clutter - Using walking aids

Claire Callaghan	 “We look at strength and conditioning work to give residents stability when they are walking.” Registered manager for care home @bowfellhouse, Claire Callaghan, explains the vital work of care homes in preventing falls among older people this #FallsPreventionAwareness Week.	 “We look at strength and conditioning work to give residents stability when they are walking.” Registered manager and director for care home Bowfell House, Claire Callaghan, explains the vital work of care homes in preventing falls among older people this #FallsPreventionAwareness Week. Half of people over 80 will have at least one fall a year. Everyone has a role to play in raising awareness of falls across community, clinical and care settings.
Martin Vernon	 “It’s everybody’s business.” Professor Martin Vernon, Consultant Geriatrician at Tameside, and Glossop Integrated Care NHS Foundation Trust, explains why a whole-system approach is needed to falls prevention. #FallsPreventionAwarenessWeek	 “By signposting people to the right services and identifying the risks, we can prevent falls in the vast majority of cases.” Professor Martin Vernon, Consultant Geriatrician at Tameside, and Glossop Integrated Care NHS Foundation Trust, explains why falls are everybody’s business and why a whole-system approach is needed to prevent them. #FallsPreventionAwarenessWeek