



Prevent Trauma: Preventing Fall-Related Injuries in Georgia

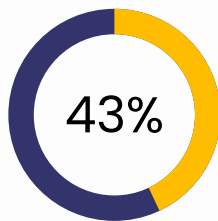
GEORGIA TRAUMA SYSTEM
SOCIAL MEDIA RESOURCES



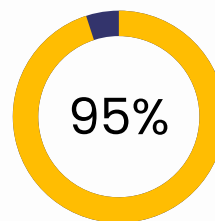
WWW.PREVENTTRAUMAGEORGIA.ORG

INTRODUCTION

The Georgia trauma system works to save lives and provide the best possible outcomes through improved trauma care and injury prevention. While falls are the leading cause of injury and death for Georgians 65 and older, the impact of fall-related injuries can affect the lives of people of all ages. Some studies indicate that more than 95% of hip fractures are caused by falling, and falls are the most common cause of traumatic brain injuries. Falls accounted for 43.2% of cases in the 2022 Georgia Trauma Registry data, with the frequency of fall-related injuries increasing in children under age nine and adults over 60.



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Nearly all hip fractures are caused by falls. Some studies indicate that more than 95% of hip fractures result from a fall.

Sources: Georgia Trauma Registry 2022 Annual Report (dph.georgia.gov); Facts About Falls (cdc.gov)

Injuries caused by falling represent a serious health concern. Trauma system partners play an essential role in reducing the burden of injury through providing community-based education aimed at risk factor reduction and the delivery of evidence-based fall prevention programming. This guide is designed to help trauma centers and partners utilize social media platforms to support and promote fall prevention in older adults.

GETTING STARTED

Are you ready to work to raise awareness and prevent falls injuries in Georgia?

Each year, beginning the first week of Fall and beyond, we work with our partners around the state to celebrate National Falls Prevention Awareness month through social media campaigns, community outreach, and professional education. We would be honored to have you partner with us in our work to prevent injury, save lives, and empower Georgians to make our communities safer.

Partners are encouraged to combat fall-related injury:

- Raising awareness of fall-related injuries, associated risk factors, and fall prevention efforts
- Affirming that fall-related injuries and deaths are preventable
- Recognizing the importance of the community and families in prevention efforts
- Providing resources and support to engage communities in fall prevention efforts
- Working with local partners to implement fall prevention programming

SOCIAL MEDIA RESOURCES

This guide includes sample posts and graphics for your use, or you can create your own messages tailored to your organization and community. As Trauma System Partners, you are welcome to select various versions of the graphics and co-brand the materials to suit your needs. If you find you need any assistance with making color modifications, size manipulations, or co-branding, feel free to email outreach@preventtraumageorgia.org. Additional resources and tools can be accessed online at: www.preventtraumageorgia.org.

Be sure to use **#PreventFallsGeorgia** **#PreventTrauma** **#FallsFreeGA** in all your posts to strengthen our collective voice and raise awareness during Fall Prevention Awareness Week!

Sample Social Media Posts:

For Older Adults -

⚠ Did you know falls are the leading cause of injury and death for Georgians 65 and older? Visit the NCOA Falls Free CheckUp to get your fall risk score and resources to prevent falls.
#PreventFallsGeorgia **#PreventTrauma** **#FallsFreeGA**
<https://bit.ly/Falls-CheckUp>

⚠ 1 in 4 people 65 and older falls each year. Take steps to keep yourself and your loved ones safe.
#PreventFallsGeorgia **#PreventTrauma** **#FallsFreeGA**
<https://www.youtube.com/watch?v=aMlvTq2jrDk>

⚠ Worried about falling? Visit www.georgiahealthmatters.org to learn more about free programs designed to promote healthy aging and help you prevent falls. **#PreventFallsGeorgia** **#FallsFreeGA** **#PreventTrauma**

⚠ Myth: Falls are a normal part of aging. Fact: Most falls can be prevented—and you have the power to reduce your risk. Learn more at:
ncoa.org/article/debunking-the-myths-of-older-adult-falls
#PreventFallsGeorgia **#FallsFreeGA** **#PreventTrauma**





For Families and Caregivers -

- ⚠ Know an older adult who has fallen? Learn how you can help prevent falls. #PreventFallsGeorgia #FallsFreeGA #PreventTrauma
<https://www.youtube.com/watch?v=tx3Oc0SIZnI>
- ⚠ You don't have to be a falls expert to talk with an older adult about fall prevention. Start by saying that you care. For more tips on how to get the conversation started, visit <https://bit.ly/Falls-Conversation>.
#PreventFallsGeorgia #FallsFreeGA #PreventTrauma



For Partners in Preventions -

- ⚠ Falls prevention is a team effort. Healthcare professionals, first responders, and communities are essential to our fall prevention efforts. Learn more from @NCOAging on how you can help prevent injuries and save lives.
<https://bit.ly/Falls-Community>
#PreventFallsGeorgia #FallsFreeGA #PreventTrauma
- ⚠ According to @NCOAging, nearly 50% of fall-related lift-assist calls result in a second lift-assist call within two weeks. Learn how fire departments and emergency medical services can help #PreventFalls. Visit: <https://bit.ly/FireandFalls>
#PreventFallsGeorgia #FallsFreeGA #PreventTrauma



For Families with Children -

- ⚠ Unintentional falls are the leading cause of injury-related emergency department visits in Georgia for children younger than 14 years of age. To learn more about how you can help prevent falls in children, visit www.safekids.org/falls.
#PreventFallsGeorgia #FallsFreeGA #PreventTrauma
- ⚠ Did you know? Falls are the most common cause of traumatic brain injuries in children. Falls from objects like furniture, stairs, and bicycles account for 55% of brain injuries in children. Looking for more ways to prevent falls? Get more safety tips at www.safekids.org/falls.
#PreventFallsGeorgia #FallsFreeGA #PreventTrauma

Sample Social Media Graphics:



Partnering organizations are welcome to utilize and cobrand the fall prevention resources available at www.preventtraumageorgia.org. In addition, there are several variations of social media graphics available for your use.

PREVENT TRAUMA PARTNERS

Georgia Area Agencies on Aging
Georgia Bureau of Investigation - Child Fatality Review Unit
Georgia Chapter of the American Academy of Pediatrics
Georgia Committee for Trauma Excellence
Georgia Department of Human Services
Georgia Department of Public Health
Georgia Emergency Medical Services for Children
Georgia Hospital Association
Georgia Office of Emergency Medical Services and Trauma
Georgia Public Safety Educators Association
Georgia Society of the American College of Surgeons
Georgia Trauma Centers
Georgia Trauma Commission
Georgia Trauma Foundation
Injury Prevention Research Center at Emory
Middle Georgia Regional Commission
Safe Kids Georgia

