



Consistent Messaging for Falls Prevention Education Outreach

Consistent messaging is a guiding principle of the NC Falls Prevention Coalition (NCFPC) 2021-2025 Action Plan. Consistent messaging ensures that resources shared by NCFPC members include appropriate, accurate, clear, positive, encouraging, inclusive, and empowering fall prevention language across the continuum of care. This document highlights examples of consistent messaging to be included in materials created by the coalition, guiding questions, and reliable resources.

NCFPC 2021-2025 Action Plan Guiding Principles

As we create resources to share with various communities and populations about falls prevention, we want to ensure that we are adhering to the Action Plan's Guiding Principles.

Checklist for Consistent Messaging Guidelines

Answer these questions and use the Guiding Principles checklist to create your materials to meet consistent messaging guidelines:

- Does your resource use positive messaging to focus on what can be done to prevent falls?
- Is the content accessible?
- Does your resource use plain language? Does your resource use person-centered language?
- Has the final version been approved using NCFPC formatting guidelines?



NCFPC Positive Messaging Recommendations

NCFPC recommends using falls prevention language from reliable agencies such as the Centers for Disease Control and Prevention (CDC) and the National Council on Aging (NCOA), as well as the Healthy Aging NC website (healthyagingnc.com).

The NCFPC recommends positive messaging, such as:

- Falls are not a natural part of aging;
- Fall risk is identifiable;
- Falls are preventable.

