Social Media Campaign

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Falls present significant health, psychological, financial, and environmental burdens for older adults, society and health care systems. Falls are the leading cause of mortality and morbidity for older adults(Sleet, Moffett, & Stevens, 2008). Increased falls are associated with older age and deteriorating physical and mental function. Community-dwelling elders, especially low-income older adults, have an increased risk of falls. Lower-income is associated with a higher risk of falls (Reyes-Ortiz, Al, Loera, Ray, & Markides, 2004). Falls are preventable and fall prevention programs can effectively reduce the risk of falling. The Stages of Change Theory is effective when attempting to affect behavior change and risk mitigation. This theory is also useful when structuring and implementing fall prevention programs (Sleet, Carlson Gielen, Diekman, & Ikeda, 2010)

# Community Health Nursing Diagnosis

As the number of older adults increases, the number of fall-related injuries and fatalities will also increase. For this purpose, an increased risk of falls among the older adult population has been observed, especially the ones dwelling in an adult community. Falls are not an inevitable part of aging and can be prevented. One of the primary reasons for this prevalence is lack of awareness on the matter, as well as means of intervention that older adults can use to either prevent falls or get access to help in case of a fall-related emergency in a timely manner (Phelan, Aerts, Dowler, Eckstrom, & Casey, 2016).

# Prevalence of Falls among Older Adults in the Country

Falls are a significant and growing health problem for older adults (Plumb, 2016). They threaten older adults’ health, wellbeing, and independence and generate enormous personal and economic costs. Falls are a primary cause of mortality and morbidity among adults aged 65 and over. A fall is defined as “an unexpected event in which the participant comes to rest on the ground, floor, or other lower-level” (Lamb, Jørstad‐Stein, Hauer, Becker, & Group, 2005, p. 1619). Every year, one in three older adults fall, and the likelihood of falling increases with age. The older adult population is expanding rapidly, increasing fall rates and straining the health care systems and society.

## Primary Sources of Intervention for Fall Prevention

Falls are not an inevitable part of aging and can be prevented. As a result of research, there has been an increase in fall prevention education programs and a transition from clinical-based to community-based fall interventions. Fall prevention programs have reduced falls and fall-related injuries among high-risk populations using multi-faceted approaches including education, exercise, environmental modification, and medical review (CDC, 2015). Through education of fall risk and engagement in fall prevention programs, older adults can effectively reduce their risk for and incidence of falls. Fall prevention programs are an opportunity for older adults to engage with other older adults, learn about fall risk reduction, and realize and address their own personal beliefs and practices that increase chances of falling and lower quality of life.

The WHO suggests the creation of a fall prevention model which uses active aging as the precedence to do better. This framework finds its basis in assessment, awareness, and intervention (WHO, 2015). This awareness of fall prevention can be linked to all levels of the society, but especially at the individual level with regard to an older adult. In order to achieve successful fall prevention resources, surveillance, and research should be carried out for the formulation of an effective and robust public policy. This should include exercise programs for the older adult population and makes it easier for them to reduce the risk of falls (WHO, 2015).

Additionally, recent studies have shown that community-based fall prevention programs as being the most cost-effective means of intervention against falling among the older adult population. For this purpose, Matter of Balance (MOB) was introduced by the Centers for Medicare and Medicaid Services. A Matter of Balance is a fall prevention program that has been widely implemented and proven effective in reducing fall risk and increasing activity among older adults (Centers for Medicare and Medicaid Services, 2009). A Matter of Balance program has been implemented at various Mercy Housing affordable senior sites in northern California. Affordable housing provides an accessible and effective platform for service delivery because programs are offered at a centralized location onsite, residents have high needs, and properties have similar residency requirements. As with any program, there is a need to evaluate fall prevention programs for older adults 65 and older living in the community. The effectiveness of existing fall prevention programs among specific segments of older adults, including those living in affordable housing and who are low-income, needs careful evaluation (CDC, 2015)

## Discussion of Underlying Problems

Falls and fall injuries represent an enormous financial burden to individuals, society, and the health care system. Among older adults, direct medical costs were $179 million for fatal fall-related injuries and $19.3 billion for nonfatal injuries in 2000 (Stevens, Corso, Finkelstien, & Miller, 2006). In 2013, the total cost of fall injuries was $34 billion. By 2020, the total annual cost of these injuries is projected to reach $43.8 billion in current dollars (Englander, Hodson, & Terregrossa, 1996). In addition to the substantial financial impact of falls, there is also an environmental factor to falls.

The environmental impact of falls is significant for older adults. Each year, approximately 8% of adults 70 years and older will be treated in emergency departments for fall-related injuries, and a third of these patients will be hospitalized. In a review of the public health impact of older adults, Stevens (2003) notes that of the individuals hospitalized, half will require long-term care, which often results in nursing home placement. The home environment is linked to 35% to 40% of falls (Josephson, Febacher, & Rubenstein, 1991). Carter, Campbell, Sanson-Fisher, and Gillespie, (2000) concluded that approximately 80% of homes have at least one hazard and 39% have 5 plus hazards. The authors determined that having more than five hazards and infrequent healthcare provider visits were associated with a least one fall (Carter et al., 2000).

# Evidence-Based Practices for Fall Prevention in Older Adults

At this point, it has been established that falls is a major concern for older adults in all settings and the mere possibility of their occurrence can cause a significant amount of stress to such individuals and ultimately impact their quality of life. At present, there is plenty of evidence, as well as literature, available that evaluates fall-risk assessments and clinical practice guidelines that are frequently recommended to individuals prone to falls. These multicomponent strategies are often responsible for addressing the physical, functional, and psychological aspects of falling.

EBP i.e. evidence-based practices can be used for the implementation of multiple framework model. Here, the Iowa Model of Evidence-Based Practice is a model that can easily be trusted and is easy to use. This model takes on a systematic approach to analyzing a problem, such as the prevalence of falls in older adults and uses reasonable actions to address the issues. It then makes use of practice changes that can enable the reduction of recurrence of falls and lead to a subsequent critique of the system to obtain the desired outcome. The methodology used for the development of this model can serve as the ideal interdisciplinary plan to reduce falls among older adults, especially in a clinical setting.

Another ideal means to deal with fall prevention among patients to actively engage them to participate in the falls prevention program. This would serve as a multicomponent strategy that keeps patient-engagement at the forefront. This enables admission and group-walk initiative through motivation and patient participation. This program has reportedly increased patient mobility while decreasing the falling percentage by 25%. The aim of this program was to rehabilitate the patient to reach the level of functionality the possessed during the prehospitalization phase. Here, the EBP means used was staff-based empowerment of the patients. This partnership between patients and individuals lead to individual care which was responsible for a significant reduction in falls within the unit.

## Factors that Contribute to the Problem

Falls can also have significant psychological consequences. Many older adults who fall, whether or not they sustain injuries, develop a fear of falling (Prata & Scheicher, 2017). Whether or not falls result in injury, they significantly affect the quality of life. Fear of falling is common among older adults who may or may not have experienced a fall. Fear of falling can result in limited activity and social interaction, causing depression and social isolation. Consequences include a decline in physical and mental performance, increased risk of falling, and progressive loss of quality of life (Scheffer et al., 2008). Fear of falling is also strongly linked with future falls (Stevens, 2003). The psychological impact of falls severely influences older adults, but the financial impact on individuals and the larger society is also significant and important to study.

Falls among the older adult population can not only be debilitating but also fatal in terms of injuries and the social status and quality of life among the older adults. In the year 2015 alone, around 2.54 million older adults were given primary care in the emergency departments of healthcare centers, with more than 734,000 patients being hospitalized for an extended period of time. Within the same year alone, the direct medical costs for older adults went beyond the $50 billion annual mark. This shows that even if falls do not require immediate medical attention, the experience can potentially result in fear of falling among the population as well, which is more psychologically disabling than just about anything else (Howland et al., 2018).

# Fall Preventions using Social Media

Early research demonstrates that social media can provide exactly that kind of help for seniors. A 2013 review of existing studies released by the University of Luxembourg reports that the use of social media by older adults can offer valuable additional support in cases of sickness and disease, specifically, and that it should be considered for use in clinical practice.

According to Dr. Anja Leist of the University of Luxembourg's research unit, seniors can use social media to access health information on prevention, diagnosis, and treatment of specific conditions and disorders, as well as to exchange ideas with other patients regarding disease management. She also points out that social media can be a boon to seniors' mental health and help relieve stress — especially if they are lonely — by connecting them to loved ones and introducing them to new people.

# Means of Intervention using Social Media to Reach Older Adults

The great news is that many seniors are already logging on. A Pew Research Center study released in 2012 found that more than half of adults aged 65 and older are online. In addition, 70 percent of senior Internet users go online daily, and a third of these seniors use social networking sites. Abramson notes that many older people are staying in the workforce longer, and they need to stay up-to-date with technology to keep working. She also says that many elects to learn social media to see and hear updates from their children and grandchildren. "Facebook makes it so that long-distance grandparents no longer have to be removed from the family."

Though more and more seniors are becoming savvy Internet and social media users, not all may be open to these new ways of connecting. Some seniors may think that social media is too hard for them to learn, or they may become frustrated when they don't catch on immediately. Still, others might not see a need for it in their lives.

"There is clearly a percentage of seniors who think technology is not for them, but more and older people are embracing it," Abramson says. "As you age, it does take more time to learn new things, but if you give an older person adequate time to learn a task, they can master it better than a young person. It may take them longer, but research shows they'll master it in a much fuller, more complete way."

# Social Media Platforms to Deliver the Means of Intervention

Social media has been a vital source in increasing public health awareness and promotion, especially considering the lack of physical and geographical barriers that it presents. These interventions have the potential to transform the system and increase health inequities for people that lack the proper access to means of channels to take care of themselves (Welch, Petkovic, Pardo Pardo, Rader, & Tugwell, 2016). The usefulness of social media with regard to interventions on health outcomes has been a topic of research in recent times and is seen as the ideal means of prevention of falls among the older adults, given the prevalence social media has taken in their lives recently.

## Benefits of Social Media Platform

Social media is increasingly being used in the past half a decade or so for the promotion of health among the various state departments in the US. One of the primary reasons for this the role that social media plays in our lives and the access it grants us. It gives us a sense of identity to relish in, have conversations and even share the most minor details of our lives with others to ensure that we are connected, which often brings a sense of comfort, especially among the older adult population.

The widespread use of bulletin boards in social media to facilitate interactions with other users is an essential way to spread a message of social relevance to a larger number of individuals. It not only is seen to effectively improve the knowledge of the masses in this regard, but it also helps individuals improve themselves in ways and have a positive impact on their lifestyle. It impacts their health behaviors by promoting physical activity, health-consciousness and helps them abandon bad habits such as smoking and overeating. Social media has also been key in improving weight loss and mental health among the masses and allows them to live a better life than they did before (Welch et al., 2016).

# Benefits of Social Media Campaign for Older Adults

Social media has become a force in itself in the recent years. It has impacted lives, given people an alternative means of getting the word out there and has been regarded as a hub of information that has been vital in the conscious raising of society in the past decade. Social media has not only been a positive influence in a number of ways for the younger generation, but it has proven to be just as helpful for older adults (Chopik, 2016). It has helped them feel less anxious and helped them stay in touch with their loved ones in a more meaningful way than ever before. It inspires civic engagement and has improved their quality of life for the better by granting them access to ways they can improve themselves and find other like-minded individuals that aspire for the same things that they do. The idea of suffering through a fall is traumatic for most older adults since it accompanies a ton of complications that make life nothing short of a hassle at best. Thus, with social media at hand older adults can;

* Get in touch with healthcare experts around the globe that can help them with the matter.
* Ensure that they have access to some of the very best means of improvement.
* Talk to others that have been in the same situation as them and learn new and effective preventive measures.
* Take their care into their own hands and learn new and innovative ways through which they can prevent falls and keep all the negative repercussions associated with a fall among older adults at bay.

# Best Practices for Social Media Campaign

There is no hard and fast rule with regard to the best practices for an ideal social media campaign. Not the same measures work well for two identical products. However, with regard to older adults, the social media campaign has to designed in a manner that it can reach even the least tech-savvy older adults there are. Thus, in order to reach the desired audience in question here, i.e. the older adult population, the ideal means of social media campaigning includes conversation ads. These ads are most likely to be used by older adults since they usually look forward to talking to a professional about their ailments.

Another helpful tip would be daily posting with the right measure of boosting to ensure that the posts make it to the feed of an older adult. Here the use of infographics would be the best means to generate a response. Initiating conversation for intentional engagements would also be an ideal means in this regard.

This shows that social media has the potential to be used as one of the most cost-effective means of promoting means of fall prevention and the associated means of intervention among the older adult population, as well as the people that care for them, such as social healthcare workers and family members. Given the increasing number of older adults logging on to social media, access to medical practices to help them in only increasing.

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