

CAPTURE Your Falls Story Flow Chart: Use the prompts below to tailor messaging about your fall risk reduction program.

WHO is your intended audience?								
The public (actual or potential patients/families)*		Hospital Staff			исп	Hospital leadership (e.g. CEO, Board)		
HOW will you share your message?								
Print (e.g. brochure, flyer, infographic, newspaper article) [†]		Verbal with visual aids (e.g. Powerpoint presentation) [†]		Verbal only		y Social media [‡]		
WHY do you want to share your message?								
To promote you hospital in the community	your	To create buy-in from your hospital staff and/or leadership		To obtain resources your fall risk reduct program		duction	To maintain awareness of the importance of your fall risk reduction program	
WHAT do you want to share with your audience?								
A human interest story (e.g. a story of a patient at risk for falls that you kept safe)	An example of a successful change you have made		An example of a challenge your staff is experiencing		Information about a specific aspect of your fall risk reduction program (e.g. post-fall huddles, fall risk reduction interventions)		oout ect sk ram all risk	Actual data about your fall risk reduction program (e.g. results from a recent audit, fall rates, etc.)
WHEN do you want to share your message?								
regularly planned meetings, as		(e.g	In recognition of special events (e.g. National Fall Prevention Week or National Patient Safety Awareness Week)			On an as-needed basis		

^{*}Refer to <u>CAPTURE Falls Patient/Family Education Tools</u> for help creating materials appropriate for public audiences.

[†]Consider whether permissions need to be obtained and/or attributions given for certain content.

[‡]Expand your reach by tagging others or using hashtags. Consider tagging @unmccahp on Twitter and UNMC College of Allied Health Professions on Facebook, and using the hashtags #fallprevention, #patientsafety and/or #capturefalls.