

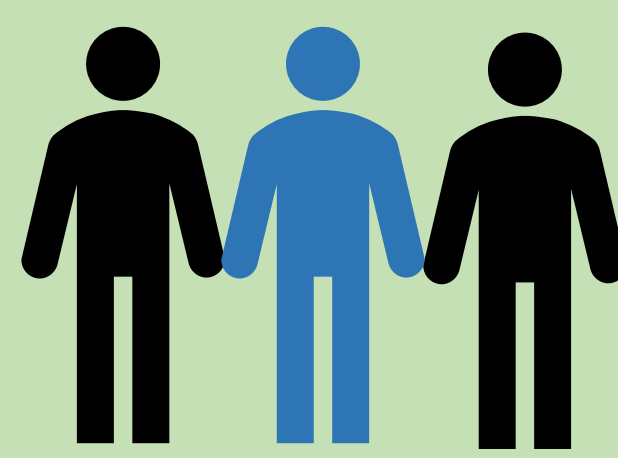
Stay S.T.E.A.D.Y on your feet! – SGH

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Introduction

Falls are common and harmful for older adults globally.

 1 in 3 adults over 65 years old experience falls annually, leading to increased morbidity, mortality, and decreased functioning.


Singapore, in particular, faces a significant issue with falls among older adults.

Our Aim:

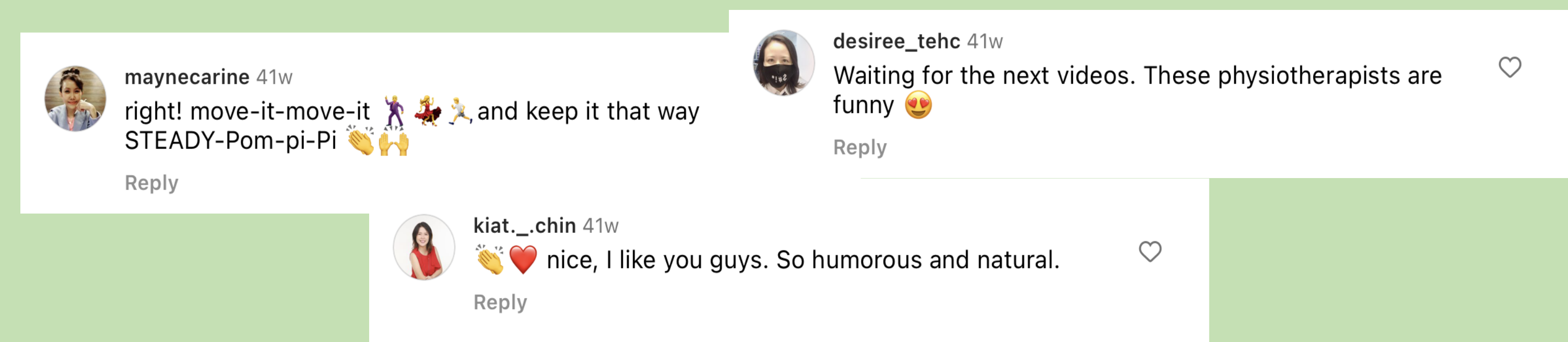
- To **increase awareness** of fall prevention among Singaporean elderly
- To **educate** patients and caregivers on the importance of reducing and eliminating the factors that contribute to falls, in a light-hearted manner.
- To **identify and prevent** falls among older adults in the community, enhancing their quality of life.

Results

 ▶ 43,000 views 👍 700 likes ▼ 680 shares

 👍 160 reactions 💬 11 comments ▼ 26 shares

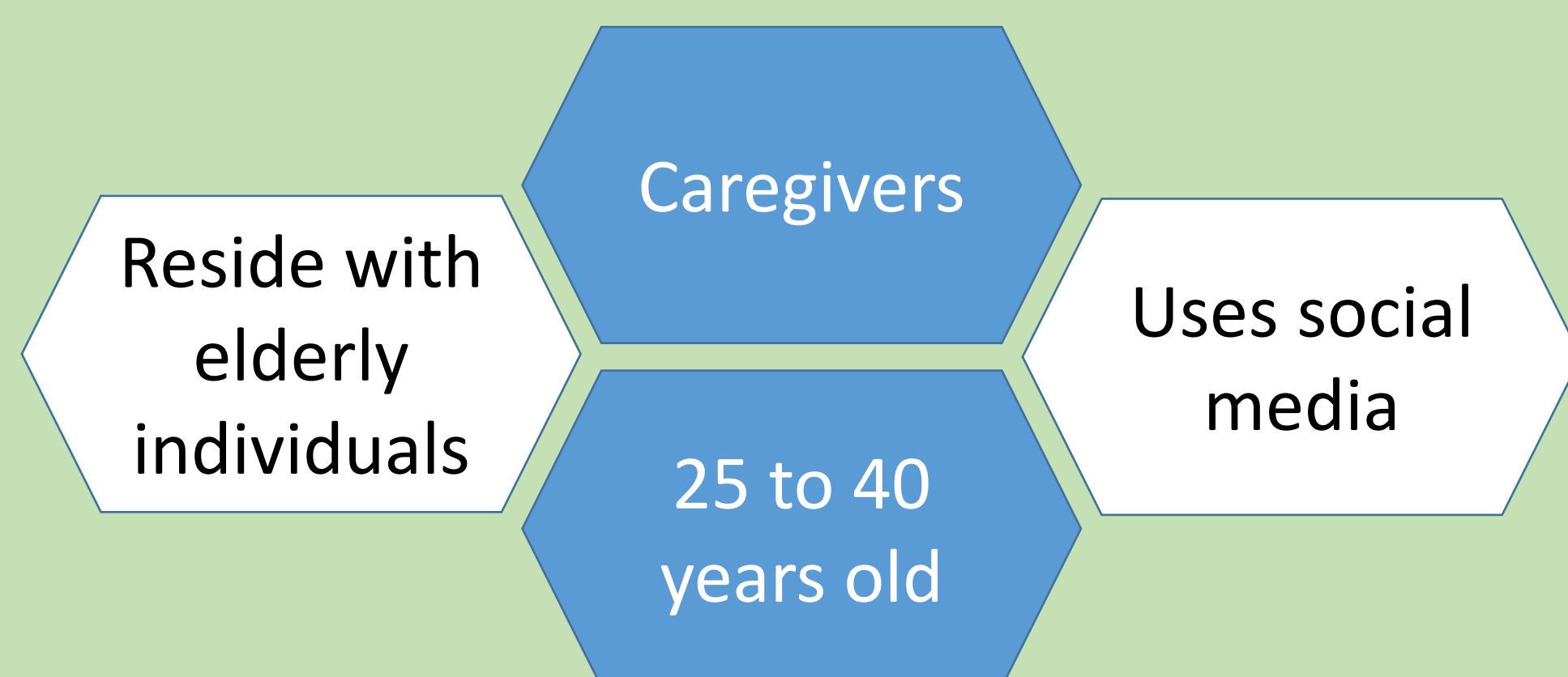
These impressive reach and engagement figures indicate that the objectives have been met, and that the public perceives the clip as valuable and worth sharing with their friends and family.



- ✓ Positive comments
- ✓ Audience enjoyed and benefited from the video.

Methodology

Target audience:



Recognising this, we have determined that incorporating humour into short video clips would be effective in grabbing their attention and facilitating their understanding of fall prevention tips.

To assist patients in maximising their mobility, functionality, and self-reliance, the social media manager collaborated with SGH Physiotherapists to produce a patient educational content on fall prevention.



Conclusion

The video produced is meant to incorporate the following qualities:



The video designed to raise awareness about fall prevention in the community successfully achieved its goals. By delivering its message in a casual and humorous manner, the video garnered significant attention on social media within a few days. These metrics indicate a positive response from the public, validating the effectiveness of the campaign.



Scan QR code to watch video