**Social media toolkit**

**National Injury Prevention Day in Iowa**

*Use one or more of these messages in your social media posts along with the images provided.*

1. Unintentional injuries are the leading cause of death for Iowans ages 1-44. Let’s work together to prevent these tragedies. #BeInjuryFree
2. Every year, over 2,300 Iowans lose their lives due to preventable injuries. Join us in spreading awareness this #BeInjuryFree
3. Did you know? Injury-related hospital stays cost Iowans up to $58,000 on average. Preventing injuries means saving lives and reducing costs. #BeInjuryFree
4. Join us in observing National Injury Prevention Day to spread awareness about injury prevention and make Iowa a safer place. #BeInjuryFree

Optional ALT text for images

(use this in your ALT text for images to improve accessibility)

Unintentional injuries are the leading cause of death for Iowans ages 1-44. Injuries and violence resulted in an annual average of 2,300 deaths, 14,500 hospitalizations, and 228,900 emergency department visits in Iowa. Injuries can result in a high cost to Iowans with average charges up to $58,000 per hospitalization and more than $3,400 per emergency department visit annually. In Iowa, the three leading causes of unintentional injury deaths in 2023 were falls, motor-vehicle crashes, and unintentional poisoning. Injuries, whether intentional or unintentional, are preventable within the state of Iowa.