



**Fall Prevention Month 2018  
Annual Report**



## Executive Summary

2018 Annual Report

### Key Accomplishments of the 2018 Campaign:

#### Website Analytics

*Data between August 1—December 16*

		2018 % Change	2017
No. Initiatives/Events	62	↓ <1%	63
New Users	14,496	↑ 53%	9,469
Canadian Users (%)	11,635 (79%)	↑ 61%	7,237 (77%)
Other Users (%)	2,861 (21%)	↑ 28%	2,232 (33%)
Unique Pageviews	60,642	↑ 16%	52,109

#### Twitter Analytics

*Data between August 1—December 31*

		2018 % Change	2017
Total Followers	686	↑ 39%	492
Tweets	145	↑ 12%	130
Tweet Impressions	252.4k	↑ 10%	230.3k
Engagement Rate	2.2%	↑ 75%	1.26%

#### Facebook Page Analytics

*Data between August 1—December 31*

	2018
Total Followers	145
Total Likes	142

#### Newsletter Analytics

*As of December 31st*

	2018 % Change	2017
Number of Registrants	↓ 3%	1,650

#### Top 5 Website Sections

- 1 Home page
- 2 Adults' toolkit
- 3 Information for older adults and caregiver (adults)
- 4 About
- 5 Children's toolkit

#### Top 5 Resources

- 1 Branded Media Package
- 2 Social Activities and Games
- 3 Fall Prevention Month Display
- 4 Age-Friendly Communications: Facts, tips and ideas
- 5 Seniors Falls in Canada—infographic

#### New this year:

- The Fall Prevention Month Twitter handle was changed to reflect its national scope.
- The introduction of childhood fall prevention, including toolkit and social media content.
- The campaign established a Fall Prevention Month Facebook page.
- The Partners included a new way of gathering feedback from campaign participants- two focus groups were hosted online in addition to the toolkit and event organizer's surveys.

#### Recommendations for future campaigns:

- Improve the toolkit's online organization and make it easier to navigate.
- More resources in French and for Indigenous communities.
- Include additional information for sample activities on when to start planning their event for Fall Prevention Month (e.g. a timetable to assist event organizers).
- Seek other ways to engage feedback across Canada.

# About the Campaign

Fall Prevention Month (FPM) is a campaign encouraging Canadian organizations and individuals to come together to coordinate fall prevention efforts for a larger impact throughout the month of November. Organizations participate by planning activities and sharing evidence-based information on fall prevention. There have been four FPM campaigns (beginning November 2015). Although FPM began as an Ontario –focused campaign, the campaign is officially national in scope.

## Why do we need Fall Prevention Month?

A fall can lead to devastating consequences. Young children and older adults suffer greater adverse effects from falls, such as hospital visits and severe injury from falls. However, falls are predictable and preventable.

Key statistics in Canada<sup>1</sup> :

- Injury is the leading cause of hospitalization for children, young adults and seniors.
- The average Canadian older adults stays in hospital 9 days longer for falls than for any other cause.
- Falls in older adults account for \$2 billion in direct health care costs annually.
- Over 1/3 of older adults will be admitted to long-term care after hospitalization for a fall.

There are many organizations and individuals working hard to increase awareness of the issue and encourage action to prevent falls and injuries from falls.

## The 2018 Fall Prevention Month campaign was supported by 10 partners:

(Many organizations also contribute to our campaign each year; see website for a full list)



<sup>1</sup>Public Health Agency of Canada (2014). *Seniors' Falls in Canada– Second Report*. Retrieved from: <https://www.canada.ca/en/public-health/services/health-promotion/aging-seniors/publications/publications-general-public/seniors-falls-canada-second-report.html>

## Campaign Components

A bilingual website  
Toolkit with over 100 resources  
Twitter account  
Bi-weekly newsletters

## New for the 2018 Campaign

The addition of a children's fall prevention toolkit  
Fall Prevention Month Facebook Page  
National Twitter account handle

This report will summarize the data collected to evaluate each of these campaign components.

### Fall Prevention Month Website

The FPM website was launched in 2015. The website is available in English and French. The website houses toolkits which provide resources, list of suggested activities to plan during FPM and information to practitioners, older adults, parents and caregivers interested in fall prevention. The toolkit is categorized by topic (e.g. information for older adults and caregiver, promotions & media, statistics & infographics, etc.). The website also hosts a calendar of events. Campaign participants are encouraged to post their events/initiatives on the calendar to share their activities.

### Fall Prevention Month Newsletter

The 2018 campaign released a bi-weekly newsletter starting July 20th. A total of 15 newsletters were sent ending on the first week of January 2019.

### Twitter Account: @fallpreventCA

The FPM twitter account was created in July 2016. In 2018, the FPM twitter account handle changed from @fallpreventON to [@fallpreventCA](https://twitter.com/fallpreventCA) to reflect a more national approach. This account is managed by the FPM Partners, who are responsible for scheduling tweets on the dates leading up to November, and regularly throughout the month of November.



***It takes a community to prevent a fall.***

***We all have a role to play.***

# Website Analytics

The campaign tracks website metrics using Google Analytics. Data was extracted for the date range between August 1st — December 16th 2018 (unless otherwise stated).

## Overview of Web Analytics



### New Users: 14,496

New users are defined as the number of people who visit your website for the first time during the date range.



### Unique Pageviews: 60,642

Unique pageviews are defined as the total number of pages viewed. Repeated views of a single page are counted.

### Sessions: 20,010

Sessions are defined as the period of time a user is actively engaged on the site.



### Pages per Session: 4.57

Pages per session are defined as the average number of pages viewed during a session. Repeated views of a single page are counted.

### Average Session Duration: 3:09

Average Session Duration is defined as the average length of a session.

## Acquisition Overview

Acquisition reports demonstrate how people land on our website.

### Direct— 9,723 sessions

Users who navigate directly to the site URL.

### Organic Search— 6,162 sessions

Visits from search engines.

### Paid Search— 1,824 sessions

Visits from paid advertisements

### Referral— 1,801 sessions

Visits from other sites.

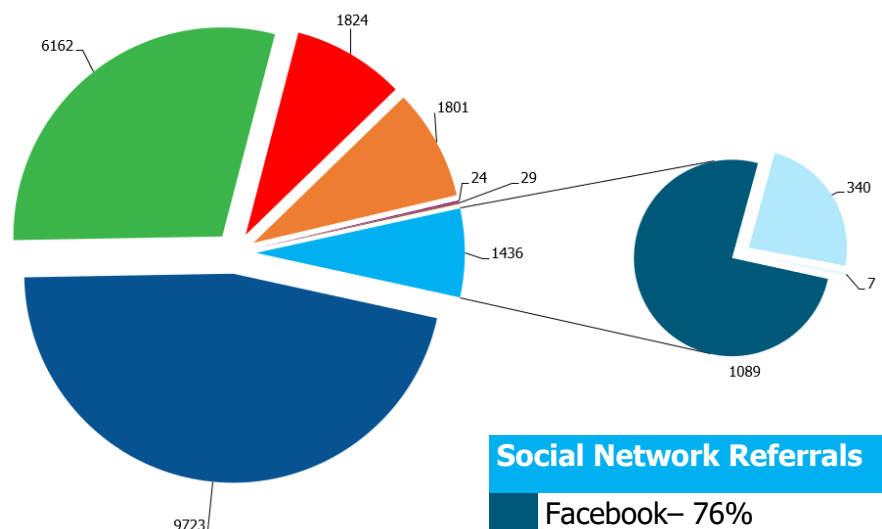
### Social— 1,436 sessions

Visits from social networks.

### Email— 24 sessions

Visits from links clicked in email messages.

### Other— 29 sessions



### Social Network Referrals

Facebook— 76%

Twitter— 24%

Other- <1%

*Other: Instagram, LinkedIn.*





## More about our users

**New Users: 14,496**

New users are defined as the number of people who visit your website for the first time during the date range.

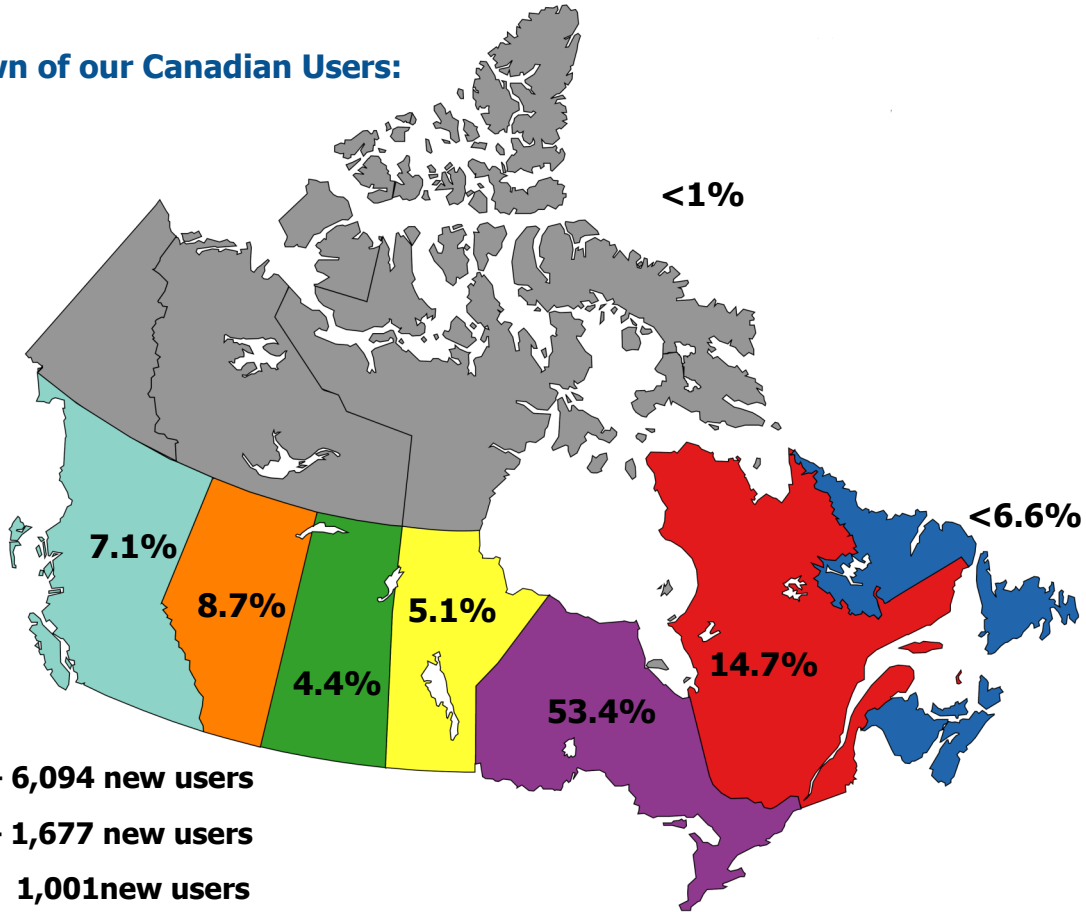


**Canada: 11,409 new users (78.7%)**

**Other: 3,087 new users (21.3%)**

Other countries include: United States, France, United Kingdom, India, Australia, Philippines, Brazil and Singapore.

### Breakdown of our Canadian Users:



- Ontario— 6,094 new users**
- Quebec— 1,677 new users**
- Alberta— 1,001 new users**
- British Columbia— 810 new users**
- Manitoba— 586 new users**
- Saskatchewan— 503 new users**
- Nova Scotia— 249 new users**
- New Brunswick— 217 new users**
- Newfoundland and Labrador - 186 new users**
- Prince Edward Island— 29 new users**
- Nunavut, Northwest Territories and Yukon—57 new users**

### Language:

**English (all countries):  
12,988 new users**

**French: 1,460 new users**

**Other: 48 new users**





## About our Content– top pages and resources

### Top 10 Website Sections Viewed (August 1st–December 16th 2018)

Rank:	Page:	Unique Pageviews:
1	Homepage	12,386
2	Toolkit	6,336
3	Information for Older Adults and Caregivers	2,089
4	About	2,047
5	Children’s Toolkit	2,030
6	Ideas for Activities	2,019
7	Promotions and Media	1,885
8	Calendar	1,614
9	Practitioner Resources	1,535
10	Statistics & Infographics	1,405

### Top 5 Resources Accessed (August 1st–December 16th 2018)

#### Adults’ Toolkit

Rank:	Page:	Unique Pageviews:
1	<i>Promotions and Media</i> : Age-Friendly Communication: Facts, Tips and Ideas	663
2	<i>Promotions and Media</i> : Branded Media Package	571
3	<i>Ideas for Activities</i> : Fall Prevention Month Display	562
4	<i>Ideas for Activities</i> : Social Activities and Games	559
5	<i>Ideas for Activities</i> : Check your Balance	463

#### Children's Toolkit

Rank:	Page:	Unique Pageviews:
1	<i>Promotions and Media</i> : Safety Superheroes	345
2	<i>Promotions and Media</i> : Fall Prevention Month Presentation	275
3	<i>Ideas for Activities</i> : Make a Pledge to Prevent Falls	178
4	<i>Ideas for Activities</i> : Finding Hazards in the Home	155
5	<i>Statistics &amp; Infographics</i> : Ontario Childhood Falls Infographic 2017	125





## About our Content— submitted events and initiatives

\* Note: when submitting an event, event organizers have the option to include their event on the FPM website. 59 out of 60 published their events to the FPM website. Event organizers can select more than one event type and audience per event.

Adults' Calendar			
Event Type:	Count:	Event Type:	Count
Presentation/Workshop	20	Exercise Class	3
Other	17	Risk Assessment	2
Handout Distribution	9	Social Event	2
Information Booth	6	Social Media Campaign	2
Webinar	5	Staff Training	2
Conference	4	Traditional Media Campaign	1

**Other:** health fair, mail out, recognition event, symposium, dental health clinic, process audit, launch event, and osteoporosis education event.

Audience:	Count:	Audience:	Count:
Health Care Professionals Working with Older Adults	23	Family or Friends of Older Adults	7
Older Adults	22	Everyone	6
Other	13	<b>Other:</b> people with Parkinson's, customers and staff who navigate the TTC, staff members, businesses.	

Public Welcome?	Count:
No	37
Yes	20

### 2018 Media and Promotions Highlights for the Adults' Fall Prevention Campaign:

- Several social media posts on Twitter and Facebook by Seniors in Canada, the Honourable Filomena Tassi (Minister of Seniors), Government of Canada and the Minister of Health promoting Fall Prevention Month.
- Dr. Jeanette Byrne from the Newfoundland Injury Prevention Centre spoke about Fall Prevention Month on NTV.
- Regional distribution in Mississauga Halton Local Health Integration Network.
- Toronto Transit Commission and GO transit started their own injury prevention campaign (graphics, posters, announcements, animations on social media, etc).
- And countless other local regional and provincial initiatives!







## About our Content— submitted events and initiatives

*\* Note: when submitting an event, event organizers have the option to include their event on the FPM website. 6 out of 6 published their events to the FPM website. Event organizers can select more than one event type and audience per event.*

Children’s Calendar			
Event Type:	Count:	Audience:	Count
Other	2	Parents or caregivers	5
Conference	1	Other	3
Exercise Class	1	Children	2
Social Event	1	Health care professionals working with children	1
Social Media Campaign	1	<b>Other:</b> Children in Grade 6 and Grade 4	

**Other:** Moderated online discussion on the Parenting in Ottawa Facebook page, and classes for children in Grade 6 and Grade 4.

Public Welcome?	Count:
No	5
Yes	1

### 2018 Media and Promotions Highlights for the Children’s Fall Prevention Campaign:

- 6 events posted on the FPM website.
- Activity and engagement over social media.
- 2018 marks the first year of children’s fall prevention was added to the FPM Campaign. More work is needed to expand this component of the campaign in the future.

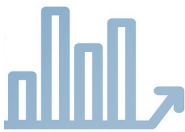


# Twitter Analytics- @fallpreventCA



Twitter Analytics were used to track metrics. Data was extracted for the date range between August 1st—December 31st 2018 (unless otherwise stated).

## Top Performing Tweets



**Followers Gained: 105**  
Between August 1st—December 31st 2018.

**Followers: 686**  
As of December 31st 2018.



**Tweets: 140**

**Retweets: 289**



**Likes: 565**



**Link Clicks: 4.3k**

**Tweet Impressions: 252,400 impressions**

Tweet Impressions are defined as the number of times users saw the Tweet on Twitter.

**Average Monthly Engagement Rate: 2.4%**

Engagement Rate is defined as the number of engagements (clicks, retweets, replies, follows and likes) divided by the total number of impressions.



**fallpreventionmonth**  
@fallpreventCA

Passionate about childhood fall prevention? Join the new online Community of Practice, Loop Junior! It's a place where you can ask questions, get answers, network and collaborate on projects with your peers! Register for free today:

<http://www.jr.fallsloop.com> #PreventChildFalls2018

10:01 AM - 10 Sep 2018



**fallpreventionmonth**  
@fallpreventCA

Attention TTC riders! It's Fall Prevention Month, so listen up for [@TTChelps](#) safety campaign! Their Traveling Safely page has many safety tips for you and your company to stay safe: [http://www.ttc.ca/Riding the TTC/Safety and Security/Travelling Safely.jsp](http://www.ttc.ca/Riding_the_TTC/Safety_and_Security/Travelling_Safely.jsp) ... #PreventFalls2018

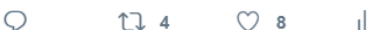
12:33 PM - 19 Nov 2018



**fallpreventionmonth**  
@fallpreventCA

Taking a moment to thank our Fall Prevention Month Partners [@RNAO](#) [@OntNeurotrauma](#) [@parachutecanada](#) [@SaskHealth](#) [@StopFalls](#) [@PHAC\\_GC](#) [@OsteoporosisCA](#) [@TRI\\_UHN](#) [@emilyspool](#) Our campaign wouldn't be possible without you! 🙌 #PreventFalls2018

10:25 AM - 16 Nov 2018



## Social Media Ad Campaigns

In 2018, the Ontario Neurotrauma Foundation and Toronto Public Health joined efforts in providing social media ad campaigns totalling \$5,000. This budget was used to run Google, Facebook and Twitter ads from July to December 2018.



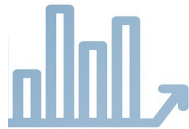
# Facebook Analytics- @FallPreventionMonth



Facebook Analytics were used to track metrics. Data was extracted for the date range between August 1st—December 31st 2018 (unless otherwise stated).



**Likes: 142**



**Follows: 160**



**28 Days Page Engaged Users (average) : 294**

The unique number of people who Like, Comment, Share or click on posts from your Page.

Reach		Average Impressions		Average	
Number of unique users who served at least one impression of your content via News Feed, Ticker, Timeline or ad.		Number of times page was viewed, whether it was clicked or not.			
<b>Page</b>	28 Days Total Reach	73,783	<b>Page</b>	28 Days Total Impressions	177,137
	28 Days Organic Reach	3,179		28 Days Organic Impressions	5,923
	28 Days Paid Reach	70,216		28 Days Paid Impressions	171,090
<b>Posts</b>	28 Days Total Reach	73,783	<b>Posts</b>	28 Days Total Impressions	177,000
	28 Days Organic Reach	3,178		28 Days Organic Impressions	5,920
	28 Days Paid Reach	70,216		28 Days Paid Impressions	171,082

Organic– seen naturally from users’ News Feed, Ticker, or Timeline. Paid– seen from paid advertisements.

## Fall Prevention Month Newsletter



The Fall Prevention Month Newsletter is a bi-weekly newsletter that started July 20th 2018. The newsletters were released weekly in November, and continued bi-weekly until January 2019. A total of 15 newsletters were sent ending on the first week of January 2019.

In 2018, administrative changes in the newsletter management service resulted in data being lost for the 2018 FPM campaign newsletters (click and open rates).

Newsletter Analytics	2018	% Change	2017	% Change	2016
Number of Registrants as of December 31st:	1607	↓ 3%	1,650	↑ 6%	1,552



# Event Organizers Survey 2018

A survey was distributed electronically to our newsletter distribution list. 12 completed responses were received (compared with 25 responses in the 2017 survey). The following two pages report results from the survey respondents.



## Description of the initiative

75% of initiatives took place on a set date.  
25% of initiatives were ongoing (no set date).

### Location

75% of initiatives took place in **Ontario**.  
Other provinces included Quebec, Saskatchewan and Northwest Territories.

### Target Audience

Number of attendees ranged between 13 to 2,000.

92% of respondents indicated their events were geared towards **adults/older adults**, 25% for **family/caregivers**, 17% indicated **practitioners** and **employees** respectively and 8% indicated **children**.

## Type of Initiative

**92% of responses**

Fitness Activity  
\* Game  
Health Fair  
Info Booth  
Oral Presentation  
Pamphlet/Handout  
Risk/Hazard Assessment  
Staff Training  
Workshop

**12% of responses**

Other: reduced fee for dental hygiene care.



**50% of initiatives had media coverage.**

Types of coverage included:  
newspaper, television and  
social media.

\* Game was the most common initiative (42% response rate)  
Other section included more elaborate descriptions of events above.  
No initiatives involving policy development.

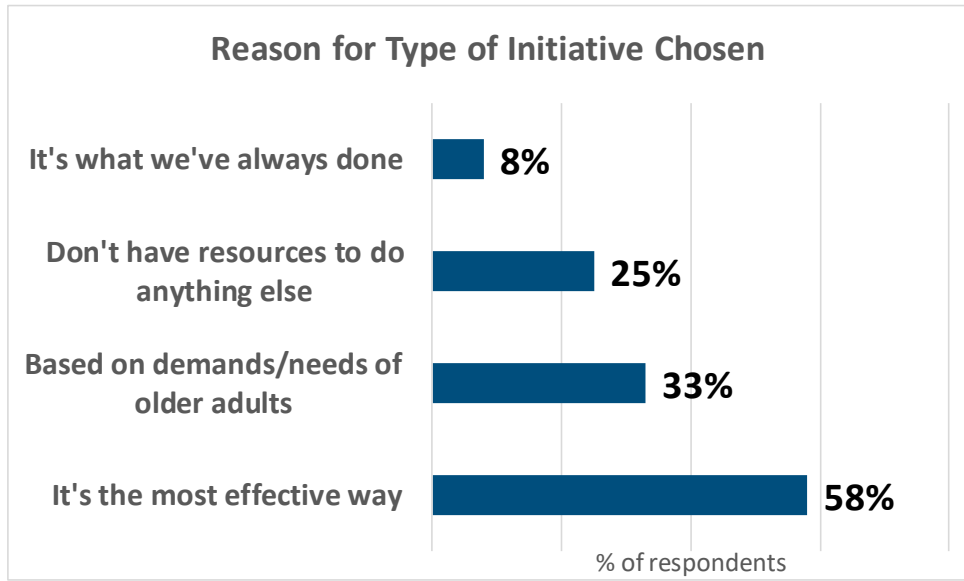


## Resources Required

Costs ranged from <\$100 to \$1,250.

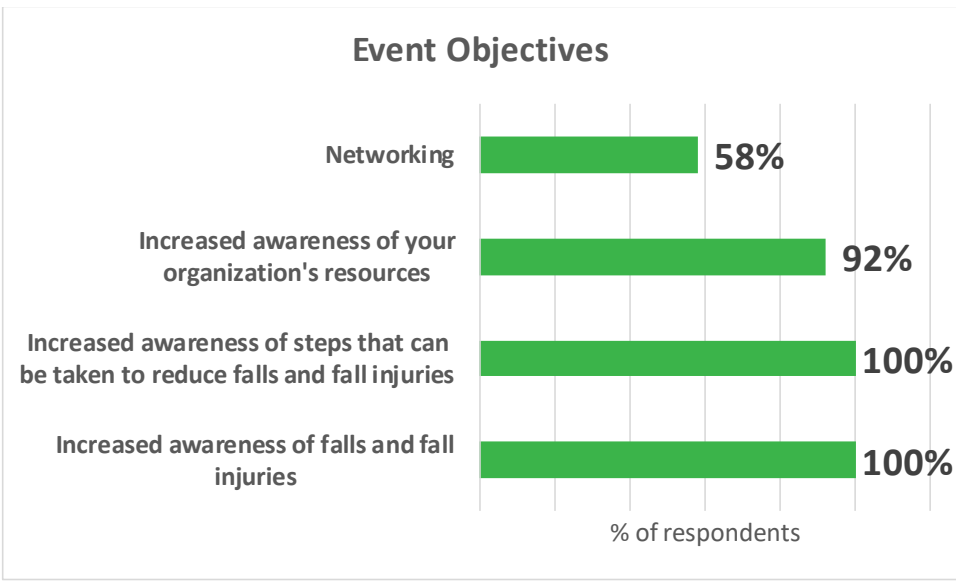
Majority of costs reported included: marketing costs (paper), food, and staff time/salary.

Average staff time required: 49.3 hours (range of 7– 200 hours).



**92% of respondents would host this initiative again.**

**100% of respondents felt that their objectives were met.**



**67% of respondents used the toolkit to plan their initiative  
33% did not**

Reported reasons explained why the toolkit was used: get ideas for next year, used various resources, referred to the information, used the branded media package.

None explained why the toolkit was not used.

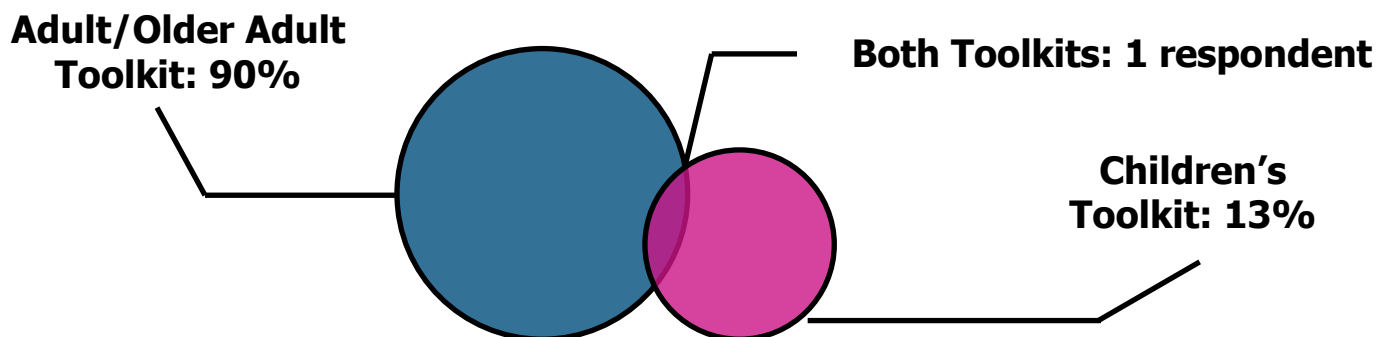


# Toolkit User Survey 2018

A survey was distributed electronically to our newsletter distribution list. 31 completed responses were received (compared with 40 responses in the 2017 survey).

A conventional content analysis was used to analyze open ended questions. The following three pages report results from the survey respondents.

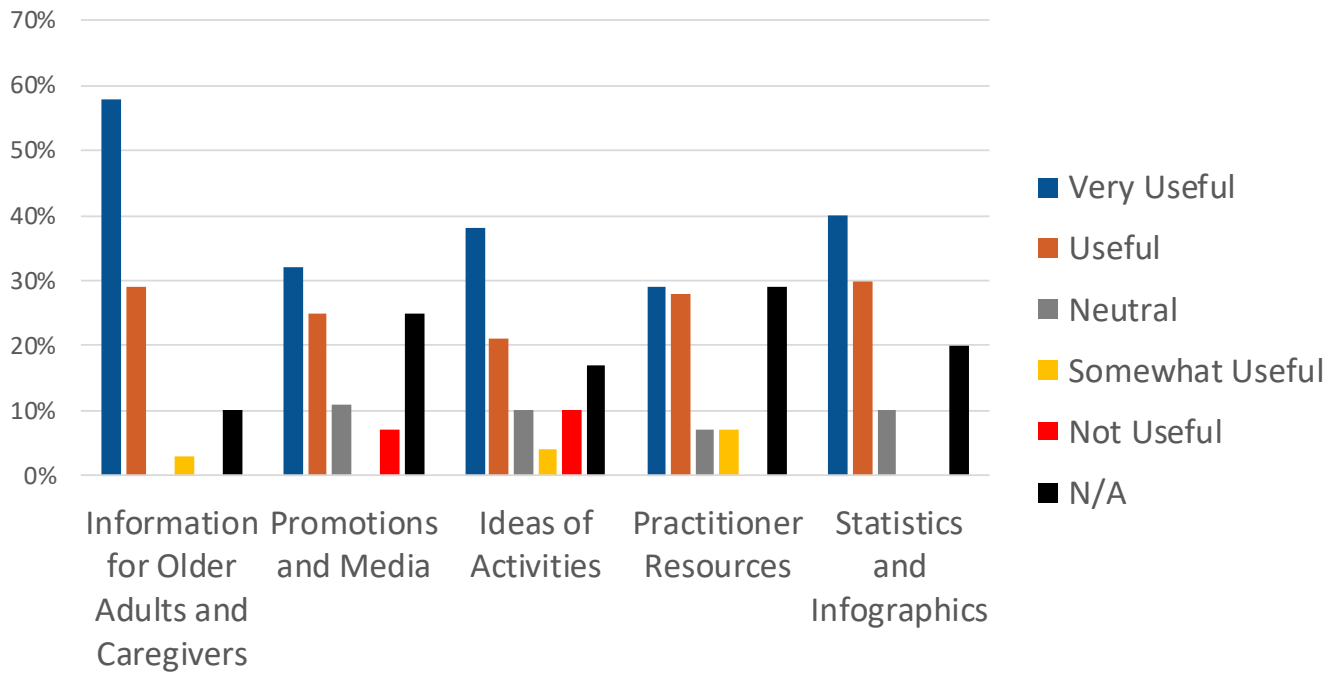
## Which Toolkit did you use?



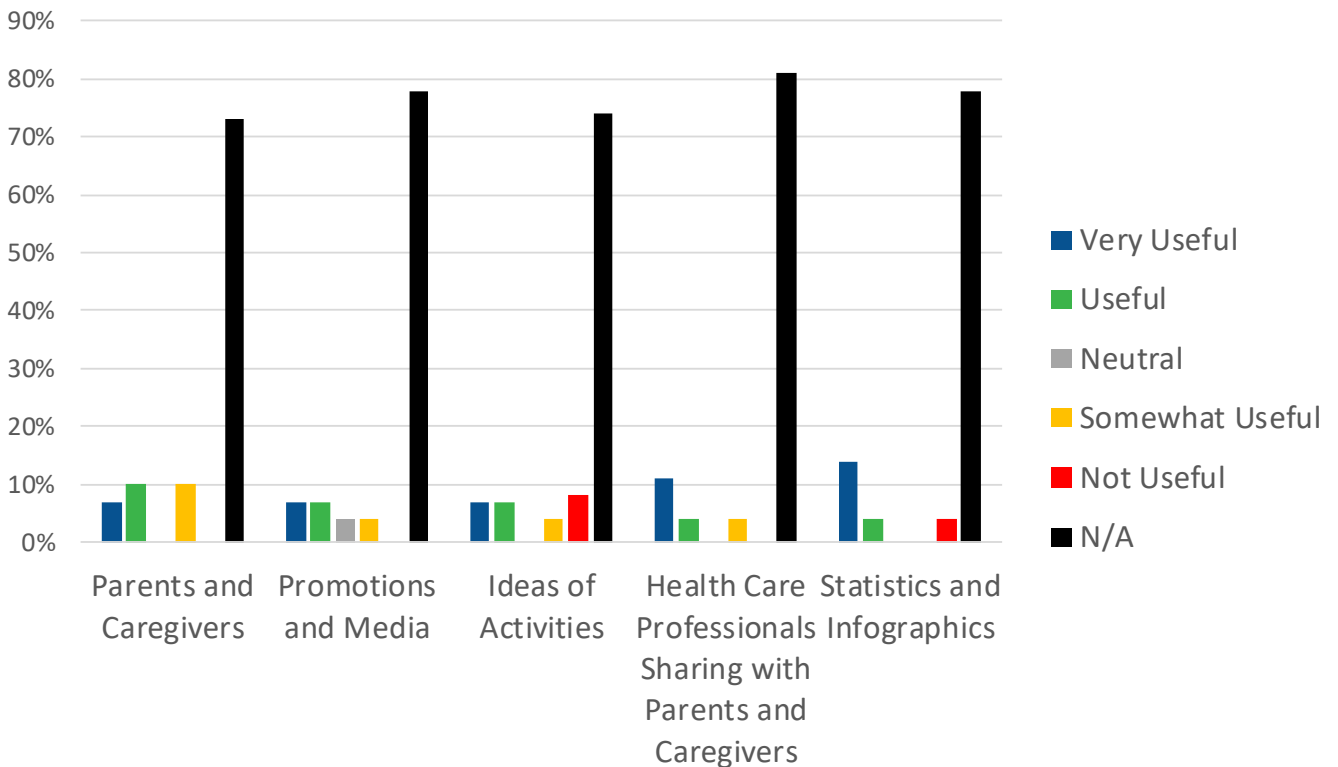
## Use of Fall Prevention Month Toolkit



### Usefulness of Older Adults' Toolkit



### Usefulness of Children's Toolkit



## What was the most useful resource in the toolkit?

- Infographics and Statistics were the most commonly cited responses (26% of respondents).
- Themes :
  - ◊ Older adults information (23% of respondents)
  - ◊ Prepared Activities (16% of respondents)
  - ◊ Social Media/Media Guide (13% of respondents)

## What was the least useful resource in the toolkit? What would make this more useful?

- Online Organization of the website needs improvement (40% of respondents)
- Not fully available in French (10%)

## What else would you like to see included in the Fall Prevention Toolkit?

- New/more information (68% of respondents)
  - ◊ More variety and games (e.g. fall prevention and physical literacy)
  - ◊ More statistics (e.g. simple fact sheets, fall prevention and reduction strategy effectiveness, balance)
- No improvements (25% of respondents)

## Comments about the Toolkit?

“Separate social media messages for audience, e.g. for health care providers, caregivers, older adults.”

“Your guide of sample tweets with generated hashtags were great to have on hand for faster ease of use for content and great for aligning messaging for other organizations.”

“Make the toolkit more simple so anybody, including older adults with minimal computer skills can easily access... in both languages”

“We are a brand new LTC facility in the NWT... Since this is such an important topic for our practice the information was invaluable





# Focus Groups 2018

In 2018, the Partners ran two focus groups in efforts to gain useful qualitative data on the use of the FPM toolkit and events that participants' hosted in November. The focus groups were hosted online using webinar technology by the Ontario Neurotrauma Foundation and facilitated by partners at the Toronto Rehabilitation Institute (TRI). A thematic analysis was done by partners at TRI.

Future focus groups may benefit from having a "champion" who will pre-empt participants to engage more, keep conversation flowing (i.e. first focus group went better than second).

## Total Number of Focus Group Participants: 23

### Thematic Analysis:



#### What was the toolkit being used for:

To make individuals aware of causes/contributors of falls, fall prevention methods/strategies, and educate health care professionals.



#### How was the fall prevention content delivered?

Social media (open forums, Facebook), webinars, educational presentations, physical activity classes.



#### Who is using the toolkit?

Focus group participants were mostly from leadership positions with a role in fall prevention.

Their target audiences: older adults, pediatric, parents, healthcare professionals, general public.

#### What impact did the event have?

Program-level changes to incorporate more physical activity and empowerment through educating target audiences. By targeting parents of children they were able to educate on fall prevention for their kid and their parents.

#### Benefits of toolkit

Toolkit resources were easy to use

#### Challenges with the toolkit

Not well-structured/organized, hard to navigate/find resources for specific aim/objective

Broken links in the toolkit

Lack of resources in French and for Indigenous communities

Calendar was hard to use





## **How can toolkit be improved?**

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- More awareness around the toolkit and how it can be used
- Increase media involvement
- Remove or modify the calendar on website
- Have website to prompt/question the user so that they are guided towards a specific type of presentation (e.g., community-dwelling, retirement, LTC)
- Incorporate stories in the toolkits of previously successful events/tips of what works well
- Provide more visuals, videos, pictures, and interesting, new things that people could present
- Provide more intergenerational content



## **Tips from successful events**

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- Use media coverage to reach broad audiences
- Make event with one specific topic/theme (e.g. winter walking)
- Promote falls as a symptom and that assessment is key
- Engage people with different skillsets for initiatives (e.g. marketing, research, clinical)
- Make event fun/use of humour

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### **Overall recommendations:**

A presentation to share ideas of how to hold event and orientation on how to use toolkit

Explore the option of having a Google Calendar

Include option to order packages/resources (for sites with limited printing capacity)

Explore other ways of gaining feedback on the Fall Prevention Month campaign across Canada

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