

EVALUATION SUMMARY



ACCOMPLISHMENTS

During the Fall Prevention Month (FPM) 2019 campaign, organizations across Canada came together for a greater impact in the community, there was media coverage from a series of national and local news outlets, social media presence was very active, researchers shared their work in fall prevention, and recognition was received from Canadian officials.

NEW THIS YEAR

A series of new activities were added to the FPM website. A media firm was hired to support the development of new bilingual promotional materials for both the adult and children toolkit and the implementation of a comprehensive social media and media relations strategy.

FPM WEBSITE USERS

Between August and December 2019, the FPM website had over 10,000 new users and 44,000 unique page views. Most users landed on the website by directly navigating to fallpreventionmonth.ca. The FPM website had users from across the world including Canada, the United States of America and the United Kingdom. More than half of Canadian new users were from Ontario.

TOP WEBSITE PAGES VIEWED

The top web pages, aside from the home page, visited between August and December 2019 were: adult home page, promotional materials (adult toolkit), take action (adult toolkit), ideas for activities (adult toolkit), and additional resources (adult toolkit). Taken together, these five pages alone had approximately 9,000 unique page views.

TOP RESOURCES ACCESSED

The promotional material, idea for an activity, and additional resource with the most unique pageviews were branded media package, safe winter walking and information for older adults and caregivers, respectively. Other popular resources were social media resources, exercise and fitness activities, and practitioner resources.

NEWSLETTERS

Out of the 14 newsletters released, the Fall Prevention Month Activities—Adults newsletter had the greatest amount of activity. The average open and click rate for all newsletters distributed during the campaign surpassed the not-for-profit industry average.

SOCIAL NETWORKS

Between August and December 2019, the FPM Facebook page and Twitter account were very active. The Facebook page had 227 total fans, 69 new posts, 6.2% engagement rate, 89,200 post impressions and 60,900 post reach. The Twitter account had 825 total followers, 57 tweets and 43 retweets, 0.6% engagement rate and 14,600 impressions. On Twitter, a number of key FPM 2018 influencers did not sufficiently engage in the 2019 campaign, which may explain the decline in impressions across campaigns. There were 1,026 posts on Twitter and Instagram that used the #PreventFalls hashtag. It appears that FPM engagement on Twitter is decreasing but is increasing on Instagram. To encourage maximum participation during future FPM campaigns, the following is recommended: reach out to high-impact influencers before the campaign and direct them to pre-written content; and leverage Instagram since there was an increase in Instagram hashtag use in the FPM 2019 campaign.

EVALUATION SURVEY

The evaluation survey was completed by 62 respondents between December 1, 2019 and January 31, 2020, who provided information about the use, utility and effectiveness of the resources provided on the FPM website. The majority of respondents used the FPM website for information purposes related to their work or for information purposes to share with older adults, caregivers or parents. Of the 48% of respondents who hosted an activity/event during FPM, 71% used the FPM website's activities; of the 61% who promoted an activity/event, 79% used the FPM website's promotional materials. All activities and promotional materials listed on the FPM website were primarily rated as effective/very effective in helping respondents host or promote an activity/event. Half of the respondents had media coverage for their activity/event, with social media (Facebook and Twitter) being the most popular. With respect to additional resources, 58% of respondents consulted this section of the FPM website during the campaign.

FOCUS GROUPS

Input from 11 individuals who hosted and/or promoted an activity/event during the FPM campaign was sought in the form of two focus groups held in December 2019 and January 2020. Five themes were gathered: 1) main purpose for event/activity; 2) perceived benefit of activity/event; 3) things that worked well; 4) challenges and areas for improvement; and 5) recommendations for the FPM website. Participants described several activities and initiatives that were ran. Benefits of the initiatives ranged from health benefits to building staff capacity. Initiatives that succeeded were evidence-informed and multi-faceted, targeted a diverse population, were ran before, and had a variety of speakers, an ideal location, and strong partnerships and collaborations. Difficulties participants experienced included not planning early enough, being unfamiliar with the limits of their equipment, along with technical and internal media challenges. It is recommended that future campaigns make the topic of fall prevention more engaging, abide by a national theme, have clear campaign-wide hashtags, provide materials for various sub-populations including children and Indigenous communities, foster networking among participants, and have a contest to increase involvement.