FALL
PREVENTION MONTH
WE ALL HAVE A ROLE TO PLAY

Fall Prevention Month 2019
Annual Report

About Fall Prevention Month

Fall Prevention Month (FPM) is an annual call to action campaign, created in 2015, that encourages Canadian organizations and individuals to come together to deploy fall prevention efforts in November of every year for a coordinated and larger impact. Although FPM began as an Ontario-focused campaign, the campaign is now national in scope. Organizations participate by planning activities and sharing evidence-based information on fall prevention.

The mission of the Fall Prevention Month is to equip health and service providers, business, government and academia with the tools to raise awareness and engage their communities in preventing falls and fall-related injuries.

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:

- In 2016-2017, more than 260,000 Canadians were hospitalized for injury and trauma (CIHI, 2018)
- Of those hospitalized for injury and trauma, more than half are due to unintentional falls (CIHI, 2018)
- 4 out of 5 injury hospitalizations involving older adults are because of a fall (CIHI, 2019)
- Falls attribute to 42 percent of all injury-related hospitalizations in children (Parachute, 2015a)
- Falls cost the society approximately $8.7 billion a year in Canada (Parachute, 2015b)

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

The 2019 Fall Prevention Month campaign was supported by 9 partners*:

*Many organizations also contribute to our campaign each year; see the Fall Prevention Month website for a full list.

Evaluation Report 2019

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

1. A bilingual website
2. Promotional materials for organizations and practitioners working with adults and children
3. Ideas of activities for organizations and practitioners working with adults and children
4. Additional resources for older adults, caregivers, parents, practitioners, and healthcare providers
5. Newsletters
6. Social Networks including the FPM Twitter account and Facebook page

Fall Prevention Month Website:

The FPM website was launched in 2015. The website is available in English and French and houses resources for adult and children fall prevention. The resources are divided into two categories: take action and additional resources. The take action resources are free bilingual materials that can aid with planning and promoting fall prevention activities and events. The additional resources are free materials developed by external organizations that provide information on a variety of topics related to fall prevention and can include information for practitioners, parents, caregivers, older adults, healthcare providers, among others.

Fall Prevention Month Newsletter:

The 2019 campaign released a series of newsletters starting on August 6, 2019. A total of 14 newsletters were distributed ending in January 2019.

Social Networks:

The FPM twitter account was created in July 2016. In 2018, the FPM twitter account handle changed from @fallpreventON to @fallpreventCA to reflect a more national approach. The FPM Facebook page was created in 2018. The official FPM hashtags are #PreventFalls2019 #PreventionDesChutes2019.

> "It takes a community to prevent a fall. We all have a role to play."

What's New in FPM 2019?

Activities

FPM Partners contributed a series of new activities, which were branded and added to the website. Many of these activities are also available in French.

Alex at the playground

Story by Kathryn Johnson

Illustrations by JP Fallavollita

Identifying Risk Factors to Fall A to Z
Brain Mold Demonstration
Family Experience Table and Information Table
Alex at the Playground Book Reading
Fall Proof Your Home Challenge and Checklist
Parent Tips to Prevent Child Falls
Spot the Hazards in a Room That Can Lead to a Fall
Vision and Safety Huddle Talk
Word Scramble Challenge

Media Firm

A media firm was hired to develop a series of bilingual FPM-branded materials for free use by partners, health professionals and supporters Canada-wide (examples shown below).

They also provided implementation supports including aiding with the website refresh, developing FPM success stories based on content from the FPM 2018 campaign, a campaign content calendar, and an e-news template for the FPM newsletter. They developed a four-month social media strategy, a paid social media strategy and a bilingual social media calendar to manage both the FPM Twitter account and Facebook page during the campaign. To encourage year-round prevention post-FPM, they created a media relations strategy which involved media pitches with Dr. Barbara Morrongiello and Dr. Aleksandra Zecevic pertaining to preventing falls during the holiday season and falls being an opportunity to reassess health and risk factors, respectively.

STEP-UP ACTIVITY TEMPLATE AND STICKER

FACT BANK

MEDIA RELATIONS TIPS, TEMPLATE & SAMPLE RELEASE

SOCIAL MEDIA IMPLEMENTATION GUIDE, POST BANK & GRAPHICS

PROMOTIONAL PRESENTATION TEMPLATE

PROMOTIONAL POSTERS & POSTCARDS FOR ADULTS & CHILDREN

BUILD-YOUR-OWN POSTERS FOR ADULTS, CHILDREN & INDIGENOUS COMMUNITIES

Website Analytics

The campaign tracks website metrics using Google Analytics. Data was extracted for the date range between August 1st and December 31st, 2019 (unless otherwise stated).

Overview of Web Analytics

NEW USERS: 10,814 **UNIQUE PAGE VIEWS: 44,069** **SESSIONS: 15,420** **PAGES PER SESSION: 4.34** **AVERAGE SESSION DURATION: 03:27**

FPM 2018 vs. FPM 2019 Compared to the 2018 campaign, the 2019 campaign had a greater average session duration (+9.2%) but fewer new users (-25.4%), unique page views (-27.3%), sessions (-26.6%), and pages per session (-5.1%).

> **New users:** The number of people who visit the website for the first time during the date range
> **Unique page views:** The number of sessions during which the specified page was viewed at least once
> **Sessions:** The period of time a user is actively engaged on the website
> **Pages per session:** The average number of pages viewed during a session (repeated views of a single page are counted)

Acquisition Overview

Acquisition reports demonstrate how people land on the FPM website.

> **Direct:** Users who navigate directly to the website URL
> **Organic search:** visits from search engines
> **Paid search:** visits from paid advertisements
> **Referral:** visits from other websites
> **Social Network:** visits from social networks
> **Email:** visits from links clicked in email messages

Direct: 6,412 sessions, 5,231 users

Organic Search: 5,950 sessions, 4,137 users

Social Network: 1,341 sessions, 1,122 users
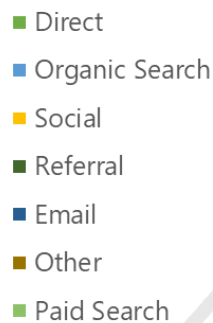
Referral: 1,545 sessions, 894 users
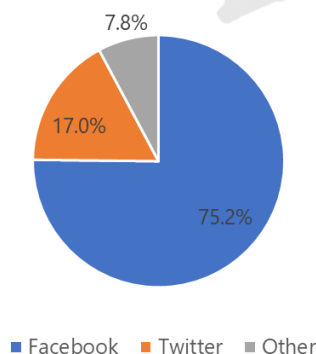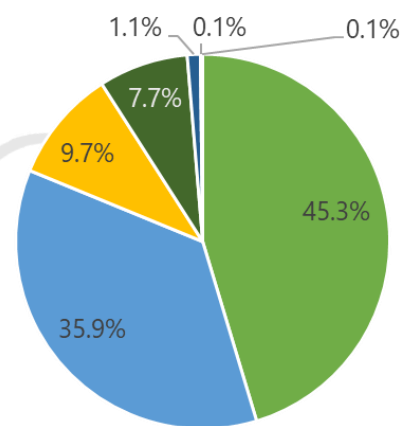
Email: 149 sessions, 131 users

Other: 16 sessions and users

Paid Search: 7 sessions, 6 users

Acquisition Channel by Users (% of total)

- Direct — 45.3%
- Organic Search — 35.9%
- Social — 9.7%
- Referral — 7.7%
- Email — 1.1%
- Other — 0.1%
- Paid Search — 0.1%

Facebook 75.2%, Twitter 17.0%, Other 7.8%

Social Network	Acquisition Users (#)
Facebook	845
Twitter	191
Other	88

FPM 2018 vs. FPM 2019 All channels except for email had fewer sessions in the FPM 2019 campaign. Email had a +521 percent change in session. All channels except for social, referral, and email had fewer users in the FPM 2019 campaign. Social, referral and email had a +6, +11, and +495 percent change in users, respectively.
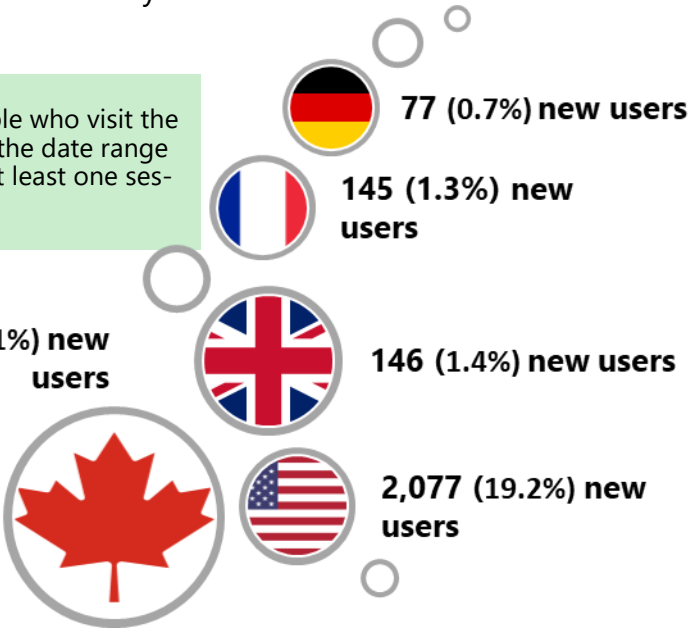
Website Analytics

User Overview

The top five countries with the most new users of the FPM website during the campaign were Canada, United States of America, United Kingdom, France and Germany.

Total Users (2019): 11,022
Total Users (2018): 14,723

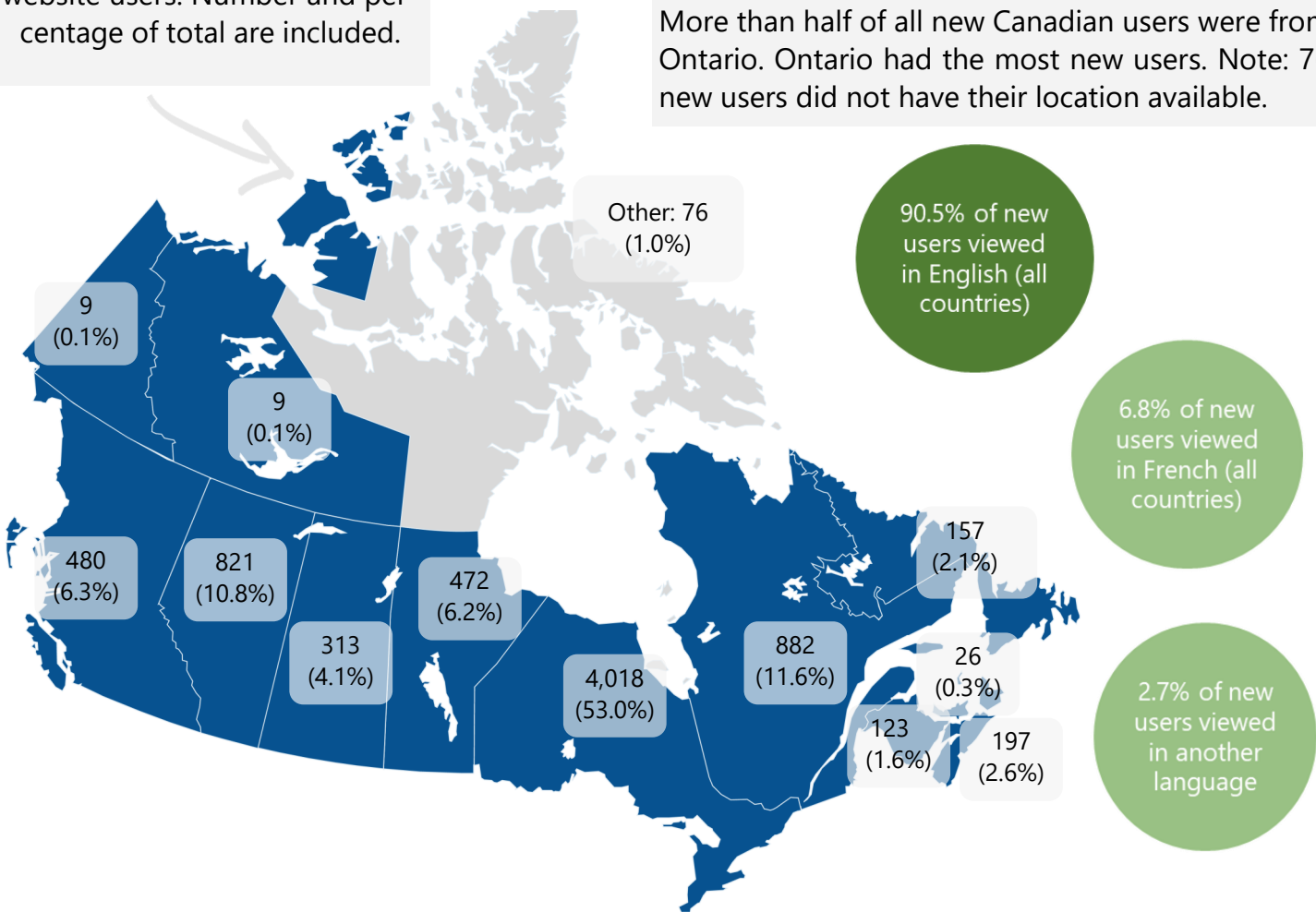New Users (2019): 10,814
New Users (2018): 14,496

New users: The number of people who visit the website for the first time during the date range
User: Users who have initiated at least one session during the date range

77 (0.7%) **new users**

145 (1.3%) **new users**

146 (1.4%) **new users**

7,583 (70.1%) **new users**

2,077 (19.2%) **new users**

Breakdown of Canadian New Users

Map of all new Canadian FPM website users. Number and percentage of total are included.

More than half of all new Canadian users were from Ontario. Ontario had the most new users. Note: 76 new users did not have their location available.

Other: 76 (1.0%)

9 (0.1%)

9 (0.1%)

480 (6.3%)

821 (10.8%)

313 (4.1%)

472 (6.2%)

4,018 (53.0%)

882 (11.6%)

157 (2.1%)

26 (0.3%)

123 (1.6%)

197 (2.6%)

90.5% of new users viewed in English (all countries)

6.8% of new users viewed in French (all countries)

2.7% of new users viewed in another language

Website Analytics

Webpages Viewed

The top 5 pages (not including the homepage) accessed with the most unique pageviews are shown below. Because the website was updated before the 2019 campaign, pageviews are not entirely comparable across years.

Note: despite the same promotional materials being offered on the adult and children side of the website, users visited the adult side to access these resources. As a result, these visits may have inflated the use of the adult side of the website.
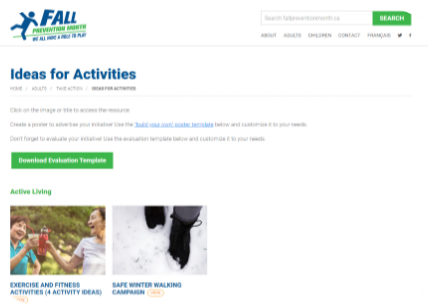
Adult Homepage
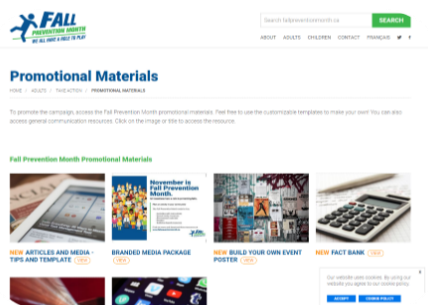
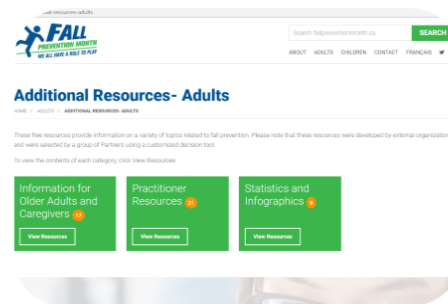**Promotional Materials (Adult Toolkit)**

Take Action (Adult Toolkit)

Unique Page Views

Adult Home Page: 3,498

Promotional Materials: 1,500

Take Action: 1,896

Ideas for Activities: 1,053

Additional Resources: 1,175

Ideas for Activities (Adult Toolkit)

Additional Resources (Adult Toolkit)

Unique Pageviews: the number of sessions during which the specified page was viewed at least once

Resources Accessed

The top promotional materials, ideas for activities and additional resources with the most unique pageviews are shown on the right. Information on both the Adult and Children toolkit is included.

Promotional Materials: aids with promoting fall prevention activities and events

Ideas for Activities: aids with planning fall prevention activities and events

Additional Resources: materials developed by external organizations that provide information on a variety of topics related to fall prevention

Many of these resources were new to this year's campaign.

Promotional Materials
- Branded Media Package (1,114)
- Social Media Resources (647)
- Articles and Media Tips and Template (462)
- Build Your Own Event Poster (430)

Ideas for Activities
- Safe Winter Walking (1,136)
- Exercise and Fitness Activities (422)
- Spot the Hazards in a Room That Can Lead to a Fall (321)
- Step Up- Make a Pledge to Prevent Falls (219)

Additional Resources
- Information for Older Adults and Caregivers (795)
  - Staying Independent Checklist (572)
  - Rate my Treads (388)
- Practitioner Resources (506)
- Statistics and Infographics (459)

Newsletter Analytics + Highlights

Newsletters

The FPM Newsletter is a bi-weekly newsletter. Distribution for the FPM 2019 campaign began on August 6, 2019 and ended early January 2020.

The newsletters were released weekly during September. Each month had a different theme: August showcased previous success stories and the updated FPM website; September discussed the various types of activities available on the website to help initiate action; October prepared participants with everything needed to promote an activity or event; November provided social media resources and highlighted the successes of the current campaign; and December and January focused on evaluation efforts.

A total of 14 newsletters were disseminated during the campaign.

The top five newsletters based on click rate

1. Fall Prevention Month Activities – Adults
Click Rate: 9.3%

2. Everything You Need to Promote Your Fall Prevention Month Event!
Click Rate: 7.3%

3. Fall Prevention Month Activities (general)
Click Rate: 6.9%

4. Fall Prevention Month Activities – Children
Click Rate: 6.3%

5. Fall Prevention Month Success Stories
Click Rate: 6.1%

Average Open Rate:
Percentage of total recipients (successful deliveries) who opened the newsletter
Average Click Rate:
Percentage of total recipients who clicked any tracked link in the newsletter

1,512 SUBSCRIBERS

AVERAGE OPEN RATE: **23.0%**
INDUSTRY AVERAGE: **18.8%**

AVERAGE CLICK RATE: **5.1**
INDUSTRY AVERAGE: **1.8%**

FPM 2019 Promotions and Media Highlights

Received media coverage from Global News, AM800 CKLW, CTV News, among many other national and local news outlets

Had a very active social media presence

Researchers shared their work in fall prevention covering a range of topics

Received official recognition from Lieutenant Governor Judy M. Foote and MP Kevin Waugh who were active in spreading fall prevention awareness on social media

Organizations across Canada came together for a greater impact in the community by sharing safety tips and quality improvement efforts, developing resources, hosting events and activities, raising awareness, etc.

Social Network Analytics

Facebook

Throughout the campaign, the FPM Facebook page was widely used.

Between August and December, the FPM Facebook page had

227 total fans, **70** new fans, **1,893** engaged users

69 new posts

An engagement rate of **6.2%** per post
very high compared to platform average of 0.13% (Rival IQ, 2019)

89,200 post impressions and **60,900** post reach

2,350 page and post engagements and **222** link clicks

Twitter

Compared to Facebook, Twitter had more modest success during the campaign.

Between August and December, the FPM Twitter account had

825 total followers and **45** new followers

57 tweets, **43** retweets

An engagement rate of **0.6%** per Tweet
very high compared to platform average of 0.06% (Rival IQ, 2019)

14,600 impressions

263 engagements, **85** likes and **67** clicks

Daily average engagement:
15

Daily average impressions:
583

37 unique accounts mentioned the FPM Facebook page

November Facebook Ad Results

14,092 people reached
71,907 impressions
1,300 total engagements

Facebook and Twitter data include all *engagements* that happened between August and December, which might include posts that were published before this time frame.

65 unique accounts mentioned @fallpreventCA

Daily average engagements per tweet: **5**
Daily average impressions per tweet: **257**

Engaged Users: number of users that interacted with FPM content/post
Engagement Rate: # of engagements on a post divided by the post reach
Impressions/Post Impressions: the number of times the content or post is displayed (often larger than reach as people can see your content/post multiple times)
Reach/post reach: total number of people who see the content/post
Page/Post Engagements: Number of users that interacted with the page/profile/post
Engagement: Any interaction a user takes with a social media post or ad (click, like, share, reaction, comment)

Social Network Analytics

Twitter Influencer Engagement FPM 2018 vs. 2019

High Influencers' Handles*

@Ottawahealth

@TOPublicHealth

@HQOntario

@CIHI_ICIS

@StopFalls

@UWHealth

@RNAO

*based on impressions

There were **101** and **132** influencers in the 2018 and 2019 campaigns, respectively. Although the number of influencers increased, there was a reduction in re-sharing, which is at least partially responsible for the decline in impressions and engagement from 2018 to 2019. A number of key FPM 2018 influencers did not sufficiently engage the 2019 campaign. Some influencers did increase their engagement in the 2019 campaign, but it may not have been enough to make up the difference in impressions across campaigns. Here are some examples:

Influencer: User/page on social media who has established credibility in a specific industry. A social media influencer has access to a large audience and can persuade others by virtue of their authenticity and reach.

@GovCanadaHealth
2018: **6** posts and **1,408,248** total impressions
2019: **0** posts and impressions
@RNAO
2018: **23** posts and **417,427** total impressions
2019: **2** posts and **36,286** total impressions
@Ottawahealth
2018: **2** posts and **118,190** total impressions
2019: **4** posts and **236,384** total impressions

#PreventFalls Hashtag

FPM 2018 vs. FPM 2019 Hashtag use in the 2018 and 2019 campaigns varied. Combined and separated Twitter and Instagram data are shown below.

#PreventFalls2018
1,511 posts
601 users
3,114 engagement
1,377,152 reach
4,252,858 impressions

#PreventFalls2019
1,026 posts
423 users
2,167 engagement
891,753 reach
2,147,230 impressions

Twitter
2018: 1,469 posts
2019: 958 posts

Instagram
2018: 42 posts
2019: 68 posts

A few caveats... People may have used other hashtags during the FPM 2019 and FPM 2018 campaigns, which make comparisons unreliable. A few accounts that did not share fall prevention content accounted for roughly half the impressions lost.

Instagram

43 percent of Canadians use Instagram while only 29 percent use Twitter (Statista, 2020). Compared the FPM 2018 and 2019 campaigns, Twitter posts using #PreventFalls have decreased while Instagram posts have increased.

Recommendations

1. Reach out to identified high-impact influencers in advance of November to encourage maximum participation by directing them to pre-written content.

2. Leverage Instagram since there was a 62 percent increase in Instagram hashtag usage without an owned handle (FPM 2018 vs 2019). Adding this platform will allow for reaching the FPM audience on platforms they are choosing to use.
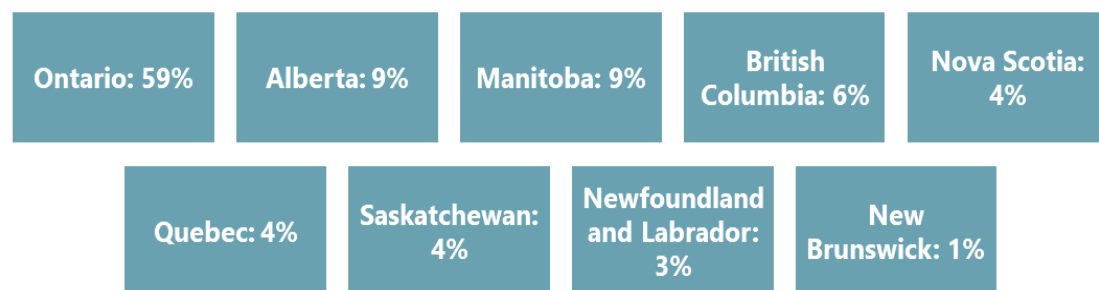
Fall Prevention Month - Evaluation Survey

What is the FPM Evaluation Survey?

The FPM Evaluation survey was developed to understand the use, utility and effectiveness of the resources and activities provided on the Fall Prevention Month website. The survey remained open from December 1, 2019 to January 31, 2020.

Respondents

A total of 62 responses were received for the survey, which is similar to previous years (65 in 2017; 66 in 2018). Respondents were from across Canada, but were predominantly from Ontario.

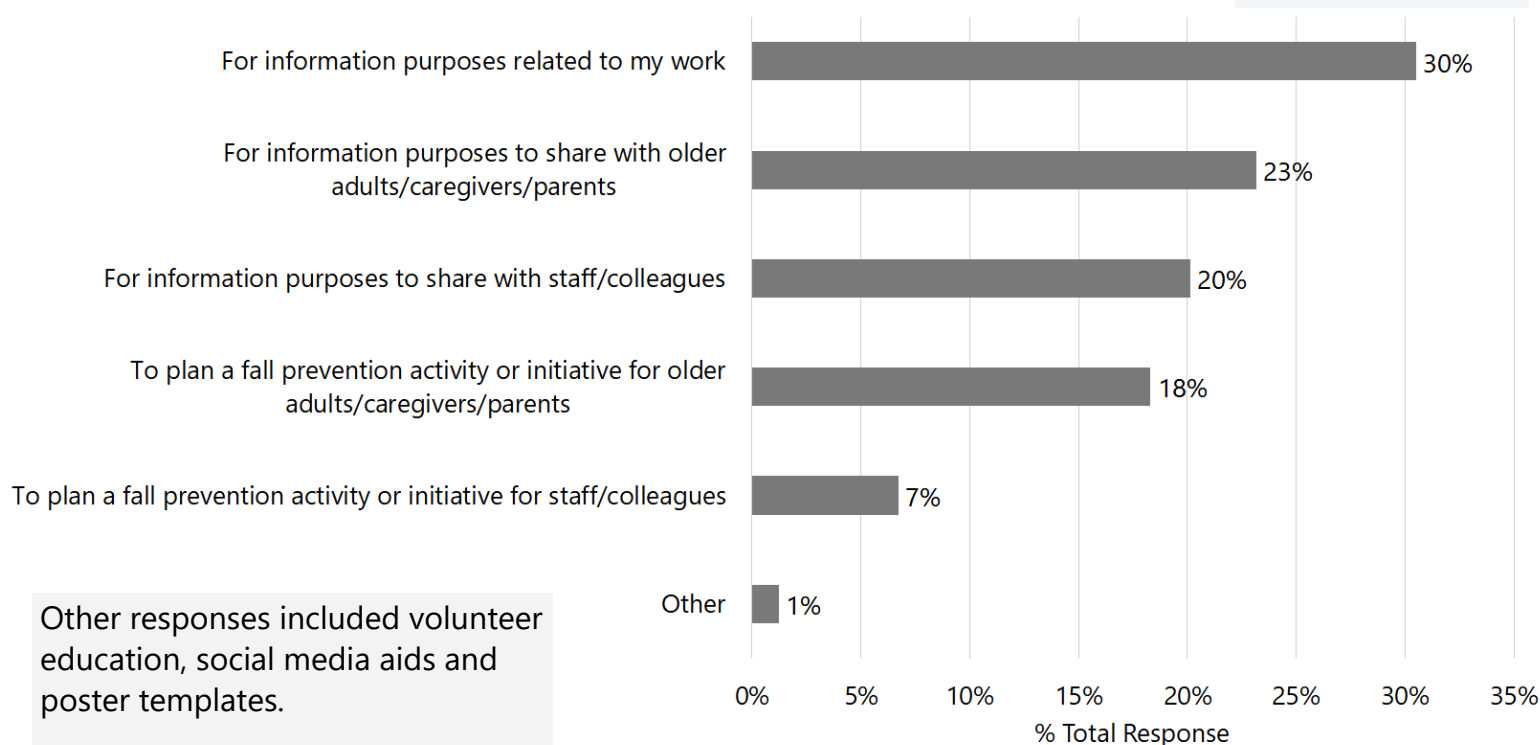|				
Ontario: 59%	Alberta: 9%	Manitoba: 9%	British Columbia: 6%	Nova Scotia: 4%
	Quebec: 4%	Saskatchewan: 4%	Newfoundland and Labrador: 3%	New Brunswick: 1%

48% hosted an activity/event during FPM

The top three sectors of employment selected by respondents were public health, long-term care, and regional health authority.

71% of those who hosted an activity/event used activities listed on the FPM website

Use of 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, care-givers or parents.

Other responses included volunteer education, social media aids and poster templates.

Bar chart: % Total Response

- For information purposes related to my work: 30%
- For information purposes to share with older adults/caregivers/parents: 23%
- For information purposes to share with staff/colleagues: 20%
- To plan a fall prevention activity or initiative for older adults/caregivers/parents: 18%
- To plan a fall prevention activity or initiative for staff/colleagues: 7%
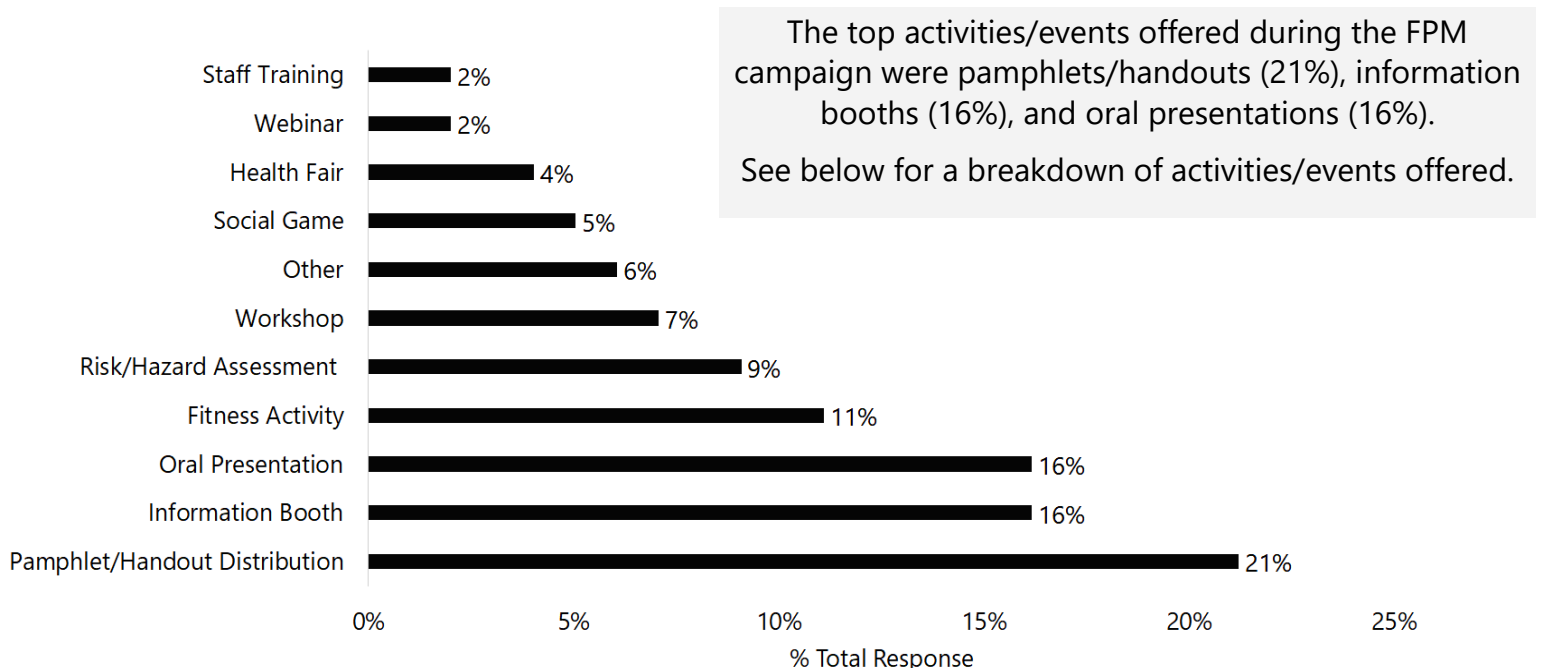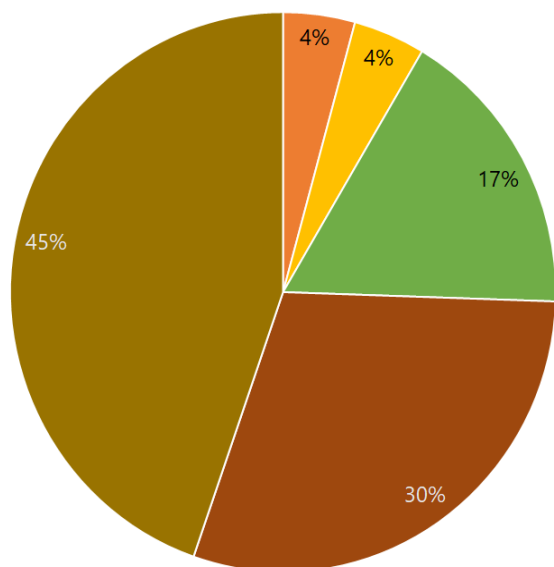- Other: 1%

Effectiveness of FPM Website Activities

Respondents were asked to indicate how effective or ineffective various activities listed on the FPM website were in helping them host an activity or event during the campaign. All activities were primarily rated as effective or very effective. Promotion and awareness along with children's activities were top rated.
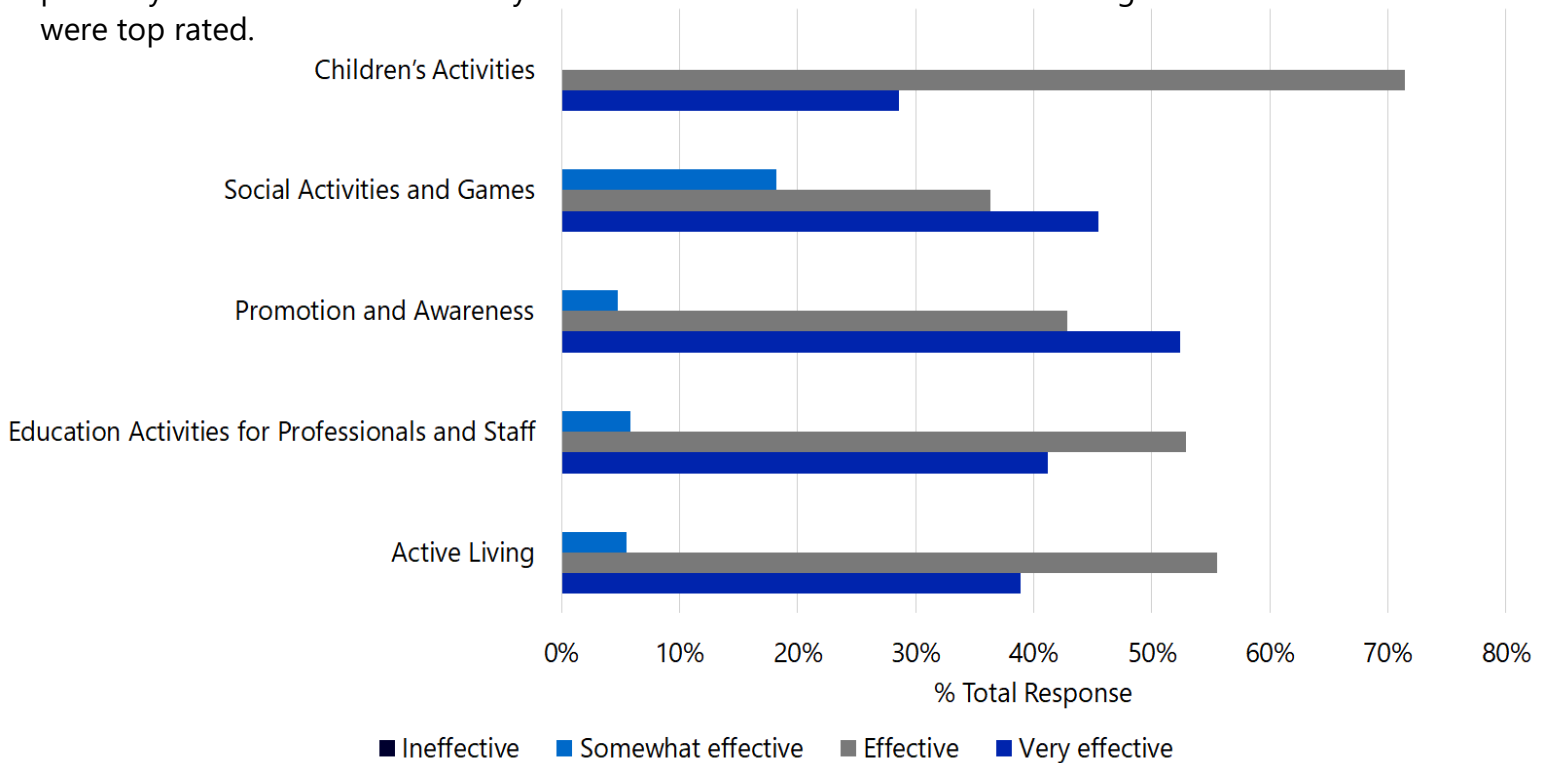
Hosting an Activity

Respondents who indicated hosting an activity or event during the FPM campaign were asked a series of questions about their activity/event. Respondents indicated that the objective of their activity/event was to either increase awareness of falls and injuries (36%), increase awareness of how to reduce falls and fall-related injuries (30%), increase awareness of their organization and their organization's resources (22%), and to network (12%). Almost half of respondents indicated that their target population for the activity or event hosted were adults (25%) and families/caregivers (22%). One third of activities or events held had 21-50 people in attendance; 20% had between 51-100 and 101-500.

The top activities/events offered during the FPM campaign were pamphlets/handouts (21%), information booths (16%), and oral presentations (16%).

See below for a breakdown of activities/events offered.

12

- We don't have the resources to do anything else, 4%
- Other, 4%
- We have done this activity in the past, 17%
- It was based on the demands/needs of older adults/parents of children, 30%
- It is the most effective way to reach the target audience, 45%

When asked why respondents selected the activity/event that they offered, the majority noted that it is the most effective way to reach the target audience and that it was based on the demands/needs of older adults and/or parents of children. See the chart on the left for a breakdown of responses.

Over half of respondents indicated that they would be very likely to hold the activity/event again—43% were likely and only 3% were not very likely to hold the activity/event again.

Effectiveness of FPM Website Promotional Materials

Respondents were asked to indicate how effective or ineffective various promotional materials listed on the FPM website were in helping them promote an activity/event during the campaign. All materials were primarily rated as effective or very effective. Poster and presentation templates along with communication resources were top rated.
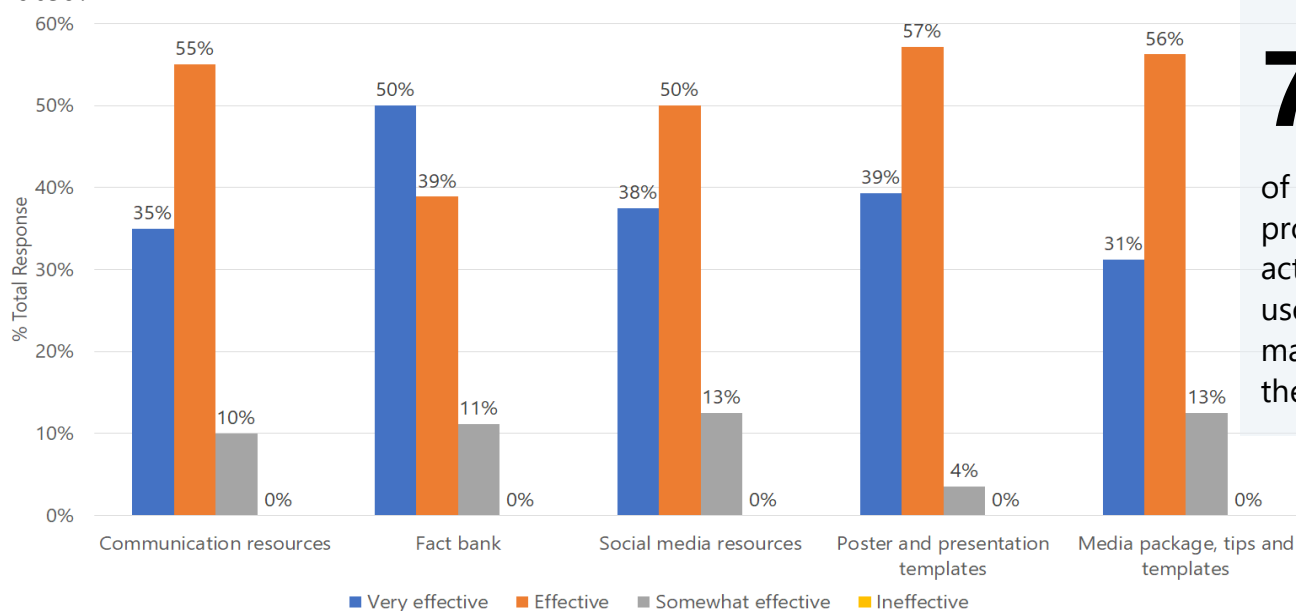
61%
promoted an activity/event during FPM

79%
of those who promoted an activity/event used promotional materials listed on the FPM website

Suggestions for improvements include: release materials early (as was done in 2019), reduce the size of the logo, develop a web banner, improve readability of text on posters, develop community resources, etc.

Media Coverage

Half of respondents had media coverage for their activity/event. Of those who indicated having media coverage, social media was most selected (67%); this was followed by newspaper (25%) and television (8%). Almost 80% of respondents indicated that their organization engaged in social media during the FPM campaign. See table on the left for a breakdown of platforms.

Twitter	Facebook	LinkedIn	Instagram	Other
29%	50%	4%	7%	11%

13

Use of FPM Website Additional Resources

The most accessed additional resources were statistics and infographics. One individual mentioned using Medications and the Risk of Falling - For Health Practitioners, Canadian Deprescribing Network - Medications and Falls, and You Can Prevent Falls! Children resources/tips, links to other websites, educational materials, and fall prevention handouts/toolkits were noted as well.

Respondents noted wanting to see more of the following in the additional resource section of the FPM website:

⇒ Graphics on child fall prevention to share on social media

⇒ Evaluation strategies

⇒ Balanced information about risky play versus hazards in the form of outreach materials targeting parents, teachers, school admins, etc.

⇒ Promotion about how to be a local champion outside of one's own organization

⇒ Information about the proper use of mobility aids

⇒ More FPM webinars

⇒ Short video clips highlighting key topics (e.g. active living, home hazards, winter walking, medication reviews, nutrition, etc.)

⇒ Policy development template

⇒ More infographics and pictures for displays

Respondents' Wish List

Respondents were asked if they had any additional comments about the FPM website and its content. Many respondents expressed their appreciation for the website. It was noted that it is great to have resources in English and French, it is easy to navigate, information is easy to find, and the website is informative and helpful. Below is a list of suggestions provided by respondents.

⇒ Maintain location of files and URLs on the website

⇒ Have balanced information about the value of risky play

⇒ Provide more resources, activities, content

⇒ Provide information about where to find other content e.g. local statistics

⇒ Avoid competing information on home page and adult/children sections

⇒ Implement an overarching full menu that you could see at a glance versus clicking around to get the bigger picture of what's available

⇒ Reduce amount of text on home page

58%

consulted additional resources available on the FPM website

26%

found the FPM website very well organized

69%

found the FPM website well organized

5%

found the FPM website moderately organized

Fall Prevention Month Focus Groups

Input from individuals who hosted and/or promoted an activity/event during the FPM campaign was sought in the form of two 1-hour focus groups held in December and January. The December and January focus groups had 6 and 5 participants, respectively.

MAIN PURPOSE FOR EVENT/ACTIVITY

◊ Participants ran several activities/events (typically not a single event); some described large events (e.g. 90 sites)
◊ Participants described incorporating fall prevention info/education into pre-existing programs (e.g. exercise classes)
◊ One participant described targeting a high-profile event (i.e. walk with the mayors)
◊ Intergenerational events were common
◊ Some events targeted older adults (e.g. mall walking)
◊ Few events targeted only children

WHAT WORKED WELL

◊ Targeting a diverse population; using a multi-faceted approach and different modalities
◊ Having a variety of speakers (e.g. emergency medical service speaker provided new information for audience)
◊ Location was important for success of targeted messages (e.g. with target of social housing, activity/event held at an easy to get to location)
◊ Providing data on children's slips, trips and falls at a child-focused activity/event
◊ Working closely with communications department
◊ Establishing partnerships and collaborating with colleagues and other organizations to run events (e.g. dental clinic, Osteoporosis Canada, VON)
◊ Being able to pay personal support workers to complete fall prevention training
◊ Running an activity for the second or third time
◊ Encouraging volunteer involvement

PERCEIVED BENEFIT OF ACTIVITY/EVENT

◊ Health benefits – e.g. activity about safe winter walking can help reduce trips, slips and falls in winter weather
◊ Developing and strengthening relationships with other health organizations
  ◊ Increased awareness of other existing resources
  ◊ Collective efforts towards planning and executing activities/events
◊ Activity/event's built-in mechanism for collecting feedback (depending on the campaign/event/activity)
◊ Building capacity (e.g. training personal support workers to share fall prevention info)

CHALLENGES/WHAT COULD BE IMPROVED

◊ Internal communications department did not distribute materials (e.g. social media release) in a timely manner or did not post correct materials (e.g. incorrect picture)
◊ FPM logo on build-your-own-posters were too large and did not provide enough space for other information
◊ Challenges of technology (e.g. Telehealth, event recorded with too much background noise)
◊ Arrange activity/event ahead of time to have more public speakers
◊ Be very familiar with the limits of equipment when used on different populations
◊ Begin planning earlier— 1 month in advance was not enough time

RECOMMENDATIONS FOR FPM WEBSITE BASED ON FOCUS GROUP FINDINGS

◊ Have campaign hashtags provided in a separate document so that participants can share with their communications department
◊ Have national themes — each year there could be a topic
◊ Provide more materials and graphics for subpopulations including Indigenous communities and children
◊ Have provincial breakdown of resources
◊ Have a mechanism for connecting with others who are planning events
◊ Hold a contest to get parents interested in fall prevention
◊ Have a discussion about how "falls is not a sexy topic"; participants shared ways in which they dealt with this (e.g. changing terminology to more engaging topics, such as active living, physical literacy, etc.)

References

1. Canadian Institute for Health Information. (2018). *Watch your step! Falls are sending more Canadians to the hospital than ever before*. Retrieved from https://www.cihi.ca/en/watch-your-step-fallsare-sending-more-canadians-to-the-hospital-than-ever-before

2. Canadian Institute for Health Information. (2019). *Falls and vehicle collisions top causes of injury hospitalizations for seniors*. Retrieved from https://www.cihi.ca/en/falls-and-vehicle-collisions-top-causes-of-injury-hospitalizations-for-seniors

3. Parachute. (2015a). *The Cost of Injury in Canada – Summary Report: Falls & Transport Injury Trends in Children 2004 and 2010*. Retrieved from https://parachute.ca/wp-content/uploads/2019/06/Summary-Report-2-Falls-and-Transport-Injury-Trends-2004-and-2010.pdf

4. Parachute. (2015b). *The Cost of Injury in Canada*. Retrieved from https://parachute.ca/wp-content/uploads/2019/06/Cost_of_Injury-2015.pdf

5. Rival IQ. (2019). *2019 Social Media Industry Benchmark Report*. Retrieved from https://www.rivaliq.com/blog/2019-social-media-benchmark-report/#title-nonprofits

6. Statista. (2020). *Which social networks do you use regularly?* Retrieved from https://www.statista.com/forecasts/998543/social-network-usage-by-brand-in-canada