Fall Prevention Month 2017 Annual Report

Key Accomplishments of the 2017 Campaign:

Website Analytics *Data between August 1—December 16*	2017	% Change	2016
No. Initiatives/Events	63	↑ 125%	28
New Users	9,469	↑ 121%	4,286
Canadian Users (%)	7,237 (77%)	↑ 87%	3,877 (91%)
Other Users (%)	2,232 (33%)	↑ 543%	347 (8%)
Unique Pageviews	52,109	↑ 116%	24,148

Twitter Analytics *Data between August 1—December 31*	2017	% Change	2016
Followers	492	↑ 146%	200
Tweets	130	↑ 65%	79
Retweets	403	↑ 147%	163
Likes	589	↑ 312%	143
Tweet Impressions	230.3k	↑ 658%	30.4k
Engagement Rate	1.26%	↓ 33%	1.88%

Newsletter Analytics			
Number of Registrants *As of December 31st*	1,650	↑ 6%	1,552

Top 5 Website Sections

1 Home Page
2 Toolkit
3 Information for Older Adults
4 Sample Activities for November
5 About

Top 5 Resources

1 You can Prevent Falls– guide
2 Fall Prevention Month Display
3 How to Use this Toolkit
4 Spot the Hazard in a room that can lead to falls
5 Posters

Event Planner and Toolkit User Evaluation Summary, compared to 2016:

- Fewer responses to the event planner and toolkit user evaluations this year.
- Greater proportion of events received media coverage.
- Greater proportion of respondents used the Toolkit to plan their initiative.
- Greater proportion of respondents felt their objectives were met.
- "Increased awareness of steps that can be taken to reduce falls and fall injuries" was more commonly listed as an objective.

Recommendations for future campaigns:

- Promote Toolkit earlier (Sept/Oct) and provide sample timelines for planning events.
- Increase social media presence and interactions.
- Tools and resources should reflect varying geography, cultures and languages.
- Improve sample activities for November– expand on special populations among older adults.
- Share more stories from providers.
- Provide techniques or strategies for year-round sustainability.

About the Campaign

Fall Prevention Month (FPM) is a campaign that encourages 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. To date, there have been three FPM campaigns: November 2015, 2016 and 2017. Although FPM began as an Ontario –focused campaign, there has been increased participation nationally.

Why do we need Fall Prevention Month?

Adults are a vital part of families and communities. Falling can lead to depression, mobility problems, loss of independence and death.

Key statistics in Canada[1] :

- Falls are the leading cause of injury among older adults.

- The average Canadian older adults stays in hospital 10 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.

Falls in older adults are predictable and preventable. 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 2017 Fall Prevention Month campaign was supported by 11 partners:

[1]Government of Canada (2015). Seniors Falls in Canada- Infographic. Retrieved from: https://www.canada.ca/en/public-health/services/health-promotion/aging-seniors/publications/publications-general-public/seniors-falls-canada-second-report/seniors-falls-canada-infographic.html

The 2017 campaign consisted of:

- A bilingual website
- Toolkit with over 100 resources
- Twitter account
- 12 bi-weekly newsletters, released between the 2nd week of September until the first week of December.

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 fully bilingual in both English and French. The website houses a toolkit which provides resources, list of suggested activities to plan during FPM and information to practitioners and older adults 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 2017 campaign released a bi-weekly newsletter starting the second week of September. A total of 12 newsletters were sent ending on the first week of December.

Twitter Account: @fallpreventON

The FPM twitter account (@fallpreventON) was created in July 2016. 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 2017 (unless otherwise stated).

Overview of Web Analytics

New Users: 9,469
New users are defined as the number of people who visit your website for the first time during the date range.

Unique Pageviews: 52,109
Unique pageviews are defined as the total number of pages viewed. Repeated views of a single page are counted.

Sessions: 15,151
Sessions are defined as the period of time a user is actively engaged on the site.
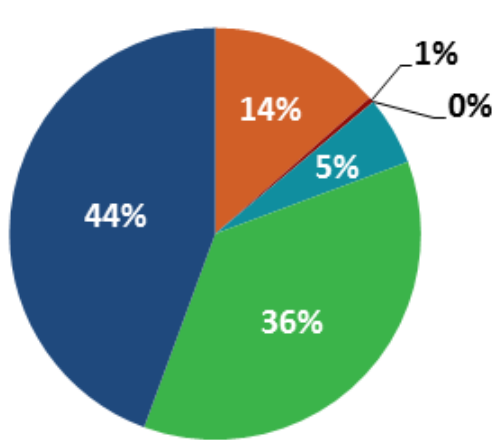
Pages per Session: 5.66
Pages per session are defined as the average number of pages viewed during a session. Repeated views of a single page are counted.

Average Session Duration: 4:15
Average Session Duration is defined as the average length of a session.

Acquisition Overview

Acquisition reports demonstrate how people land on our website.

Direct– 6,725 sessions
Users who navigate directly to the site URL.

Organic Search– 5,499 sessions
Visits from search engines.

Referral– 2,049 sessions
Visits from other sites.

Social– 815 sessions
Visits from social networks.

Email– 61 sessions
Visits from links clicked in email messages.

Other– 2 sessions

Social Network Referrals

Twitter- 56.17%

Facebook- 42.1%

LinkedIn- 1.5%

Other- 0.4%

Other: Instagram, Pintrest and Pocket.

More about our users

New Users: 9,469

New users are defined as the number of people who visit your website for the first time during the date range.
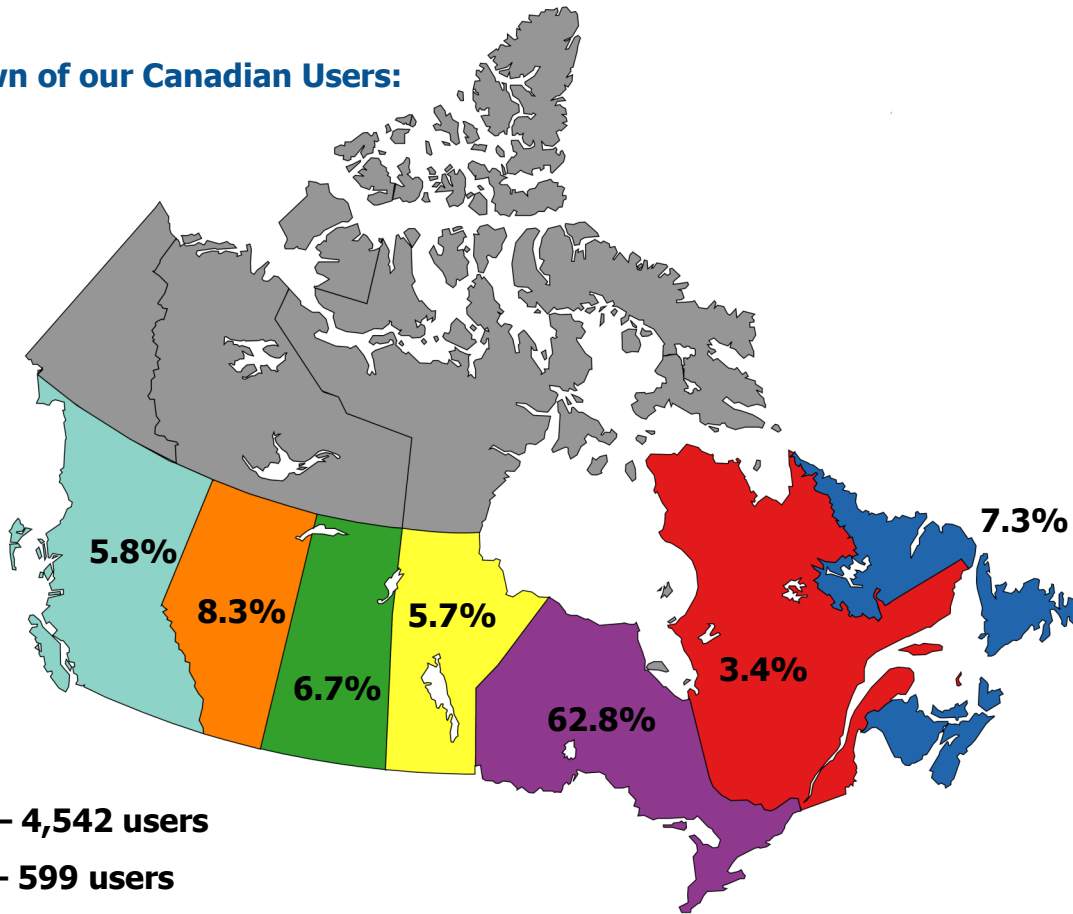
Canada: 7,237 new users (76.4%)

Other: 2,232 new users (23.6%)

Other countries include: United States, Australia, Singapore, Philippines, India, United Arab Emirates and Germany.

Breakdown of our Canadian Users:

5.8%

8.3%

6.7%

5.7%

62.8%

3.4%

7.3%

Ontario– 4,542 users

Alberta– 599 users

Saskatchewan– 479 users

British Columbia– 423 users

Manitoba– 415 users

Quebec– 245 users

Nova Scotia– 223 users

Newfoundland and Labrador– 161 users

New Brunswick- 95 users

Prince Edward Island– 24 users

Language:

English (all countries): 9,233 new users

French: 221 new users

Other: 13 new users

FALL
PREVENTION MONTH
WE ALL HAVE A ROLE TO PLAY

About our Content– top pages and resources

Top 10 Website Sections Viewed (August 1st—December 16th 2017)

Rank:	Page:	Unique Pageviews:
1	Homepage	7,579
2	Toolkit	5,624
3	Information for Older Adults	3,221
4	Sample Activities for November	2,838
5	About	1,503
6	Promotions & Media	1,485
7	Calendar	1,384
8	Practitioner Resources	1,327
9	How to use this Toolkit	1,283
10	Statistics & Infographics	1,103

Top 10 Resources Accessed (August 1st—December 16th 2017)

Rank:	Page:	Unique Pageviews:
1	*Information for Older Adults and Caregivers* - You can prevent falls	1,151
2	*Sample Activities for November* - Fall Prevention Month display	875
3	How to Use this Toolkit	869
4	*Sample Activities for November* - Spot the hazard in a room that can lead to falls	675
5	*Promotions & Media* - Posters	631
6	*Information for Older Adults and Caregivers* - How to lower your fall risk	602
7	*Statistics & Infographics* - Infographic of Ontario statistics	590
8	*Information for Older Adults and Caregivers* - Six warning signs	574
9	*Sample Activities for November* - Activities for November	478
10	*Information for Older Adults and Caregivers* - Safe for elders 2017 calendar	445

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. 56 out of 63 published their events to the FPM website.

Event Type:	Count:
Presentation/Workshop	19
Other	15
Webinar	8
Risk Assessment	5
Exercise Class	3
Information Booth	3
Handout Distribution	2
Staff Training	2
Traditional Media Campaign	2
Social Media Campaign	2
Social Event	2
Total:	63

Other: Audit, awareness week, drop-in information session, giveaway, health fair, newsletter launch, nutrition education tool, open house, roundtable, service.

Audience:	Count:
Health Care Professionals Working with Older Adults	22
Older Adults	22
Everyone	11
Other	5
People that works with Older Adults but do not provide care	2
Family and Friends of Older Adults	1
Total:	63

Other: Care providers working with older adults at home, city council, sports recreation, combinations of audience options above.

Public Welcome?	Count:
Yes	34
No	29
Total:	63

2017 Media and Promotions Highlights:

- Minister Dipika Damerla news segment

- Hospital News and Long Term Care News pro bono promotions of the Fall Prevention Month Campaign via their online and hard copy communications

- Atlantic Collaborative on Injury Prevention Newsletter

- Global Television Durham County News program segment with Sherry Nesbit

- South East Regional Integrated Fall Prevention & Management Strategy Newsletter

- Simcoe Muskoka Integrated Fall Strategy Newsletter

- Active Aging Newfoundland blog post

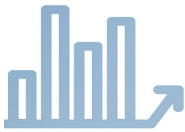- Healthy Canadians social media post

Twitter Analytics- @fallpreventON

Twitter Analytics were used to track metrics. Data was extracted for the date range between August 1st—December 31st 2017 (unless otherwise stated).

Followers Gained: 252
Between August 1st—December 31st 2017

Followers: 492
As of December 31st 2017.

Tweets: 130

Retweets: 403

Mentions: 122

Likes: 589

Link Clicks: 323

Top Performing Tweets

fallpreventionmonth
@fallpreventON

Falls can be a serious risk to your health and safety. Learn 10 tips on how to avoid falls from @PHAC_GC ow.ly/2xeT30fDCDK #preventfalls

8:50 AM - 4 Oct 2017

17   16

fallpreventionmonth
@fallpreventON

With Fall Prevention Month coming to an end, we hope the momentum continues all year long. Thanks to everyone who participated and helped to #preventfalls2017! @PHAC_GC @parachutecanada @OIPRC @StopFallsBC @StopFalls @NL_IPC

7:04 AM - 28 Nov 2017

4   11

Tweet Impressions: 230,300 impressions
Tweet Impressions are defined as the number of times users saw the Tweet on Twitter.

Average Monthly Engagement Rate: 1.26%
Engagement Rate is defined as the number of engagements (clicks, retweets, replies, follows and likes) divided by the total number of impressions.

Twitter Ad Campaign

In 2017, twitter ads were purchased for a total of $380 investment. Promoted Tweets were used with an objective of gaining followers, increasing newsletter subscribers and driving people to the website. Tweets were selected and advertised between August 25th and October 16th 2017. During this time, 97 new followers were gained at a return on investment of $3.91 per follower. Dates that tweets were promoted did not correlate with an increased number of sessions on the FPM website.

Fall Prevention Month Newsletter

The Fall Prevention Month Newsletter is a weekly newsletter starting the 2nd week of September. A total of 12 newsletters were sent out ending December 4th 2017.

Please note: the 2016 FPM campaign only released two newsletters, therefore data was not provided on average open and click through rates.

Newsletter Analytics	2017	% Change	2016
New Registrants (August 1st—December 31st):	83	↑ 113%	39
Number of Registrants as of December 31st:	1,650	↑ 6%	1,552
Average Open Rate:	30%	-	-
Average Click Through Rate:	28%	-	-

Sample 2017 Events Published on the Website Calendar

NOV 1 2017

Stay Safe! You CAN Prevent Falls!

Type of Event: Presentation
Audience: Older Adults

Topics include: how to protect yourself from a fall, safety in your home to prevent a fall, ways to keep healthy, medication tips, how to use safety aids and what to do if you fall.

NOV 2017

Fall Prevention Process Audits in Home Care

Type of Event: Audits
Audience: Health Care Professionals Working with Older Adults

Random chart audits based on the Canadian Patient Safety Institute's audit tool are occurring in the Champlain LHIN.

NOV 8 2017

Open House— Fall Prevention Month

Type of Event: Open House
Audience: Everyone

Come joint us to learn more about fall prevention and try out some of our new equipment!

Event Planners Evaluation 2017

An evaluation was assembled and distributed electronically between September 7th 2017 to January 21st 2018 to our newsletter distribution list. 25 completed responses were received (compared with 45 responses in the 2016 survey). Technical glitches were identified after the survey was closed and it is possible that the survey link was not allowing individuals to complete the survey.

Description of the initiative

64% of initiatives took place on a set date. 36% of initiatives were ongoing (no set date).
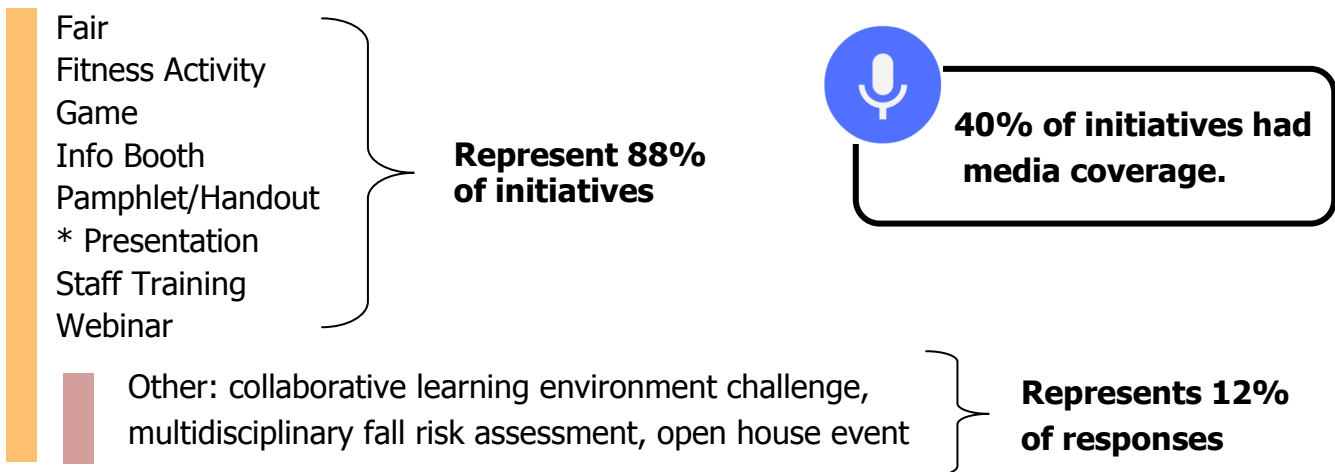
Location

72% of initiatives took place in **Ontario.** Other provinces included Newfoundland and Labrador, New Brunswick, Saskatchewan, Manitoba and Alberta.

Target Audience

Number of attendees ranged between 7 to 1,000.

60% of respondents indicated their events were geared towards the **public/clients**, 48% for **practitioners**, 44% for **family/caregivers** and 8% indicated **other** (responses included patients, residents of a long-term care facility and staff).

Type of Initiative

Fair
Fitness Activity
Game
Info Booth
Pamphlet/Handout
* Presentation
Staff Training
Webinar

Represent 88% of initiatives

40% of initiatives had media coverage.

Other: collaborative learning environment challenge, multidisciplinary fall risk assessment, open house event

Represents 12% of responses

* Presentation was the most common initiative (32% response rate)
28% of responses were combinations of these initiatives; 60% of responses were single initiatives
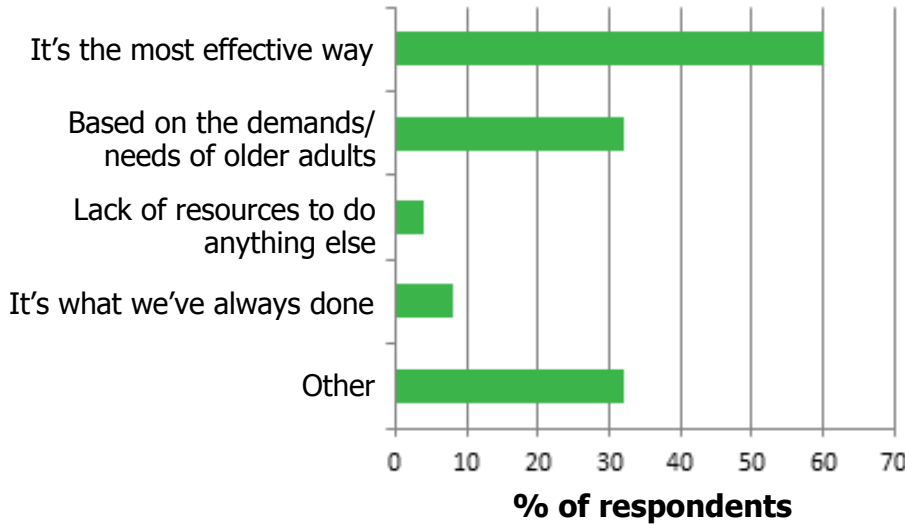No initiatives involving policy development

Resources Required

64% of initiatives required <$100 or no money. 36% reported spending ≥$100.

Costs ranged from in-kind to $3,000.

Mean number of staff hours required= 24.3 ± 29.7 hours (range of 1-100 hours).
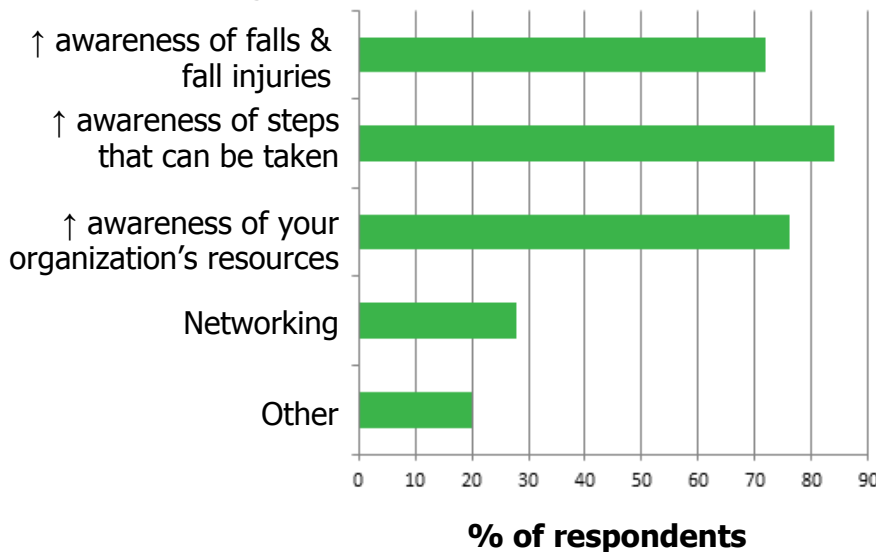
Reason for type of initiative chosen

% of respondents

(Bar chart categories, top to bottom: It's the most effective way; Based on the demands/needs of older adults; Lack of resources to do anything else; It's what we've always done; Other)

Other: desire to facilitate support groups, wanted to engage exercise participants, webinar could be archived for those unable to attend live.

✅ **96% of respondents would host this initiative again.**

Initiative Objectives

% of respondents

(Bar chart categories, top to bottom: ↑ awareness of falls & fall injuries; ↑ awareness of steps that can be taken; ↑ awareness of your organization's resources; Networking; Other)

Other: update on best practices for fall prevention, increase awareness between falling and fracturing and osteoporotic bones, safe winter walking, train facilitators to deliver the staying on your feet training, exercises for prevention.

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

**76% of respondents used the toolkit to plan their initiative
24% did not**
Reasons: using their own handouts, not sure why they didn't use it, resources didn't meet their needs and social media wasn't active.
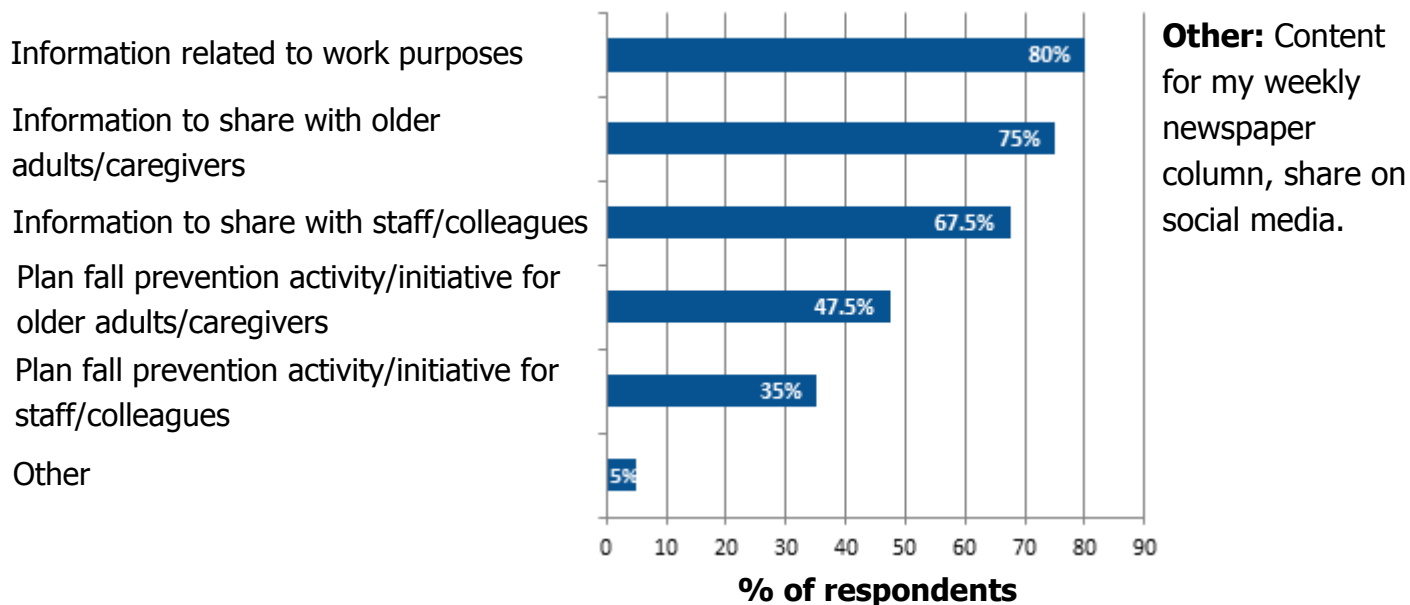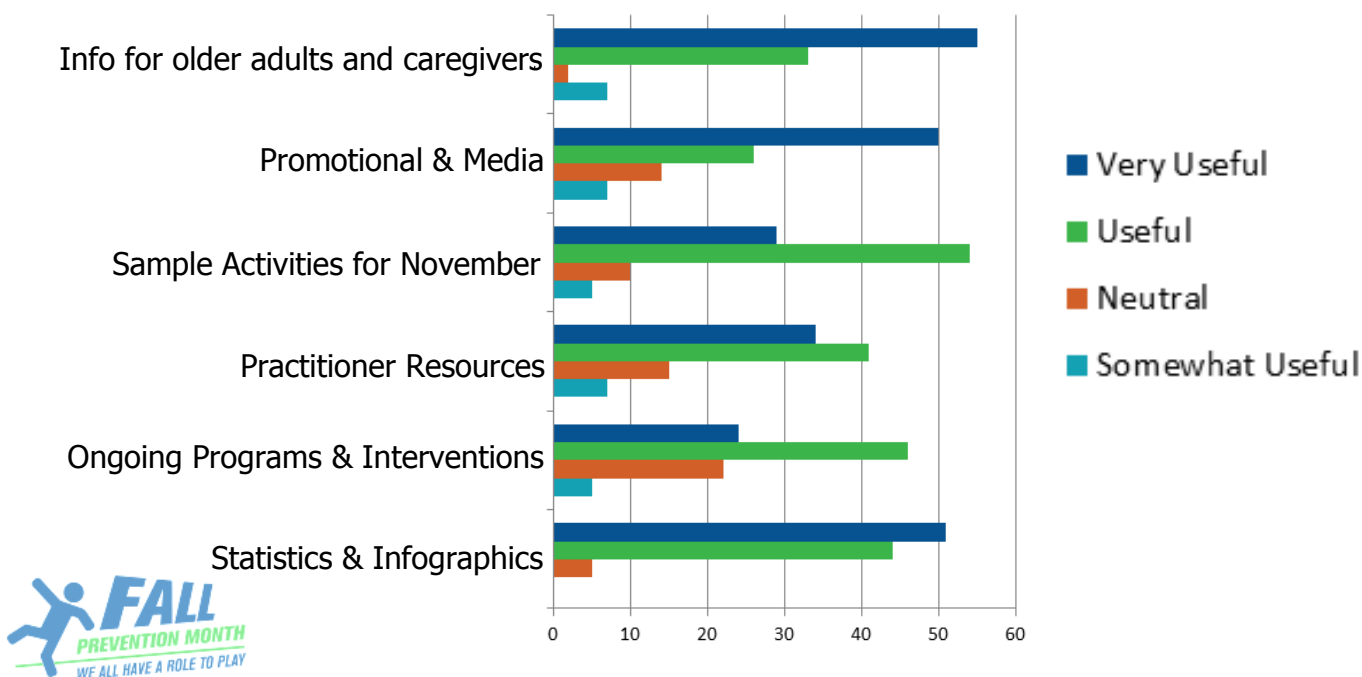
Toolkit User Survey 2017

An evaluation was assembled and distributed electronically between September 7th 2017 to January 21st 2018 to our newsletter distribution list inquiring on the usage of the toolkit. 41 completed responses were received (40 in English and 1 in French) compared with 50 responses in 2016. Technical glitches were identified after the survey was closed and it is possible that the survey link was not allowing individuals to complete the survey.

A conventional content analysis was used to analyze open ended questions.

How did you use the toolkit?

- Information related to work purposes — 80%
- Information to share with older adults/caregivers — 75%
- Information to share with staff/colleagues — 67.5%
- Plan fall prevention activity/initiative for older adults/caregivers — 47.5%
- Plan fall prevention activity/initiative for staff/colleagues — 35%
- Other — 5%

% of respondents

Other: Content for my weekly newspaper column, share on social media.

How useful were the resources in each category?

Categories: Info for older adults and caregivers, Promotional & Media, Sample Activities for November, Practitioner Resources, Ongoing Programs & Interventions, Statistics & Infographics

Legend:
- Very Useful
- Useful
- Neutral
- Somewhat Useful

13

What was the most useful resource in the toolkit?

- Infographics and Statistics were the most commonly cited responses (10; as per 2016).

- Other commonly cited resources:

  ◊ Resources used as handouts

  ◊ Practitioner resources

  ◊ Social media examples

  ◊ Fall Prevention Checklist

- In contrast to 2016, respondents mentioned the usefulness of the resources for practitioners slightly more than their usefulness for older adults and caregivers

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

- Additional online content such as videos, webinars and presentations.

- Inequality between number of French and English resources available.

- More sample activities or materials adaptable by site/region.

- More statistics

- Other specific recommendations, summarized: how to speak to older adults who are angry/sensitive about fall risk, include timeline for event preparations, how to increase community resources for fall prevention, specific exercises for fall prevention, exercise diary for older adults, stories from providers and techniques or strategies for year long sustainability

Comments about the Toolkit?

"It was much more user friendly than last year's toolkit– very useful resource!"

"Wonderful initiative and really helped spark conversation between our residents, families, team members and volunteers."

"Loved the toolkit! I got it this year and can't wait to utilize it next year as well."

"Great initiative, much appreciated by family physicians. Was a good opportunity for me to remind them about local free fall[s] prevention exercise classes."

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