



Canadian Organizations!

You are invited to contribute to the planning and leadership of Fall Prevention Month 2017.

What is Fall Prevention Month?

[Fall Prevention Month](#) encourages organizations to coordinate their efforts for a larger impact. Organizations across Canada participate by planning activities and sharing evidence-based information on fall prevention. Together, we can raise the profile of fall prevention and help everyone see their role in keeping older adults active, independent, and healthy as they age.

To date, there have been two Fall Prevention Month campaigns in Ontario; November 2015 and November 2016. Each year the scope, support provided, and reach increased. Although Fall Prevention Month began as an Ontario-focused campaign, there has been participation from across Canada, including Saskatchewan, Alberta, Manitoba, British Columbia, New Brunswick, and National organizations.

What's new for the 2017 campaign?

- Encouraging participation beyond the health sector
- Updating, improving, and expanding the campaign Toolkit
- Planning a bigger launch event
- Working closely with the media
- Having a national (Canadian) focus
- Ensuring a fully bilingual campaign

Why should my organization get involved in the planning and leadership group?

Older adults are a vital part of families and communities. Falling can lead to depression, mobility problems, loss of independence and death. But falls in older adults are predictable and preventable. Involvement in the planning and leadership group demonstrates your organization's commitment to the health of older Canadians. Health care workers, policy makers, researchers and the general public will become more familiar with your brand and see you as a leader in fall prevention. Your organization will be recognized on the Fall Prevention Month website, at the launch event, and in the media.

What would be expected of my organization?

There are three different roles organizations can play.

Role	Responsibilities
<p>Partners Partners guide the overall direction of the campaign. These organizations are highly involved and committed to the success of the campaign.</p>	<ul style="list-style-type: none"> • Annual financial contribution (cash, in-kind services, or combination) <ul style="list-style-type: none"> ○ Min. \$1000 for Non-Profit Organizations ○ Min. \$2000 for For-Profit Organizations • Attendance at Partner meetings • Active participation on one or more subgroups
<p>Contributors Contributors lend expertise and staff time on the subgroup of their choice. They are passionate promoters for the campaign.</p>	<ul style="list-style-type: none"> • Active participation on one or more subgroups • No financial contribution necessary beyond staff time

Sponsors

Sponsors provide essential financial support to help the campaign meet its objectives.

- Financial contribution, according to the *Sponsorship Guidelines*
- No meeting attendance or staff time required

What are the subgroups?

Toolkit: Curates a list of resources to help organizations participate in Fall Prevention Month.

Promotions: Maintains the bilingual website, produces promotional materials for the Toolkit, communicates with participating organizations, runs the social media accounts, and spreads the word about the campaign.

Media: Works with the media (newspaper, TV, radio) to share fall prevention messaging and promote the campaign.

Launch Event: Re-imagines, plans, and executes a national launch event. Works closely with Media subgroup.

Evaluation: Creates an evaluation plan, collects and analyzes data, reports on the success of the 2017 campaign, and makes recommendations to improve future campaigns.

How does my organization apply?

Interested organizations should [complete the online form](#) by April 30, 2017. Acceptance is dependent on a majority vote of the current Partners.

If you miss the deadline but are still interested in participating, please contact Lindsay Toth at lindsay@onf.org.

This is an open call for the 2017 Fall Prevention Month campaign cycle. Organizations must re-confirm their interest and ability to provide the required contributions each year.

APPLY NOW