

Fall Prevention Month Sponsorship Guidelines

Fall Prevention Month is an annual campaign in November to raise the profile of fall prevention and encourage all citizens to take action to prevent falls for themselves and others. In 2015, over 40 organizations participated in Fall Prevention Month, reaching over 6000 people with fall prevention messaging.

Leadership for the campaign is provided by a group of independent organizations with an interest in injury prevention (the “Partners for Fall Prevention Month” or, the “Partners”). A full list of these organizations can be found in Appendix A.

Our Vision:

Adults remain independent, active, socially engaged and healthy as they age, through the prevention of falls and fall-related injuries.

Our Mission:

To promote November as a month for health care, business, government, academia and the public to concentrate on strategies to reduce falls and fall-related injuries for older adults.

Our Vision for Sponsorship:

To help achieve our goals, the Partners for Fall Prevention Month accept support in the form of sponsorships. This support will help us to:

- Reach more people with fall prevention messaging and supports
- Fund activities necessary to support and grow the campaign locally, regionally and provincially
- Offer helpful resources to people who work directly with older adults
- Build capacity in organizations working to prevent falls and reduce injuries

Sponsorship Principles:

The Partners for Fall Prevention Month are public health units, professional associations, not-for-profit organizations, research and academic institutes and government. These organizations are recognized as credible and influential leaders in injury prevention due to their reliance on evidence-based information and their independence from profit-driven priorities.

To maintain this reputation, the Partners and Fall Prevention Month must be independent from industry partners. This independence includes both the perceived and actual relationships that exist, or that have the potential to exist. The perception of bias in these relationships could

damage the neutral reputation of the Partners, and endanger the trust and confidence of the healthcare community and the public.

The following guidelines have been developed to ensure that the Partners and their existing, and potential, sponsors can create and maintain a relationship that is mutually beneficial.

Guidelines for the Acceptance of Sponsorship by the Partners for Fall Prevention Month

1. Acknowledgement of Fall Prevention Month sponsors will be made in campaign materials, media coverage, publications, events and elsewhere, as agreed.
2. Sponsors may acknowledge their support of Fall Prevention Month in industry communications and reports; however, the use of the Fall Prevention Month logo or any logo of a partner organization must be preapproved by the appropriate authority. Sponsors may not use the sponsorship relationship to indicate that the Partners endorse a specific product or service.
3. The Partners will avoid real or perceived conflicts that may impair the ability of the Partners, or Fall Prevention Month participants, to make independent choices regarding initiatives and promotion of resources.
4. The Partners will happily accept sponsorship support for a) unrestricted use or b) for specific, predetermined projects consistent with our Mission and Vision.
5. The Partners will not accept sponsorship, or any other funding, for programs related to specific products or services.
6. Sponsorship will not be accepted if the sponsor's policy is in conflict with the fall prevention agenda or the agendas of the organizations comprising the Partners for Fall Prevention Month.
7. Industry sponsorship will not be used to pay for staffing. The Partners will retain control over all selection of personnel, design of initiatives (including the toolkit) and their content, selection of speakers for events, educational materials, and all knowledge transfer activities.
8. The Partners will provide public access to all content that is used and generated. The Partners reserve the right to own or control intellectual properties resulting from initiatives and programs, unless otherwise agreed upon in advance.
9. The Partners will disclose all sponsored activities that are partially or completely funded by industry funds or any other source.

10. Multiple sponsors are preferred.

Acknowledgement of Support

The Partners will recognize sponsorship through appropriate wording and/or use of logos as agreed. Examples of where recognition may occur include, but are not limited to:

- Toolkit materials;
- Partner websites or campaign microsite;
- Event or initiative presentations and promotions; and/or
- Media releases.

Additional requests or involvement may be available, but the Partners have ultimate decision-making power over the wording and placement of sponsorship logos.

Internal Control

- All sponsorships are reviewed and approved by the organizations that comprise the Partners for Fall Prevention Month.
- Approved sponsorship is confirmed in a letter from the Partners that reinforces these Sponsorship Guidelines.

Current guidelines approved by the Partners for Fall Prevention Month on May 4, 2016 and valid until January 31, 2018.

Appendix A: The organizations that comprise the Partners for Fall Prevention Month (subject to change)

- Fall Prevention Community of Practice
- Ontario Neurotrauma Foundation
- Parachute
- Ontario Injury Prevention Resource Centre
- Canadian Patient Safety Institute
- Saskatoon Health Region
- Finding Balance Ontario
- Public Health Agency of Canada
- Osteoporosis Canada
- Registered Nurses' Association of Ontario
- Toronto Rehabilitation Institute – University Health Network