



Be Ready, Be Steady

FALL PREVENTION MONTH 2020
Annual Report

About

Created in 2015, Fall Prevention Month (FPM) is an annual call to action campaign 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. Organizations participate by planning fall prevention activities, sharing evidence-based information, and raising awareness of fall prevention through social media and their respective networks.

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

There are many organizations and individuals working to increase awareness of the issue and encourage action to prevent falls and injuries from falls. The FPM 2020 campaign was supported by seven partners*.



*Many organizations also contribute to the campaign each year; see the FPM website for a full list.

Why is Fall Prevention Month needed?

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. However, most falls are predictable and preventable. The following statistics demonstrate the impact of falls on Canadians:

- 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 are attributed to 42 percent of all injury-related hospitalizations in children (Parachute, 2015a); and
- Falls cost society approximately \$8.7 billion a year in Canada (Parachute, 2015b).

Evaluation Report

This report summarizes the data collected to evaluate each of the following campaign components:

1. The bilingual Fall Prevention Month website
2. Promotional materials for organizations and practitioners working to prevent falls among adults, older adults and children
3. Ideas of activities for organizations and practitioners working to prevent falls among adults, older adults and children
4. Additional resources for older adults, caregivers, parents, practitioners, and healthcare providers
5. Newsletters
6. Social media including the FPM Twitter account and Facebook page

Fall Prevention Month website:

The FPM campaign is supplemented by a website that provides an array of fall prevention resources available for use year-round. The bilingual FPM website was launched in 2015 and it provides free downloadable resources to help organizations take action to prevent falls. The website comprises resources related to adult and children fall prevention. The resources are divided into three categories: activities, promotional materials, and additional resources. Participants can use ideas for activities to aid them in planning their own activities/events and promotional materials to promote their own activity/event or the campaign itself – both sets of resources are aimed at helping participants take action to prevent falls. 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 practitioner resources, statistics and infographics, along with information for parents, caregivers, practitioners, among others.

Fall Prevention Month newsletter:

The FPM 2020 campaign released a series of newsletters providing information about campaign updates and tips for running a successful campaign. Ten newsletters were released between August and December 2020. This year, the newsletters were available in both English and French.

Fall Prevention Month social media:

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 #PreventFalls and #PreventionDesChutes.

What's new?

Theme

'Be Ready, Be Steady' was the theme of the FPM 2020 campaign and it focused on taking the steps needed to prevent falls among older adults and children. To 'Be Ready', participants were invited to seek information, plan activities, and raise awareness of fall prevention to ensure that their target audience could 'Be Steady' on their feet.

Promotional materials

In response to the FPM 2019 evaluation, the FPM website was updated with many new promotional materials to help participants promote their activity/event and the campaign. All materials were re-branded with the *Be Ready, Be Steady* tagline. The **Fact Bank** was updated to include global fall-specific data along with statistics relating to the Northwest Territories and some Indigenous communities. Six new bilingual **social media graphics** were created for four different platforms. Eight English and French **tip sheets** were also created on a variety of topics including engaging communications departments, using hashtags, accessibility, hosting webinars, social media best practices, Instagram stories, Facebook Live, and media release tips. A **webinar** was also hosted on communication tips.

Virtual activities

To make it easier for Canadians to take action during an unprecedented FPM, ideas for over 20 **virtual activities** were provided in English and/or French.

Population and community specific content

To more appropriately showcase the website's Indigenous and Francophone content, including content for and by Indigenous and Francophone populations, each content page now has a **population and community specific content section**.

Website revamp

The layout of the FPM has been improved to make navigation much easier; a user testing of the website confirmed this. The transition between English and French pages are now more seamless.

ENGAGING COMMUNICATIONS DEPARTMENTS

If you work in an organization that has a communications department, you need to impart to your colleagues the importance of being involved in the Fall Prevention Month campaign from the perspective of your entire organisation.

Here are some tips to help you engage with your communications department colleagues to fulfill their requirements and your needs of raising awareness of fall prevention during the Fall Prevention Month campaign.

Do Your Research

Falls
are the leading cause of stroller-related traumatic brain injury.

GO
POUR BOUGER!

UNITED WE STAND FALL PREVENTION
www.safeforelders.com

B BEHAVIOURS	I INDOORS	N NUTRITION	G GET ACTIVE	O OUTDOORS
take medicine as directed	keep phone nearby	eat vegetables	do tai-chi	put away hoses
have eyes checked	put bell on pet collar	get vitamin D & Calcium	exercise daily	use walking aid
wear hip protectors	remove scatter rugs	FREE	do gentle stretches	walk instead of drive

Glossary

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

Average click rate: percentage of total recipients who clicked any tracked link in the newsletter.

Average open rate: percentage of total recipients (successful deliveries) who opened the newsletter.

Average session duration: the average length of a session.

Direct (acquisition): users who navigate directly to the website URL.

Email (acquisition): visits from links clicked in email messages.

Engaged users: number of users that interacted with FPM content/post.

Engagement: any form of interaction with a social media post or ad. Likes, comments, and shares are all forms of engagement.

Engagement rate: a measure of how many people interact with the social media content (# of engagements on a post divided by the reach).

Fan: someone who likes the Facebook Page.

Ideas for activities: detailed descriptions and instructions to aid with planning fall prevention activities and events.

Impressions: how often the content was on screen for the target audience.

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.

New users: the number of people who visit the website for the first time during the date range.

Organic search (acquisition): visits from search engines.

Page/post engagement: the total number of actions that people took on the Facebook Page and its posts.

Pages per session: the average number of pages viewed during a session (repeated views of a single page are counted).

Promotional materials: aids with promoting fall prevention activities and events along with raising awareness of fall prevention on social media.

Reach: total number of people who see the content/post.

Referral (acquisition): visits from other websites.

Sessions: the period of time a user is actively engaged on the website.

Social network (acquisition): visits from social networks.

Subscriber: someone who has opted in to receive the newsletter.

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

Users: people who have initiated at least one session during the date range.

Website Analytics

The campaign tracks website metrics using Google Analytics. Data was extracted for the date range between August 1st and December 31st, 2020 (unless otherwise stated) and compared against the same time period of the previous year when necessary. Data is applicable to both English and French sides of the FPM website.

Overview of Web Analytics



NEW USERS: 10,310



UNIQUE PAGE VIEWS: 40,259



SESSIONS: 14,773



PAGES PER SESSION: 3.97

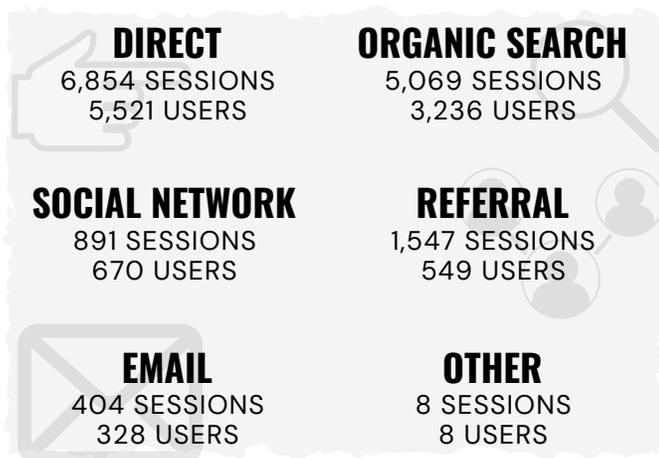


AVERAGE SESSION DURATION: 3 MINS

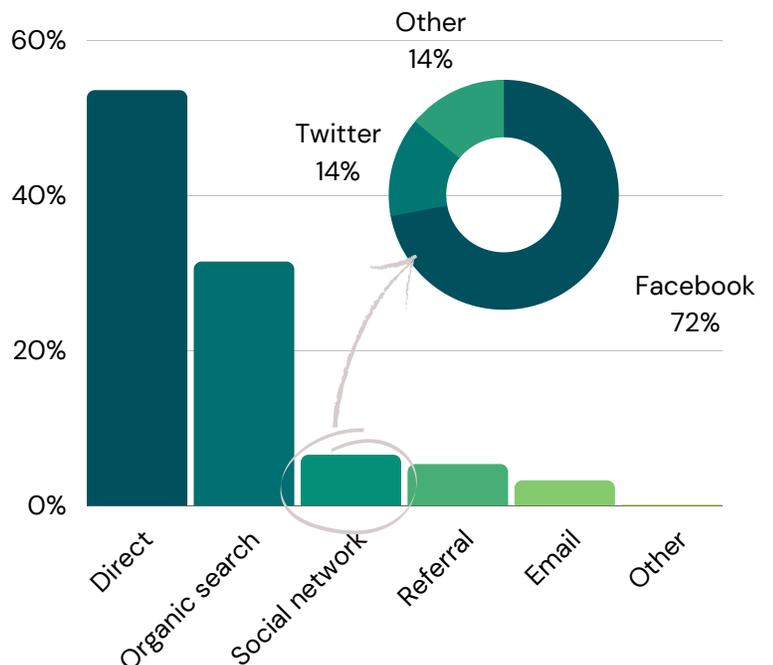
Compared to FPM 2019, the 2020 campaign had reductions in new users and website use. For example, there was a decrease of 5 percent in new users, 9 percent in unique pageviews, 4 percent in sessions, 8 percent in pages per session, and 13 percent in average session duration. These reductions may be explained by the redeployment of fall prevention practitioners due to the COVID-19 pandemic, resulting in less website traffic.

Acquisition Overview

Acquisition reports demonstrate how people land on the FPM website. This year, the majority of new users navigated to the website directly or through organic searches.



Acquisition Channel by Users (% of total)



Compared to the previous campaign, during FPM 2020, all channels except direct and email had fewer new users and sessions. This year, the proportion of new users who navigated to the website directly or through email was greater. A lesser proportion landed on the website via organic search, social network, and referrals.

Website Analytics

User Overview

Total Users (2020): 10,337
Total Users (2019): 11,022

New Users (2020): 10,310
New Users (2019): 10,814

90% of new users viewed the website in English (all countries)

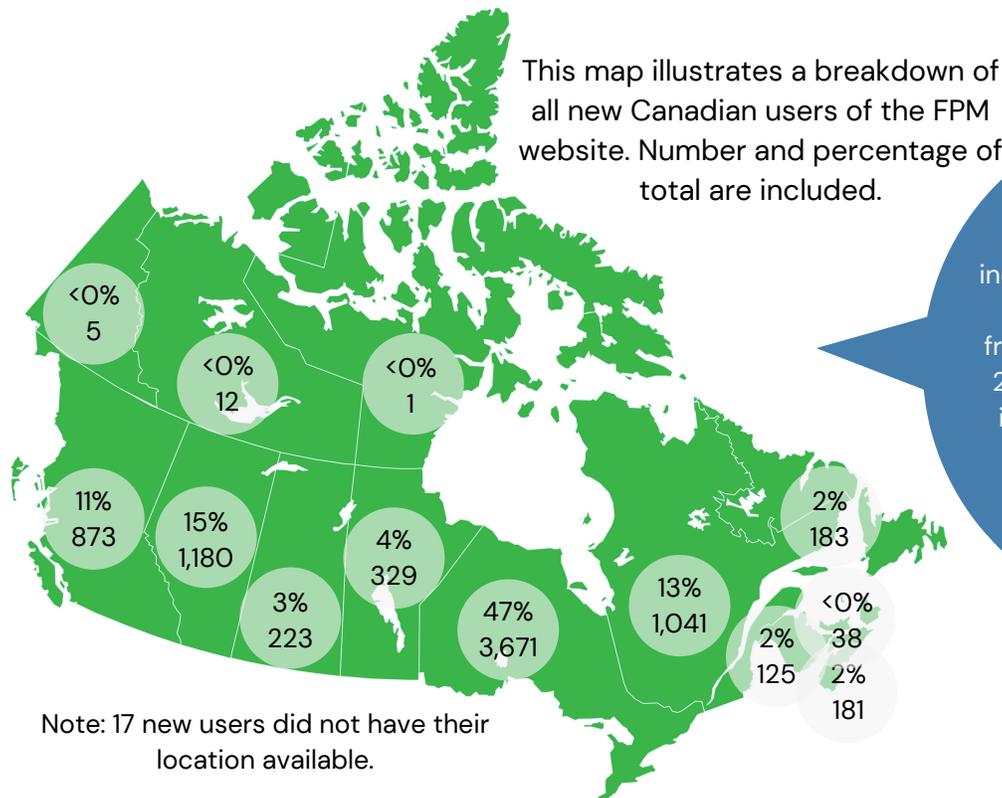
7% of new users viewed the website in French (all countries)

3% of new users viewed the website in another language

The number of total and new users of the FPM website decreased from the previous campaign. The top five countries with the most new users during the campaign were Canada, United States of America, United Kingdom, China and United Arab Emirates.



Breakdown of Canadian New Users



This map illustrates a breakdown of all new Canadian users of the FPM website. Number and percentage of total are included.

Out of a total of 7,879 new Canadian users – which increased by 4 percent from last campaign – almost half were from Ontario. Compared to FPM 2019, the number of new users increased in all provinces and territories except for Yukon, Saskatchewan, Manitoba, Ontario, and Nova Scotia.

Note: 17 new users did not have their location available.

Website Analytics

Webpages Viewed

The top five FPM website webpages accessed with the most unique page views are shown below. Despite a nine percent reduction in total unique page views from last year, this year had more unique page views for promotional materials (+27%), ideas for activities (+22%), additional resources, information for older adults and caregivers (+60%), and additional resources (+8%).



Unique Page Views	
Home page (adults):	2,421
Promotional materials (adults):	1,907
Ideas for activities (adults):	1,283
Information for older adults and caregivers:	1,273
Additional resources:	1,272

Resources Accessed

The top 10 promotional materials, ideas for activities and additional resources with the most unique pageviews are shown on the right. Compared to FPM 2019, there was a reduction in unique page views for all non-new resources except for *Age Friendly Communication* and *Finding Hazards in the Home*, which had an increase of 6 and 292 percent, respectively.

RESOURCES	UNIQUE PAGE VIEWS
Tip Sheets (new)	1,042
Safe Winter Walking	871
Branded Media Package	783
Social Media Resources	525
Fear of Falling Article (new)	456
Fact Bank	356
Age Friendly Communication	256
Rate My Treads	253
Media: Articles and Tips (new)	249
Finding Hazards in the Home	247



Newsletter Analytics

Newsletters

The FPM newsletters highlight campaign updates and tips for running a successful FPM campaign. Distribution of the newsletter began in August and ended in December 2020. Not including webinar and survey invitations, a total of 10 newsletters were disseminated during the campaign. This year, the newsletters were available in both English and French.

In August, two newsletters were released to kick off the campaign. In September, each week's newsletter focused on equipping recipients with ideas for hosting an activity or event during FPM for a variety of audiences including adults, older adults, children, intergenerational along with Indigenous and Francophone communities. In October, two newsletters prepared participants with information needed to promote their own FPM activity/event and the FPM campaign as a whole. Tips for engaging the media and maximizing impact were also shared. In November and December, three newsletters provided resources to aid participants in building their social media presence, highlighted the successes of the campaign, and discussed evaluation efforts.



1,456
Subscribers



Average Click
Rate: 4.1%



Average Open
Rate: 20.1%

TOP 5 NEWSLETTERS	CLICK RATE
Running an Activity for Older Adults	6.2%
November is Fall Prevention Month!	5.0%
Social Media Resources	4.8%
Population and Community Specific Resources	4.7%
Tips for Engaging the Media	4.6%

FPM Highlights

The final newsletter outlined the many successes of the FPM 2020 campaign.

The FPM campaign had media coverage from many local and national outlets including Breakfast Television, AM800 CKLW, and CTV Atlantic.

Numerous researchers tagged FPM as they shared their incredible work in Fall Prevention spanning an array of topics.

Organizations from across the health system and beyond came together for a greater impact in the community by hosting virtual activities, events and conferences; developing and sharing fall prevention resources, recommendations and tips; and raising awareness of the impact of falls across the lifespan.

FPM's Fear of Falling article written by Marguerite Thomas and Alison Stirling, which provides tips to manage and overcome the fear of falling has been widely published across Canada.

Lieutenant Governor Judy M. Foote and Dr. Theresa Tam participated in raising Fall Prevention awareness on social media.

Social Network Analytics

Situational Analysis

Based on an internal scan of influencer accounts, 90–95% of the content produced by influencers during the campaign period were primarily related to COVID-19 and other internal campaigns. There is currently not enough data to conclude which factors influenced the uptake of the FPM campaign.

Influencers

The FPM 2020 campaign's awareness was generated from a handful of influencers and ambassadors using FPM social media resources and hashtags. The most consistent influencers or brand ambassadors during the month of November were Windsor–Essex County Fall Prevention Committee, Circle of Care, Seniors Living 411 Inc., the Registered Nurses Association of Ontario, the Ontario Neurotrauma Foundation, Hastings And Prince Edward Counties Health Unit, and High Five. Over 60 unique accounts mentioned and tagged @fallpreventCA on Twitter. On Facebook, 34 unique accounts mentioned/tagged the FPM Facebook page. On the right are a few notable social media posts.



Social Network Analytics

Twitter

The FPM 2020 campaign performed very well on Twitter (August 1, 2020 to December 1, 2020) considering the amount of coverage there was about COVID-19 on all social media platforms. This year's engagement, impressions, likes, new followers, clicks, tweets/retweets, engagement rate, average impressions per tweet and average engagements per tweet surpassed the FPM 2019 values.

Between August and December, the FPM Twitter account had



908 total followers, 61 new followers



83 tweets and 53 retweets



314 engagements, 67 likes, 113 clicks



1.40% engagement rate, 4 engagements per tweet (avg.)
median engagement rate across all industries is 0.045%
(Rival IQ, 2020)



26,339 impressions, 313 impressions per tweet (avg.)

Hashtag Use

The below hashtags used for FPM 2020 are responsible for 141 user interactions from relevant users. #PreventFalls and #BeReadyBeSteady are the hashtags that generated the most user action.

HASHTAG	POST COUNT	REACH	ENGAGEMENT RATE (%)
#BeReadyBeSteady	43	403	1.82
#PreventFalls	47	389	1.79
#PreventionDesChutes	21	216	0.61
#Soyezpret	17	212	0.49
#RestezenEquilibre	8	189	0.58

Top 5 Posts



Impressions: 2698
Engagements: 23

Be Ready and Be Steady! Fall Prevention Month is here! Our website has resources to help you find how to make a difference in your community. #preventfalls #BeReadyBeSteady bit.ly/2HOFb1



Impressions: 1503
Engagements: 11



November is Fall Prevention Month! Use our resources, host great activities and help us in raising awareness! buff.ly/2rmSvuw #preventfalls #BeReadyBeSteady



Impressions: 632
Engagements: 27



Our weekly newsletter is out now! Learn everything you need to promote your fall prevention event! buff.ly/2l2s71b #PreventFalls #BeReadyBeSteady



Impressions: 576
Engagements: 17



We have exciting new resources and information on our website. Start with this great piece on how to manage and overcome Fear of Falling! buff.ly/2TW7TJp #preventfalls #BeReadyBeSteady



Impressions: 518
Engagements: 18



Be ready and be steady to beat the fear of falling: November is Fall Prevention Month bit.ly/32KD7YH via @NorthBayNip

Social Network Analytics

Facebook

The FPM 2020 campaign performed modestly on Facebook (August 1, 2020 to December 1, 2020). Year on year performances normally produce higher engagement on Facebook, but, for 2020, Twitter's engagement outperformed that of Facebook's. In fact, campaign performance demonstrates that user engagement and awareness decreased significantly during the period leading up to and including FPM 2020 when compared to the performance of the FPM 2019 campaign during the same time period.

Between August and December, the FPM Facebook page had



289 total fans, 66 new fans, 442 engaged users



12,908 post impressions, 105 daily impressions (avg.)



71 new posts



9,390 reach



523 post/page engagements, 197 post reactions, 98 link clicks



3.28% engagement rate, 4 daily engagements (avg.) *median engagement rate across all industries is 0.09% (Rival IQ, 2020)*

Hashtag Use

The below hashtags used for FPM 2020 are responsible for 125 user interactions from relevant users. As expected, the English hashtags generated a higher engagement rate. However, both produced similar reach results.

HASHTAG	POST COUNT	REACH	ENGAGEMENT RATE (%)
#PreventFalls	40	172	10.78
#BeReadyBeSteady	38	166	11.08
#PreventionDesChutes	20	174	3.54
#Soyezpret	16	199	3.38
#Restezenequilibre	10	58	3.6

Reach

A higher concentration of the campaign appeared mostly to English-speaking Canadians. The majority of the target audience reached came from Ontario, particularly from the cities of Barrie, Ottawa, Cornwall, and Huntsville.

Top 5 Posts

Fall Prevention Month
November 2 at 11:03 AM · 🌐

57 engagements

Be Ready and Be Steady! Fall Prevention Month is here! Our website has resources to help you find how to make a difference in your community. [#preventfalls #BeReadyBeSteady](https://bit.ly/2HOFb11)

Fall Prevention Month
November 17 at 10:50 AM · 🌐

36 engagements

Check out the Staying Independent Checklist, which helps older adults to identify risks for falls at home. [#preventfalls #BeReadyBeSteady](https://buff.ly/32CWNxo)

Fall Prevention Month
August 7 · 🌐

34 engagements

We're just a few months away from Fall Prevention Month 2020 this November! Follow us for some great tips and ideas. [#preventfalls](#)

Fall Prevention Month
November 9 at 3:32 PM · 🌐

18 engagements

Hosting a virtual event about fall prevention? Be sure to check out our guide on Zoom and Google Hangouts! [#preventfalls #BeReadyBeSteady](#)

Fall Prevention Month
November 18 at 3:23 PM · 🌐

14 engagements

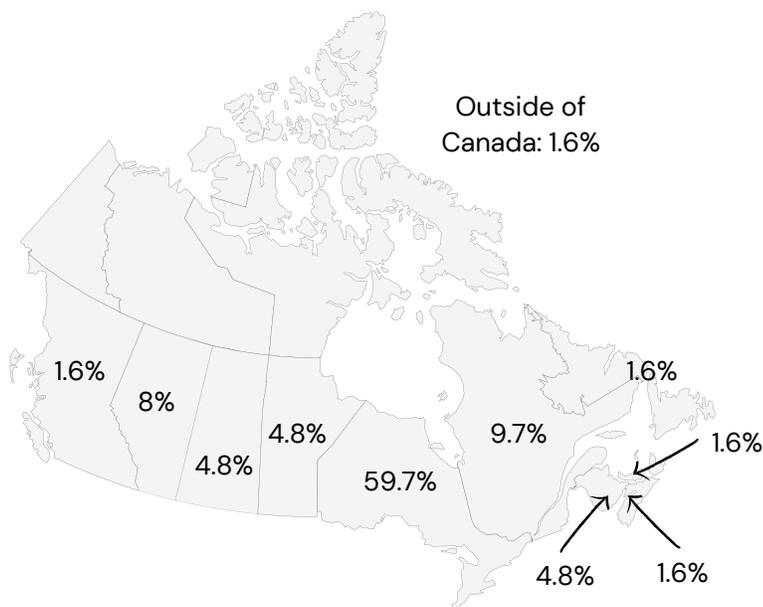
In "Fear of Falling," Marguerite and Alison talk about being prepared by creating safe environments, being physically active and more! Read their article here. [#BeReadyBeSteady #preventfalls](#)

Survey Findings

Respondents

The Fall Prevention Month (FPM) Evaluation survey was developed to understand the use, utility and effectiveness of the resources and activities provided on the FPM website. The survey remained open from December 1, 2020 to January 29, 2021.

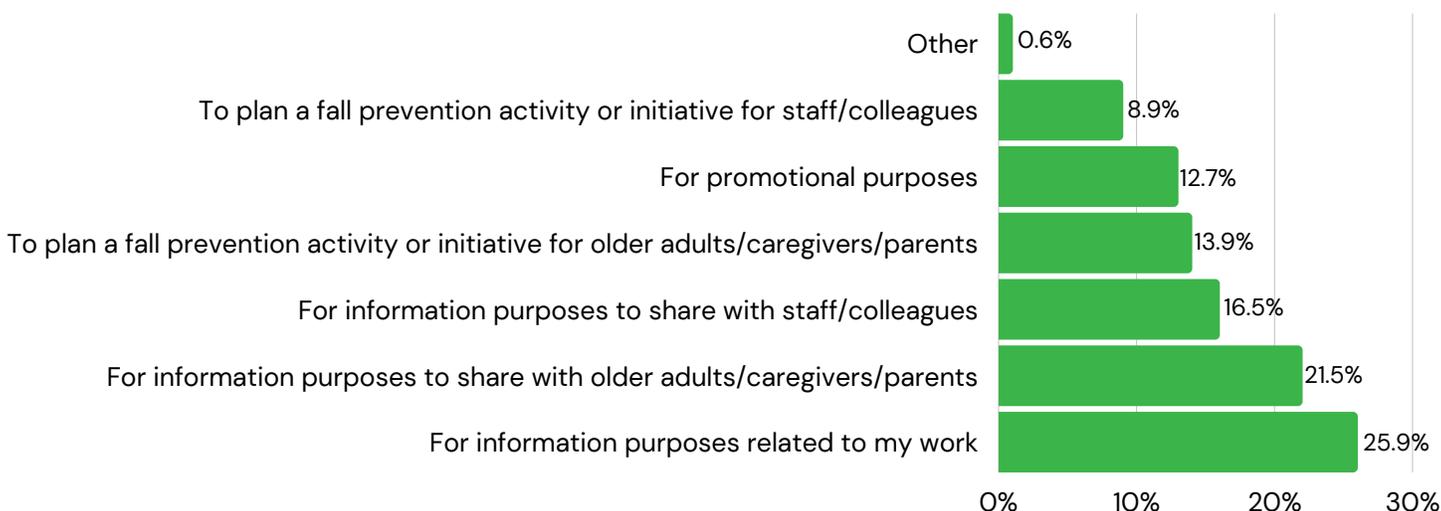
A total of 51 responses were received for the survey (46 English, 5 French), which is lower compared to previous years (65 in 2017; 66 in 2018; 62 in 2019). The results reported are applicable to both the English and French sides of the FPM website.



Respondents were from across Canada, but were predominantly from Ontario. There were no respondents from the territories. The top sectors of employment selected by respondents were long-term care, public health, a regional health authority and home care. Almost 50% reported working in the area of direct care to older adults, program development and support, and education.

Website Use

Respondents used the FPM website in a variety of ways during the campaign, which is illustrated below. Many respondents used the FPM website for information purposes related to their work or to share with older adults, caregivers or parents.

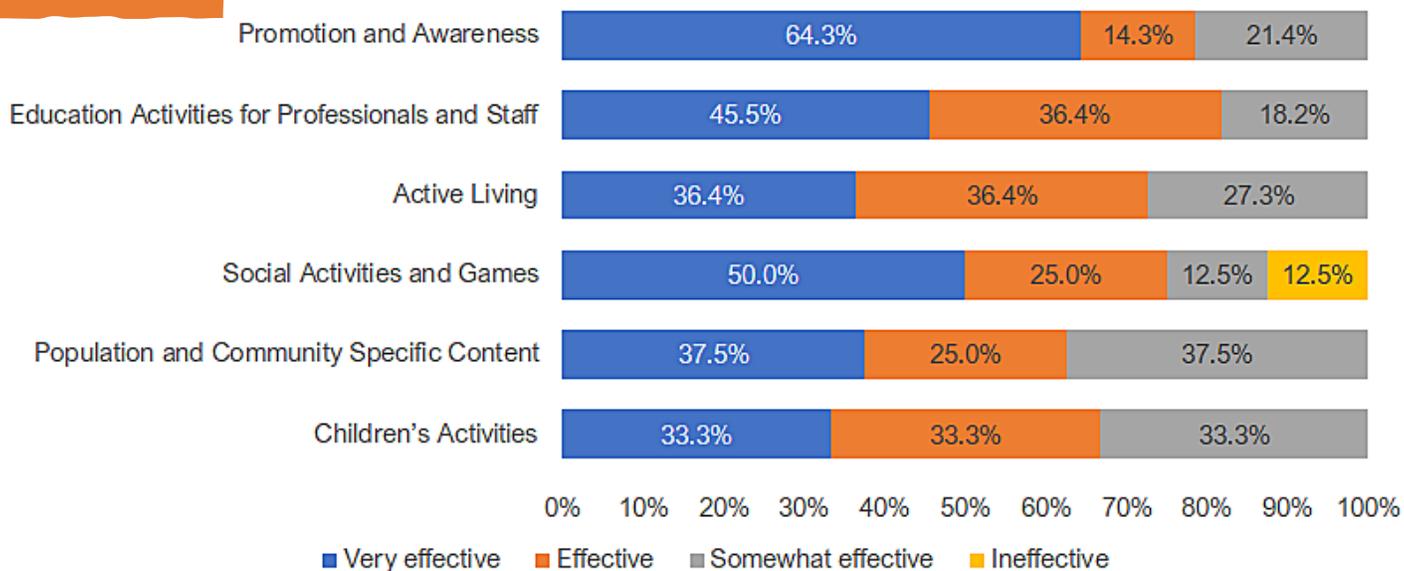


Survey Findings

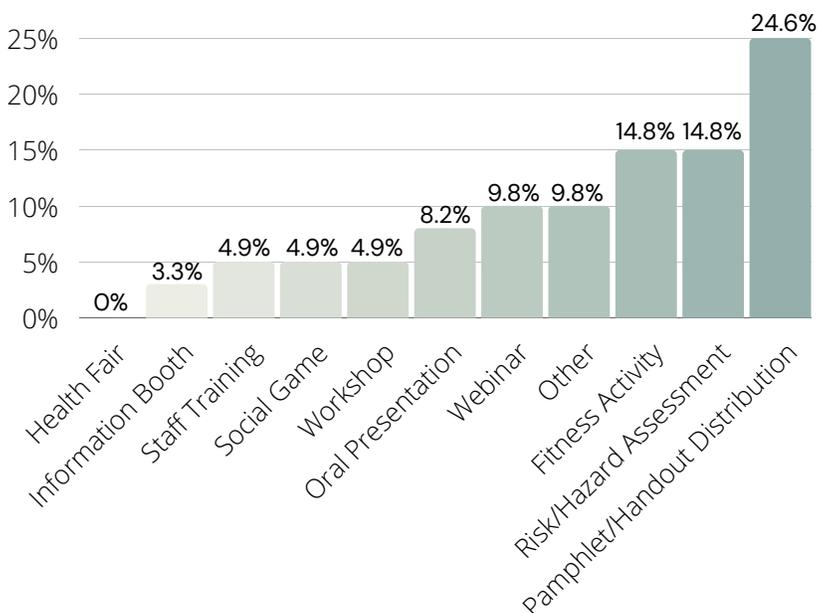
60%
HOSTED AN
ACTIVITY/
EVENT

FPM Activities

Of those who participated in the FPM 2020 campaign, 60% hosted an activity or event either in person or virtually. When hosting the activity or event, 70% of respondents used the activities listed on the FPM website. Participants used a range of activities, primarily the promotional and raising awareness activities (27.7%). When asked to rate how effective or ineffective each type of activity was in helping participants host an activity or event during FPM, most rated each activity as either effective or very effective (shown below).



For FPM 2020, instructions were provided to run 20 activities in a virtual setting. Over 90% of respondents indicated that it was helpful or very helpful to include these virtual activities on the website.



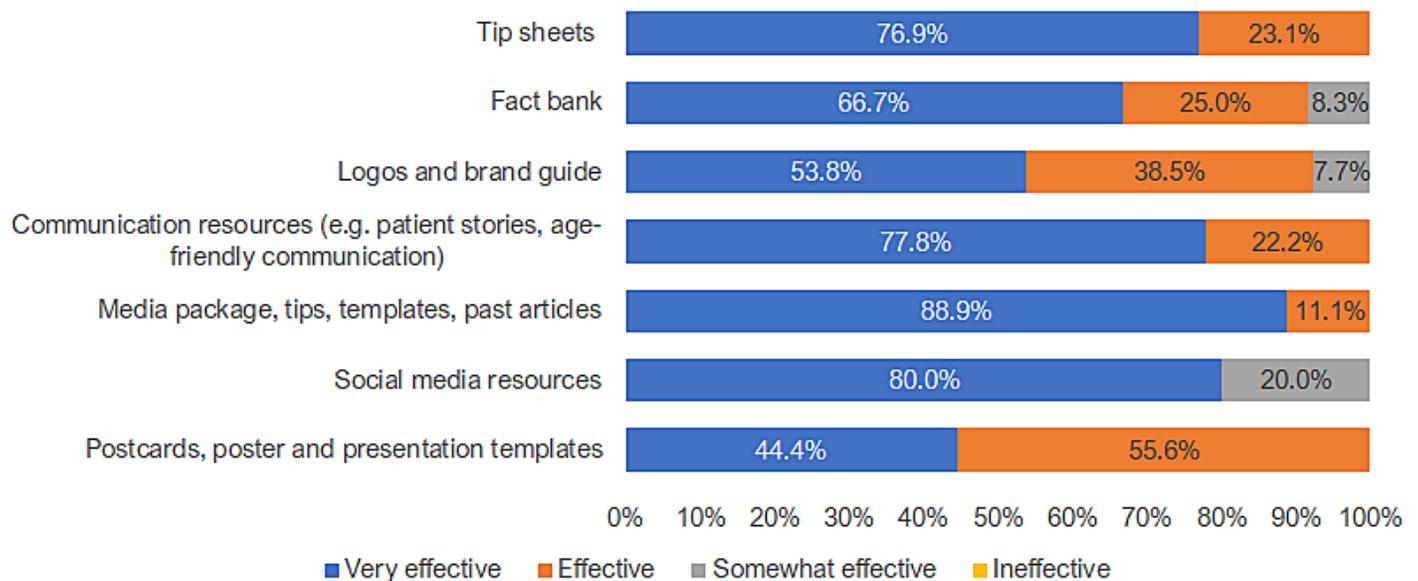
The primary target audience for activities or events hosted were adults (35.3%), families/caregivers (15.7%), and practitioners (13.7%). A quarter of the activities/events offered during the FPM campaign fell under pamphlet/handout distribution. Other types of activities/events offered are shown on the left. Respondents noted that the main reasons for selecting these types of activities/events were because they are the most effective way to reach the target audience (34.8%); they were the only option given the current pandemic restrictions (26.1%); and they were based on the demands and needs of older adults or parents of children (23.9%).

Survey Findings

FPM Promotional Materials

Of those who participated in the FPM 2020 campaign, 50% promoted an activity or event. When promoting the activity or event, 63% of respondents used the promotional materials listed on the FPM website. Participants used a range of promotional materials including tip sheets (19.3%), the Fact Bank (17.5%), logos and brand guide (15.8%), communication resources (14%), media package (12.3%), social media resources (12.3%), and postcards, posters and presentations (8.8%). When asked to rate how effective or ineffective each type of resource was in helping participants promote an activity or event during FPM, most rated each as either effective or very effective (shown below). Top rated resources were tip sheets; communication resources; media package, tips, templates, past articles; and postcards, posters, presentation templates.

50%
PROMOTED
AN
ACTIVITY/
EVENT



When asked what the most useful promotional material was, the following were mentioned multiple times: posters, social media resources, the fact bank, logos, media package, presentation template, the fear of falling article, and tip sheets.

Media Coverage

Sixty-eight percent of respondents noted their event or activity had some form of media coverage, including social media (63.6%), radio (18.2%), newspaper (9.1%) and television (9.1%). When asked specifically about social media, the platforms most commonly used among respondents were Facebook (41.2%) and Twitter (29.4%).

Survey Findings

48%

USED AN ADDITIONAL RESOURCE

FPM Additional Resources

Of those who participated in the FPM 2020 campaign, 48% consulted the additional resources available on the FPM website (e.g. statistics and infographics, practitioner resources, etc.). The resources that were used are shown below.

When asked what other information participants would like to be included in the additional resource section of the website, the following were noted:

- Resources for policy analysts and decision makers
- More ideas for staff education/awareness that considers pandemic restrictions
- More provincial statistics
- Information on the impact of the pandemic on falls
- Fall prevention interventions
- Videos on environmental and home safety
- Information on recreational activities where falls are common

ADDITIONAL RESOURCES USED

Infographics
RNAO – Preventing Falls and Reducing Injury from Falls (4th ed.)
Screening and Assessment Tools for Falls in Older Adults in Ontario
STEADI Stopping Elderly Accidents Deaths & Injuries – CDC
E-Learning Opportunities in Fall Prevention
Fall Prevention Community of Practice Loop and Loop Junior
Population and Community Specific Content
Statistics
Resources from Finding Balance Alberta
What to do After a Fall
Loop and Loop Junior Fall Prevention Webinars

A few respondents also noted that a lot of information is already provided on the FPM website and that there is sufficient resources to meet their information needs.

Other Comments

When asked if respondents had any other comments about the FPM website and its contents, many took the opportunity to share that the website is a great resource which is useful, informative, and easy to understand. Participants expressed their appreciation in having support and help in coming up with their own FPM messaging and activity ideas. It was also noted that the FPM website has greatly improved over the years.

Survey Findings

Impact of COVID-19

Respondents were asked to share pandemic-related challenges, if any, that they encountered in actively participating in the FPM 2020 campaign. A range of responses were received along 16 themes outlined in the table below.

PANDEMIC RESTRICTIONS
1. Redeployment and inability to participate
2. No planning/promotion of in-person activities
3. No in-person initiatives
4. Lack of capacity and time to plan/promote initiatives
5. Information, email, Zoom, pandemic fatigue
6. Unable to physically travel to host initiatives
7. Limited to sharing infographics, statistics, prevention messaging through social media
8. Social media and pamphlets/posters not as effective as direct, in-person education for older adults
9. COVID-19 taking precedence over communications / non-essential communication not shared
10. Unable to hold initiatives with large groups / suspension of group activities
11. Talking/hearing challenges of wearing masks (especially among those with limited hearing)
12. Competing agendas between public health and fall prevention
13. Accessing participants online is harder than in person
14. Cancellation of events /closure of community organizations
15. Unable to engage public health partners
16. Limited to hosting outdoor activities

Although many respondents indicated experiencing pandemic-related challenges in actively participating in the FPM 2020 campaign, a few indicated that they were still capable of actively participating. For example, some respondents were able to offer in-person events with limited numbers and COVID-19 procedures in place and noted that participants were still very engaged. Those who couldn't develop their own materials leveraged materials found on the FPM website to highlight resources currently available to support practice. Also, respondents took the opportunity to be innovative through hosting Zoom meetings, offering exercise class videos on local cable stations, and recording events and uploading the recordings to YouTube. One respondent noted the importance of maintaining flexibility in the implementation of his/her organization's fall prevention strategic plan. This individual focused on maintaining their organization's current repository of resources. It was also mentioned that this time could be fruitful for future planning and reflection.

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-falls-are-sending-more-canadians-to-the-hospital-than-ever-before>
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