

EVALUATION SUMMARY



Be Ready, Be Steady

ACCOMPLISHMENTS

During the Fall Prevention Month (FPM) 2020 campaign, there were many highlights, including: organizations from across the health system came together for greater outreach and impact to raise fall prevention awareness; there was media coverage from a series of national and local news outlets; social media presence was very active; numerous researchers tagged FPM as they shared their incredible work in fall prevention; FPM's Fear of Falling article was widely published across Canada in both official languages; and recognition was received from Canadian officials.



NEW THIS YEAR

'*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 and to *Be Ready*, so that people can be prepared to *Be Steady*. Many new activities and promotional materials were developed to help participants plan and promote their activity/event virtually during an unprecedented campaign. The website was also revamped and now includes a section for population and community specific content.



FPM WEBSITE USERS

Between August and December 2020, the FPM website had over 10,000 new users and 40,000 unique page views. The majority of new users navigated to the website directly or through organic searches. The FPM website had users from across the world including Canada, the U.S. and the United Kingdom. Almost half of new Canadian users were from Ontario.

WEBPAGES VIEWED

The top webpages, aside from the home page, visited between August and December 2020 were: home page (adult), promotional materials (adult), ideas for activities (adult), information for older adults and caregivers, and additional resources (adult). Taken together, these five pages alone had over 8,000 unique page views.

RESOURCES VIEWED

The top promotional materials, ideas for activities and additional resources with the most unique pageviews were tip sheets, safe winter walking, branded media package, social media resources and the fear of falling article. Over 3,500 unique page views can be attributed to these resources.



NEWSLETTERS

Out of the 10 newsletters released between August and December 2020, the *Running an Activity for Older Adults* newsletter had the greatest amount of activity from its 1,456 subscribers. This year, the newsletters were available in both English and French.

SOCIAL NETWORKS

During FPM 2020, 90-95% of the content produced by influencers were primarily related to COVID-19 and other internal campaigns. The FPM 2020 campaign's awareness was generated from a handful of influencers and ambassadors using FPM social media resources and hashtags. Between August and December 2020, the campaign performed very well on Twitter irrespective of the amount of coverage on COVID-19 on social media platforms. Compared to Twitter, the campaign performed modestly on Facebook. During the campaign, the FPM Twitter account had 908 total followers, 83 tweets and 53 retweets, 314 engagements, 1.40 % engagement rate, and 26,339 impressions. The Facebook page had 289 total fans, 71 new posts, 3.28% engagement rate, 12,908 post impressions, 523 page/post engagements, and a reach of 9,390. The campaign's hashtags were responsible for 141 and 125 user interactions from relevant users on Twitter and Facebook, respectively. The hashtag, *#BeReadyBeSteady* achieved the highest engagement rate of all the campaign hashtags.



EVALUATION SURVEY FINDINGS

The FPM evaluation survey was completed by 51 respondents between December 1, 2020 and January 29, 2021, who provided information about the use, utility and effectiveness of the resources provided on the FPM website. Most respondents worked in long-term care, public health, a regional health authority and home care.

The majority of respondents used the FPM website for information purposes related to their work or for information purposes to share with older adults, caregivers or parents. Of the 60% of respondents who hosted an activity/event during FPM, 70% used the FPM website's activities; of the 50% who promoted an activity/event, 63% used the FPM website's promotional materials. All activities and promotional materials listed on the FPM website were primarily rated as effective or very effective in helping respondents host or promote an activity/event. Top rated activities were education activities for professionals and staff along with promotion and awareness activities. Top rated promotional materials were tip sheets; communication resources; media package, tips, templates, past articles; and postcards, posters, presentation templates. Almost 70% of respondents had media coverage for their activity/event, with social media (Facebook and Twitter) being the most popular. With respect to additional resources, 48% of respondents consulted this section of the FPM website during the campaign.

Many respondents shared pandemic-related challenges experienced in actively participating in the FPM campaign including inability to participate due to redeployment, competing agendas between public health and fall prevention, inability to host in-person or group events, among others.

