



Be Ready, Be Steady



**Soyez prêt,
restez en équilibre!**



Fall Prevention Month Advice & Insights from Communication Experts

Agenda

- Introduction
- Overview of Fall Prevention Month Website & Resources
- Activities
- Social Media
- Media Relations
- Communications Departments
- Q&A

Website & Resources



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FOR ORGANIZATIONS AND PRACTITIONERS
WORKING WITH

ADULTS



FOR ORGANIZATIONS AND PRACTITIONERS
WORKING WITH

CHILDREN



Take action to prevent falls during Fall Prevention Month this November.



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Activities

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Adults

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Children

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Activities

Download Evaluation Template

ACTIVE LIVING 5 ITEMS

+ OPEN

EDUCATION ACTIVITIES FOR PROFESSIONALS AND STAFF 2 ITEMS

+ OPEN

POPULATION AND COMMUNITY SPECIFIC CONTENT

PROMOTION AND AWARENESS 4 ITEMS

SOCIAL ACTIVITIES AND GAMES 9 ITEMS

Download Evaluation Template



Alex at the Playground Book Reading



Brain Mold Demonstration



New Falls Assistant Online Games



Family Experience and Information Table



Finding Hazards in the Home



Safety Superheroes



Step Up Template

Step Up- make a Pledge to Prevent Falls



Take the #FallProofYourHome Challenge

Promotional Materials

HOME / PROMOTIONAL MATERIALS



Adults

[View Resources](#)



Children

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Promotional Materials

FALL PREVENTION MONTH PROMOTIONAL MATERIALS 6 ITEMS

– CLOSE



Branded Media Package



Build Your Own Event Poster



New Fact Bank



Media: Articles and Tips



New Presentation Deck



New Social Media Resources

COMMUNICATION RESOURCES 3 ITEMS

+ OPEN

Activities

Virtual Activities

Covid-19 has moved many of us online through Zoom, WebEx, Meet and more

Virtual activities can be more accessible

Promotion has to be adaptable

Activities can be adaptable

Activity Video Virtual Website





JUST DANCE! DANCE! DANCE!

0:04 / 4:03



MOVE Sur chaise #1



Watch later



Share



Promoting Your Activities

- Share the Build Your Own Poster on social media
- Speak with organizations that can help share your message
- Create an event on Facebook & invite those on your contact list
- Develop a Facebook ad to reach new people
- Send an email blast to your subscribers



**Les chutes concernent tout le monde.
Nous avons tous un rôle à jouer!**

Indiquez le nom de l'activité

Indiquez la date et l'heure ici
Indiquez le lieu de l'activité ici

Indiquez les détails ici. Il n'y a aucune limite de longueur.
Assurez-vous seulement d'écrire votre texte dans la boîte grise.



30%

des aînés font au moins une chute chaque année.

Pour en savoir plus, assistez à notre activité.



Insérez
votre logo

Source: * Source d'information: <http://www.canada.ca/en/public-health/services/health-promotion/aging-seniors/2013/03/1303-prevention-des-chutes.html>
Canadian Council on Social Development. Une adaptation de la Faculté canadienne de recherche en vieillissement.

Branded Media Package

Fall Prevention Month logo and usage guidelines

Postcards (print or use online)

Posters

Social Media

Overview

There are many platforms (Facebook, Twitter, LinkedIn, Instagram, TikTok, Reddit, etc.)

Only use the platforms that are right for your audience

Facebook: Most popular, especially with the “sandwich generation” and older adults

Twitter: Most popular with 30 to 50 year olds

Instagram: Most popular with pre-teens and teenagers (Gen Z), though other audiences are growing (e.g. parents Gen X & Y)

TikTok: Most popular with Generation Z

Overview

Tell A Story!



Facebook

Great for longer posts

Create events and help target audiences

Most successful paid advertisements

Posts with photos and videos perform the best

Engagement is important to get the most reach (e.g. ask a question, suggest an activity, share interesting information)

Facebook Live and Stories are interesting ways to engage your audience

Twitter

Text is the most important feature with a 240 character limit

One call-to-action is essential

Images and videos can be helpful, but aren't necessary

Ideal for building relationships with other organizations with the same interests

Use Twitter to amplify your message from other platforms

Hashtags can help you connect with other organizations and help others find you #preventfalls and #BeReadyBeSteady

Twitter en français

Text is the most important feature still with a 240 character limit

French requires creativity and short forms are becoming the norm

Hashtags can help you connect with other organizations and help others find you #PreventiondesChutes and #Soyezpret
#Restezenequilibre

Accents can be used and they are considered a different letter – e, é and è are different for Twitter

Hashtag Tip

#BeReadyBeSteady or #Soyezpret #Restezenequilibre are the theme hashtags this year

Practitioners help older adults and parents of young children to Be Ready/Soyez prêt

So older adults and young kids can Be Steady/Restez en équilibre

Instagram

Visuals are the basis of this platform – the text is secondary

Use hashtags – up to 30 hashtags can help you find good content to share and help others find you

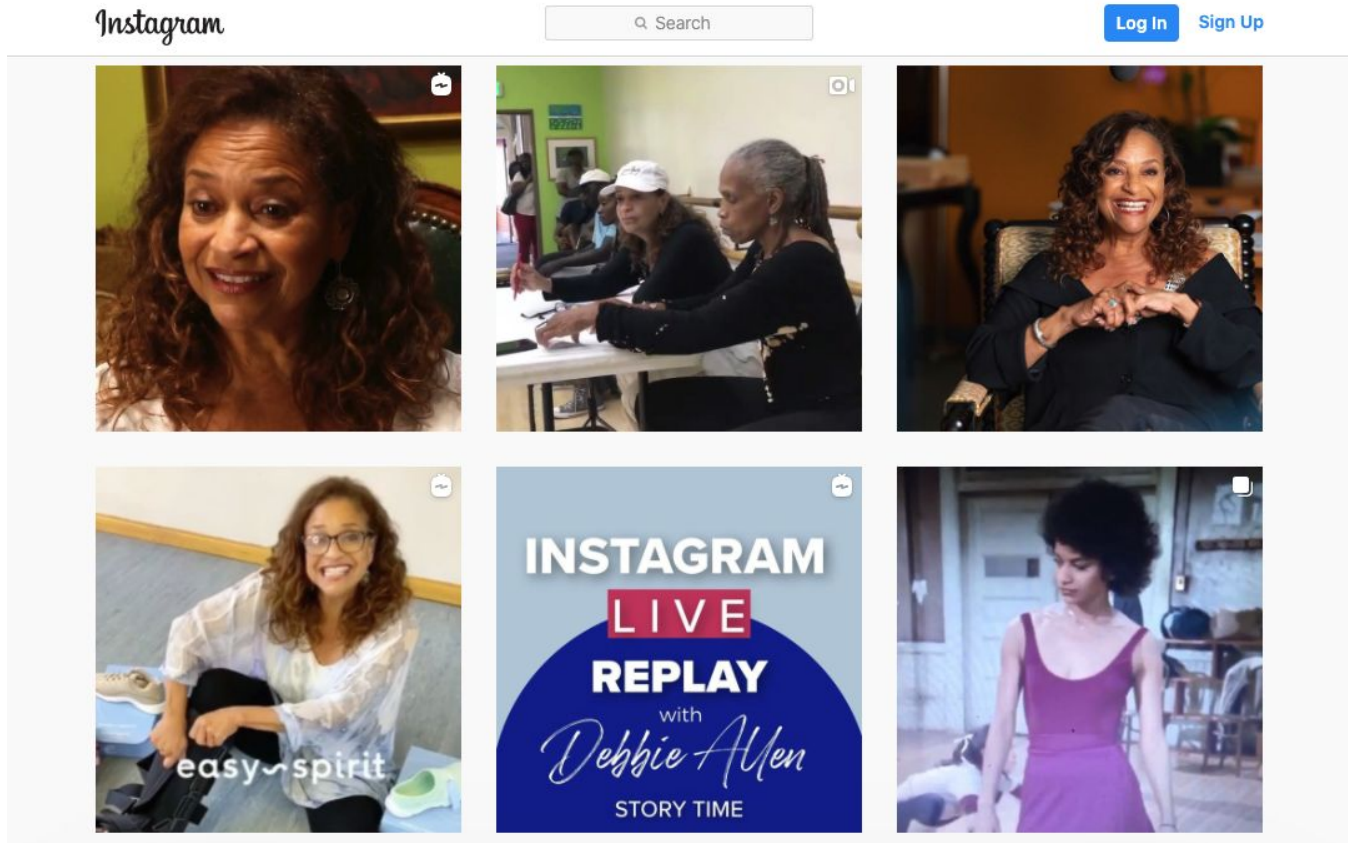
Photos and videos are essential

Provides a fun way to engage with your audience

Images can be statistics and facts

Instagram

@therealdebbieallen



Promotes events & teaches her audience how to dance live. Shares videos of her audience dancing.

Media Relations

Why Media Relations?

Local media includes radio stations, newspapers, television and their websites

Good news stories about the local area can be difficult to find

Less expensive way to reach new audiences

Media Release Tips & Templates

The Fall Prevention Month Media Release Tips & Template includes:

Media Release Tips

Media Release Template

Examples of Past Articles

Media Release Tips: Before You Start

Unify Your Voice

Clarify Your Goals

Understand Your Subject Matter

Think About Your Audience

Optimize Your Timing

Media Release Tips: Writing

Assume the reporter will only read the first paragraph

Create a compelling “lede” or lead to get their attention

Make sure you answer the 5Ws (who, what, where when, why)

Be clear about why your message is relevant

Identify opportunities for video, photos and interviews

Media Release: Angle Examples

How has Covid-19 impacted older adults and children?

- Deconditioning for people who are in their homes or residences
- More clutter and hazards at home
- Unable to attend outside events/activities

Communications Departments

Engaging Communications Departments

Do Your Research – How does Fall Prevention Month align with your organization's mandate, vision and mission?

Practice Your Pitch – Pitch your communications department like a journalist

Ask Early and Remind Them – Start the conversation and give them time to get permissions

Be Specific – Tell them what you would like them to do (but let them know you're flexible)

Engaging Communications Departments

Make it Easy – Provide them with a USB key or folder with all the assets they need and instructions

Say Thank You – Send a note to your colleagues saying thank you for their participation

Circle Back – Let your communication colleagues know about any success metrics

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Thank you!



Q&A



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