



## BE READY, BE STEADY

### THEME RATIONALE FOR 2020 FALL PREVENTION MONTH

#### Purpose

Effective themes should be brief, memorable, believable, identify a key benefit and be aligned with the brand's values.

"Be Ready, Be Steady" speaks to these aspects in the following ways:

**Brief & Memorable:** With the repetition of "Be" and the rhythm and rhyme of the words, it's effective as a memorable theme and it is also short in length.

**Believable:** When used in conjunction and proximity with the Fall Prevention Month logo, the theme has the context of being prepared to prevent falls - both for primary audiences (partners and health care professionals) as well as secondary audiences (older adults can improve their strength and balance by taking part in virtual mobility exercises - to be ready to be physically active and be steady on their feet; parents and their young children can do an activity together to teach children about fall prevention).

**Key Benefit:** The theme effectively conveys that both audiences can play a role in preventing falls through preparation (e.g. hosting and/or attending a virtual event).

**Brand Alignment:** The theme was generated with Fall Prevention Month goals in mind to plan activities and raise awareness for fall prevention in children and older adults.



## Usage

The theme is relevant to fall prevention as it evokes the ability to prevent falls by acting on known risk factors for both children and older adults. There are several uses - both as a tagline and as the theme for this year's Fall Prevention Month.

Using "Be Ready, Be Steady" as a tagline helps make it clear to all audiences that this is the focus of this year's campaign. By using it as a tagline, it must always appear in close proximity to the Fall Prevention Month logo - slightly smaller and below the logo.

"Be Ready, Be Steady," can also be part of the social media strategy in two ways:

- Develop a series of "Be Ready, Be Steady" social media posts that connect the idea of being prepared, with a positive outcome. It can read, for example, if you're trying to reach older adults, "Be ready by checking your house for tripping hazards, so you can be independent and steady around your home."
- It can also serve as an additional/optional hashtag, in conjunction with the consistent hashtag #preventfalls. In this case, it would be used with content that specifically fits the theme of "Be Ready, Be Steady". There are several examples below of how to apply this in practice.

Activities are also a way to promote the "Be Ready, Be Steady" theme to older adults and their caregivers as well as parents who have young children, and may also have older parents who need support with fall prevention. Caregivers may have a formal or informal role (e.g. the older adult's children).

All these activities (and more) can be promoted with the "Be Ready, Be Steady" theme. Examples are provided below each activity section.

### Older Adults

#### **Exercise Activities**

- Fitness Activities - Older Adult/Caregiver
- Safe Winter Walking - Older Adult/Caregiver

**Older Adults:** *Be Ready to challenge yourself to move! Regular physical activity improves your strength, balance and flexibility so you can Be Steady when it comes to preventing falls.*

**Health Care Professionals:** *Be Ready to consult and advise your older adult patients on exercises or activities they enjoy so they can Be Steady on their feet.*

#### **Medication & Healthcare**

- Vision & Safety - Older Adult/Caregiver/Health Care Professionals
- Medication Review - Older Adult/Caregiver/Health Care Professionals
- Staying Independent Checklist - Older Adult/Caregiver

**Health Care Professionals:** *Be Ready to help prevent falls! Talk with older adults about their vision changes so they can Be Steady when they're at home or on the go.*

**Older Adults:** *Be Ready to fill out the Staying Independent Checklist to find out ways to Be Steady in your home.*

### **Nutrition**

- Eating Healthy reminders - Older Adults/Caregivers

**Health Care Professionals:** Encourage older adults to Be Ready and stay healthy by promoting ideal food portions so they can Be Steady and prevent falls.

**Older Adults:** Be Ready to track how much water you're drinking, even if you're not thirsty. Staying hydrated means that you're less likely to get dizzy and can Be Steady on your feet.

### **Around the Home**

- Safe Elders - Bingo - Older Adult/Caregiver

**Older Adults:** Everyone can help when it comes to being independent around the home and preventing falls. Be Ready by using a home safety checklist to identify tripping hazards, so you can Be Steady.

**Health Care Professionals/Older Adults:** Encourage older adults to Be Ready to enjoy their safe homes by removing falls risks and moving carefully around the home to Be Steady on their feet.

## **Children and Parents**

### **Exercise Activities**

- Alex at the Playground Book Reading - Children/Parents

**Parents:** Reading together and discussing the book can help your child to Be Ready when they're at the playground, so they can Be Steady and avoid serious falls.

**Health Care Professionals:** Speak with your young patients' parents about common fall risks and how to Be Ready to notice them so their children can Be Steady on their feet.

### **Medication & Healthcare**

- Brain Mold Demonstration - Children/Parents

**Parents:** Help your kids Be Ready with this interesting brain mold demonstration. Understanding concussions and their relationship to falls can help them to Be Steady when it comes to fall prevention.

**Health Care Professionals:** Provide information and support to parents of young children to Be Ready to understand concussion risks from a fall and ways that their children can Be Steady while active.

### **Around the Home**

- Home Fall Proof Checklist - Children/Parents

**Parents:** Be Ready to identify and remove tripping hazards in your home so your children can Be Steady and avoid serious falls.

**Health Care Professionals:** Encourage parents to Be Ready and identify tripping hazards in the home with their children so the entire family can be Steady.