



# Fall Prevention Month 2023 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 each November for a co-ordinated 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 the FPM website is to equip health and service providers, businesses, government and academia with tools to raise awareness and engage their communities in preventing falls and fall-related injuries.

FPM is sponsored by Parachute. Parachute is Canada's national charity dedicated to injury prevention.



Parachute's mission is to create a safer Canada by preventing serious and fatal injuries through evidence-based solutions that advocate and educate. Parachute's vision is *A Canada free of serious injuries, with Canadians living long lives to the fullest*. For more information, visit [parachute.ca](https://parachute.ca).

## 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, and sometimes death. However, most falls are predictable and preventable.

The following statistics demonstrate the impact of falls on Canadians:

- The rate of fall-related emergency department visits and mortality due to falls is increasing among older adults (PHAC, 2022)
- Falls were the leading cause of hospitalization in every age group for unintentional injury-related hospitalizations (PHAC, 2020)
- 4 out of 5 injury hospitalizations involving older adults are because of a fall (CIHI, 2019)
- Older adults' falls cost \$5.6 billion a year and account for 54% of the total cost of falls (\$10.3 billion) and 19% of the total cost of injury (\$29.4 billion) (Parachute, 2021)
- Falls are the leading cause of hospital admissions and emergency department visits from injury in those ages 0 to 14 (Parachute, 2021)
- Injuries from childhood falls cost the Canadian economy \$996 million a year (Parachute, 2021)
- Falls account for 34% of the total cost of injuries among children (Parachute, 2021)

# What's in this report?

This report summarizes the use and reach of the following campaign components:

1. The bilingual FPM website (see [Website Analytics](#))
2. The FPM newsletters (see [Newsletter Analytics](#))
3. The FPM X (Twitter) account and Facebook page (see [Social Media Analytics](#))
4. The ideas for activities and promotional materials for organizations and practitioners working to prevent falls among adults and children (see [Survey Findings](#))

## Fall Prevention Month website

The [bilingual FPM website](#) was launched in 2015 and provides no-cost, downloadable fall prevention resources available for use year-round to help organizations take action to prevent falls. The website includes resources related to adult and childhood fall prevention. The resources are divided into two categories: ideas for activities and promotional materials. Users can access instructions and tools to plan their own activities/events and promotional materials to help promote their own activity/event or the campaign itself – both sets of resources are aimed at helping participants take action to prevent falls.

Previously, additional resources on fall prevention from external organizations were also available on the FPM website. In 2023, the website was streamlined to focus on tools and resources that organizations and groups can use to raise awareness and engage their communities in preventing falls and fall-related injuries as part of the annual Fall Prevention Month campaign each November. These additional resources are now on the [Parachute website](#). To learn more about these website changes see [What's New?](#)

## Fall Prevention Month newsletter

The [FPM campaign releases a series of newsletters](#) providing information about campaign updates and tips for running a successful campaign. Nine newsletters were released between July and November 2023. Newsletters were available in both English and French.

## Fall Prevention Month social media

The [FPM X \(Twitter\) account](#) was created in July 2016. In 2018, the FPM X (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 for 2023 were #FallPreventionMonthCA and #MoveImproveRemove (French hashtags: #MoisPréventionChutesCA and #DemeurerAméliorerÉliminer).

# What's new?

## FPM website changes

In 2023, we streamlined the website to focus on Fall Prevention Month in Canada. The FPM website houses tools and resources that organizations, groups and individuals can use to raise awareness and engage their communities in preventing falls and fall-related injuries as part of the annual campaign each November. We moved resources created by external organizations, that can be used all year-round, to Parachute's website. Parachute is Canada's national charity dedicated to injury prevention. This move allows us to offer users an enhanced and targeted experience when seeking information related to FPM and its annual campaign.

Resources moved to the Parachute website can be found in a few locations based on the population they target (i.e., adults or children) and whether they're meant for use by professionals or the general public. To learn more, visit [fallpreventionmonth.ca/additional-resources](https://fallpreventionmonth.ca/additional-resources).

### Adult falls collection

Find resources here on advocacy, public policy, programs and initiatives, data and research, training and guidelines, as well as falls-prevention tools for seniors to use and access to professional networks.



### Child falls collection

Find resources here on general fall and injury prevention, training and communities of practice, as well as statistics and infographics.



**Steps to Prevent a Fall**

Most Falls are Preventable

Follow these steps to help prevent slips, trips and falls so you can keep enjoying the fun things in life.

**1 MOVE your body**

- ▶ Build your balance, strength and flexibility with regular physical activity
- ▶ Enhance your stability and co-ordination with activities such as walking, swimming or Tai Chi
- ▶ Increase the intensity of your physical activity over time to build stronger muscles

**2 IMPROVE your health**

- ▶ Review medications regularly with your healthcare provider or pharmacist and discuss any side effects, such as feeling dizzy or sleepy
- ▶ Keep up your social activities
- ▶ Routinely clean your teeth and gums so you can eat a nutritious diet
- ▶ Check your eyesight and hearing regularly

**3 REMOVE hazards**

- ▶ Keep your floors clutter free
- ▶ Install grab bars in the bathroom
- ▶ Use handrails and turn on lights on all staircases
- ▶ Wear well-fitting and supportive footwear inside and outside

**MOVE IMPROVE REMOVE®**

Move, Improve, Remove® "Stay On Your Feet"®. State of Western Australia 2023. Adapted by Parachute with permission. For more fall prevention information and resources, visit [parachute.ca/fallprevention](https://parachute.ca/fallprevention)

## Move, Improve, Remove Posters

[These posters](#) promote healthy aging and fall prevention. They are aimed at older adults and designed to be posted in a variety of settings (e.g., hospitals, clinic waiting rooms, pharmacies, community buildings, long-term care and retirement facilities etc.). We worked with Injury Matters in Western Australia to adapt their 'Move, Improve, Remove' messaging for the Canada context. Each poster highlights one of the three calls to action: Move your body, improve your health, and remove hazards.

## Proclamation templates

We created [proclamation templates](#) to help get local, provincial and territorial governments to officially recognize FPM and lend their support to FPM via social and traditional media. We also put together some tips for initiating the proclamation process.

# Customizable ‘Staying Independent Checklist’

We created a [customizable Staying Independent Checklist](#) that users can add their organization’s logo and website details to.

The Staying Independent Checklist is a self-screening tool for older adults to find out if they are at risk of falling. Older adults are encouraged to complete the Checklist and to follow-up with their healthcare provider as needed.

## New articles

The FPM website has several articles on a variety of fall prevention topics. Users can draw from these articles when writing their own FPM promotional articles or use them in full as needed. In 2023, we added two new articles: [Your Choices, Your Chances – Balancing alcohol and substance use with fall risk](#) and [Safe Winter Walking in Canada](#).

**Staying Independent**  
Falls are the main reason why older people lose their independence.

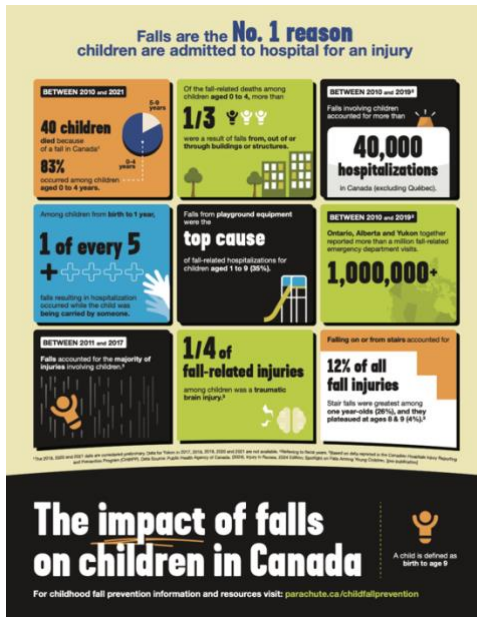
Are you at risk? Check each statement that is true for you.

Check your risk of falling	Actions to staying independent
<input type="checkbox"/> (2) I have fallen in the last 6 months	Learn more on how to reduce your fall risk, as people who have fallen are more likely to fall again.
<input type="checkbox"/> (2) I use or have been advised to use a cane or walker to get around safely.	Talk with a physiotherapist about the most appropriate walking aid for your needs.
<input type="checkbox"/> (1) Sometimes, I feel unsteady when I am walking.	Exercise to build up your strength and improve your balance, as this is shown to reduce the risk for falls.
<input type="checkbox"/> (1) I steady myself by holding onto furniture when walking at home.	Incorporate daily balance exercises and reduce home hazards that might cause a trip or slip.
<input type="checkbox"/> (1) I am worried about falling.	Knowing how to prevent a fall can reduce fear and promote active living.
<input type="checkbox"/> (1) I need to push with my hands to stand up from a chair.	Strengthening your muscles can reduce your risk of falling and being injured.
<input type="checkbox"/> (1) I have some trouble stepping up onto a curb.	Daily exercise can help improve your strength and balance.
<input type="checkbox"/> (1) I often have to rush to the toilet.	Talk with your primary healthcare professional or incontinence specialist about solutions to decrease the need to rush to the toilet.
<input type="checkbox"/> (1) I have lost some feeling in my feet.	Talk with your primary healthcare professional or podiatrist, as numbness in the feet can cause stumbles and falls.
<input type="checkbox"/> (1) I take medicine that sometimes makes me feel light-headed or more tired than usual.	Talk with your primary healthcare professional or pharmacist about medication side effects that may increase the risk of falls.
<input type="checkbox"/> (1) I take medicine to help me sleep or improve my mood.	Talk with your primary healthcare professional or pharmacist about safer alternatives for a good night's sleep.
<input type="checkbox"/> (1) I often feel sad or depressed.	Talk with your primary healthcare professional about symptoms of depression and help with finding positive solutions.
<b>TOTAL</b>	Add up the number of points in parentheses beside each checkbox you checked. If you scored 4 points or more, you may be at risk for falling. Discuss this brochure with your primary healthcare professional to find ways to reduce your risk.

For more information, please visit:  
• Parachute: <https://parachute.ca/seniorsfalls>  
• [OPTIONAL: If your organization has a fall prevention landing page, include it here, or delete]

**FALL PREVENTION MONTH**  
Let us see a fall to stay!

OPTIONAL: Replace with organization logo (or delete)



## Children’s falls infographic

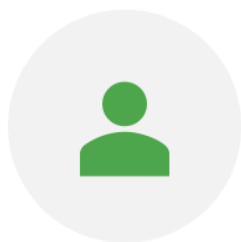
[This infographic](#) highlights Canadian statistics on falls in children aged 0 to 9 years. It can be shared with your networks and on social media to generate awareness during FPM and all year-round. Data for this infographic were supplied by the Public Health Agency of Canada from an upcoming report on falls among young children in Canada.

## Updated Fact Bank

The [Fact Bank](#) outlines provincial, national, and global fall-specific data and sources. This year’s Fact Bank was updated with key statistics from the upcoming report from the Public Health Agency of Canada mentioned above.

# Website Analytics

The campaign tracks website metrics using Google Analytics. Data was extracted for July 1 and Dec. 31, 2023 (unless otherwise stated) and compared against the comparable period of the previous year, when necessary. Data is applicable to both English and French sides of the FPM website.



**New users:**  
**29,391**



**Page views:**  
**100,803**



**Sessions:**  
**37,457**



**Engaged sessions:**  
**13,708**

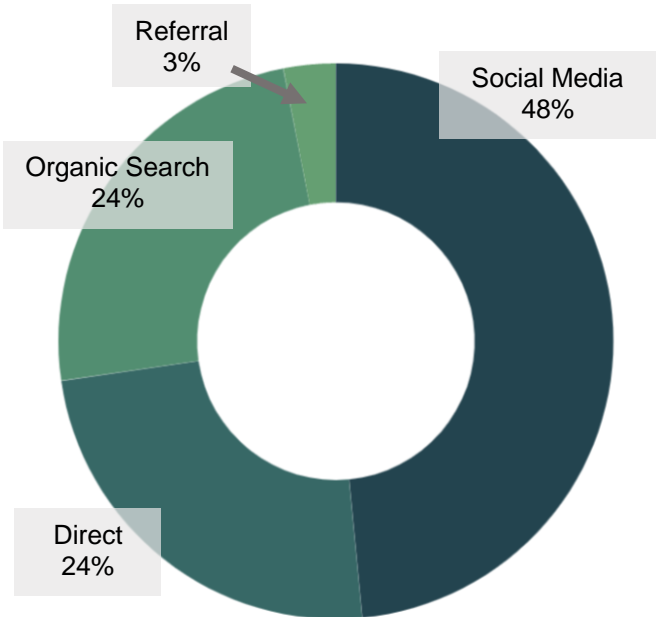
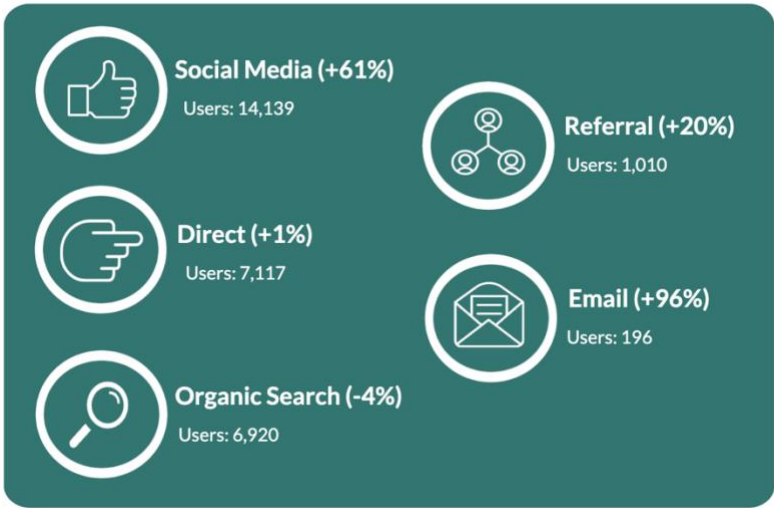
In 2023, the FPM website had more new users (↑26%), sessions (↑25%), and page views (↑23%) than in 2022. Thirty-seven per cent of sessions were classified as engaged (i.e., lasts longer than 10 seconds, or has at least two page views or screen views).

## Acquisition overview

Acquisition reports describe how people land on the FPM website. This year, most new users navigated to the website through organic social media (48%), directly (24%), or through organic search (24%).

In 2023, all acquisition channels saw an increase in new users, except organic search. See below for more details.

Acquisition Channel by New Users



## User overview

The number of total and new users of the FPM website increased from the previous campaign (↑26%). The top five countries with the highest number of new users during the campaign were Canada, United States, the United Kingdom, France and Australia.

**Total Users (2023): 29,486**  
**Total Users (2022): 23,598**

**92% of new users viewed the website in English (all countries)**

**Total New Users (2023): 29,391**  
**Total New Users (2022): 23,405**

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



### Parachute Website Analytics

Several FPM promotional materials drive users to Parachute's website since the resources there are for year-round use. Here are some key statistics on the fall-related pages on Parachute's website during the 2023 FPM campaign.

#### Pages for practitioners

##### Adult Falls Collection

- New users: 1,472 (1,366 EN + 106 FR)
- Page views: 4,112 (3,664 EN; 448 FR)

##### Child Falls Collection New users: 306 (301 EN; 5 FR)

- Page views: 693 (684 EN; 9 FR)

#### Pages for the public

##### Falls in Seniors

- New users: 3,854 (3,301 EN; 553 FR)
- Page views: 5,626 (4,866 EN; 760 FR)

##### Falls in Children

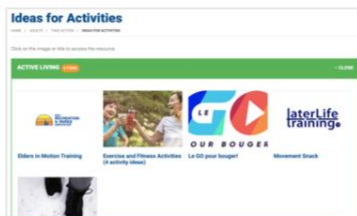
- New users: 6,950 (4,536 EN; 2,414 FR)
- Page views: 7,964 (5,328 EN; 2,636 FR)

## Resources accessed

The five FPM website pages with the highest number of page views are shown below.



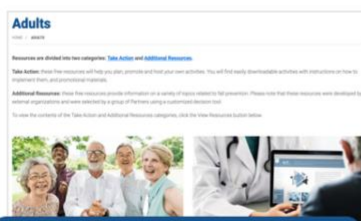
**FPM home page**  
33,955 page views



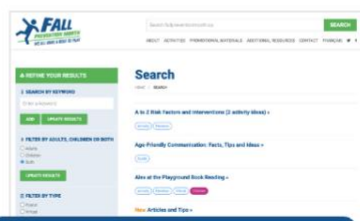
**Ideas for Activities (Adults)**  
8,075 page views



**Promotional Materials (Adults)**  
7,865 page views



**Adults landing page**  
7,107 page views



**Search page**  
3,524 page views

The five resources (i.e., Ideas for Activities and Promotional materials) with the highest number of page views are shown below.



**Move Improve Remove Posters**  
2,764 page views



**Spot the Hazards in a Room...**  
772 page views



**Finding Hazards in the Home**  
1,032 page views



**Branded Media Package**  
993 page views



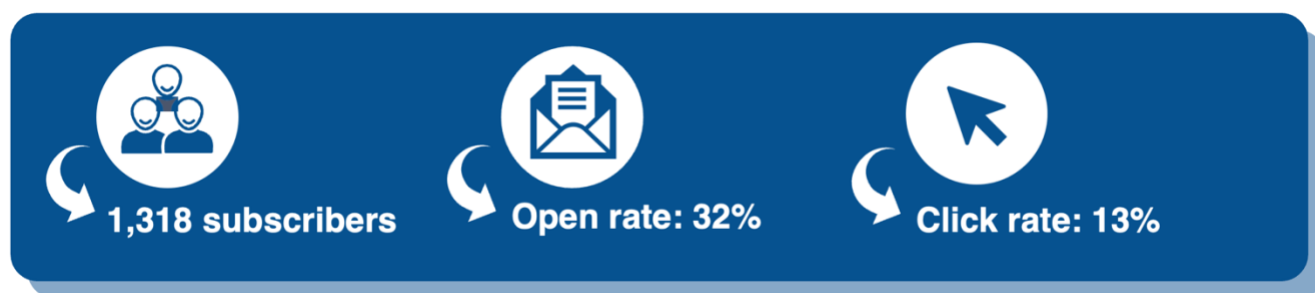
**Fall Prevention Trivia**  
713 page views

# Newsletter Analytics

The FPM newsletter is sent out regularly in the lead up to November each year and highlights campaign updates, new resources and tips for running a successful FPM campaign. Distribution of the newsletter began in July 2023 and ended in January 2024. Newsletters were available in both English and French. All newsletters are archived and [available on the FPM website](#).

Top newsletters	Click rate
1. <a href="#">New posters, self-assessment template and more!</a> 📢 – Sept. 12, 2023	39%
2. <a href="#">Important website changes + new posters in the works!</a> 📢 – Aug. 22, 2023	36%
3. <a href="#">ICYMI: new promotional tools for FPM!</a> 📢 – Sept. 26, 2023	8%

In 2023, the average open (32%) and click (13%) rates were above industry standards (open: 21.3%; click: 2.6%)<sup>6</sup>. The top three newsletters, based on click rate, are shown above.



# Social Media Analytics

Awareness of the FPM 2023 campaign was generated from several partners and ambassadors using FPM social media resources, official hashtags and by mentioning the FPM social media accounts. Here are only some of the excellent social media posts by our partners throughout November 2023. Search the official campaign hashtag (#FallPreventionMonthCA) on X (Twitter) and Facebook to see all the fantastic posts from our partners.



The two official campaign hashtags enabled campaign participation and contributed to fall prevention awareness. The total amount of social media impressions are shown below. Please note, due to changes in the way X (Twitter) manages their analytics, these figures may be lower than the actual amount achieved.

#MoveImproveRemove = 466,743 impressions  
#FallPreventionMonthCA = 574,748 impressions

Some of the top performing social media posts, based on people reached were from [Parachute \(157,633 people reached\)](#) and [Ottawa Public Health \(148,090 people reached\)](#).

This year, in addition to organic social media activity, we shared the new Move, Improve, Remove posters and children’s fall infographic as paid content on Meta (i.e., Facebook and Instagram). These ads were popular and the awareness growth that they provided was invaluable to the campaign. The ads garnered:

- 2,759,199 social media impressions
- 26,300 link clicks
- 792,863 people reached

The best performing paid posts by link clicks and impressions were: the English post ad targeted to seniors (12,430 link clicks) and the English ad targeted to parents (1,804,295 impressions).



Figure 1: French post targeting parents



Figure 2: English post targeting seniors

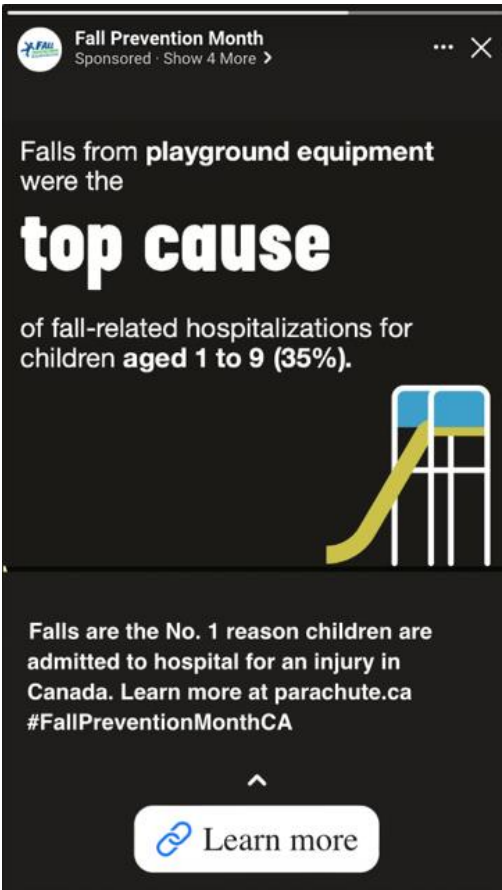


Figure 3: English post targeting parents

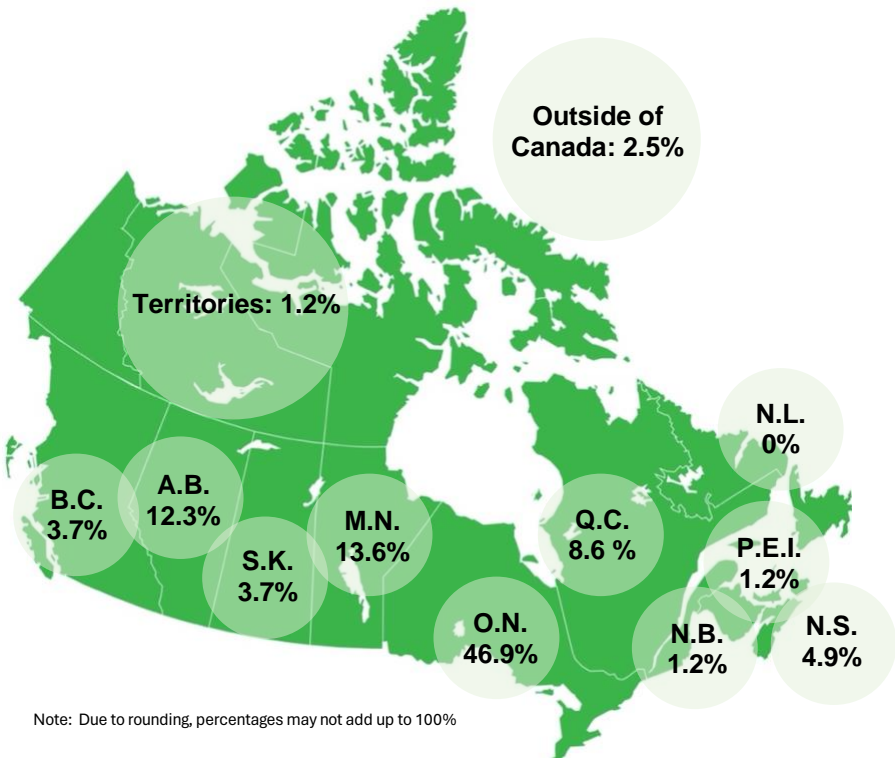
# Survey Findings

## Respondents

The FPM Evaluation survey was developed to understand the use, utility and effectiveness of the resources and activities provided on the FPM website. The survey was open from Nov. 28, 2023, to Jan. 31, 2024.

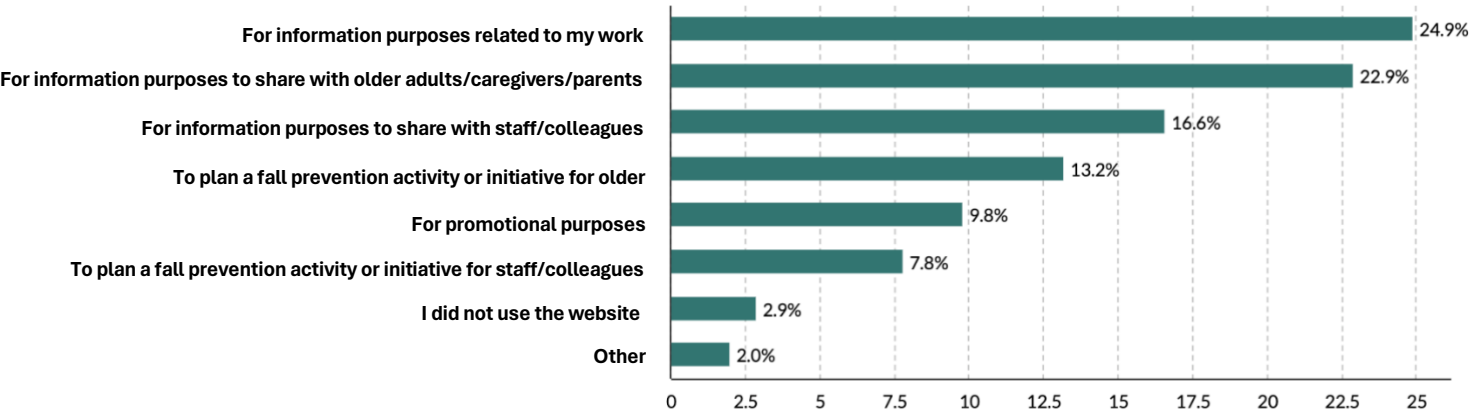
The survey received 81 responses (77 in English, four in French). The results reported are applicable to both the English and French sides of the FPM website.

Respondents were from across Canada but predominantly from Ontario, Manitoba and Alberta. The top sectors of employment selected by respondents were public health, rehabilitation and long-term care. Over half of respondents reported working in direct care to older adults (33%), program development and support (16%), and/or education (13%). One quarter of respondents reported ‘Other’ when reporting the role they play within their organization. When asked to specify, respondents often noted health promotion and coordination/administration as the best descriptor of their role within their organization.



## 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, to share with older adults, caregivers, or parents, or to share with staff or colleagues.



# Survey Findings

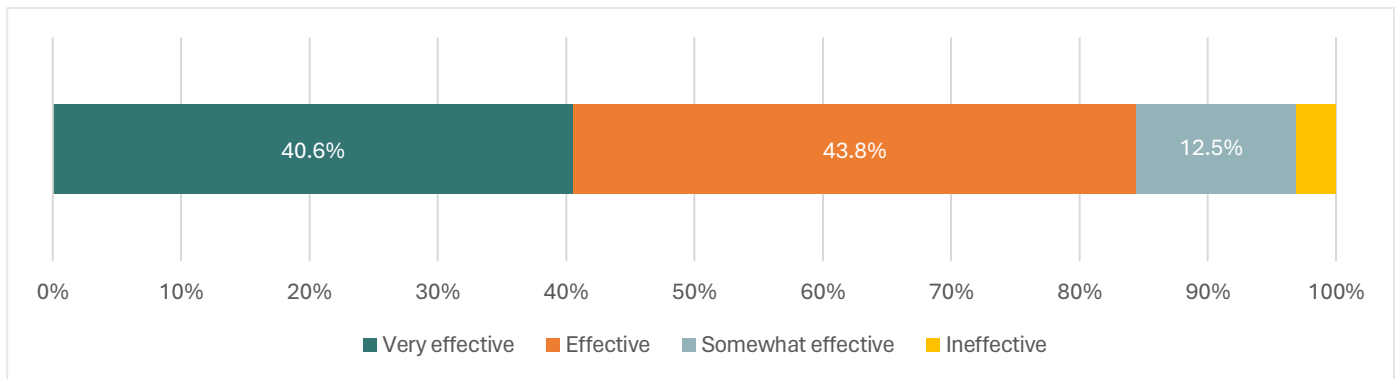
**44%**

hosted an activity or event

## FPM events and activities

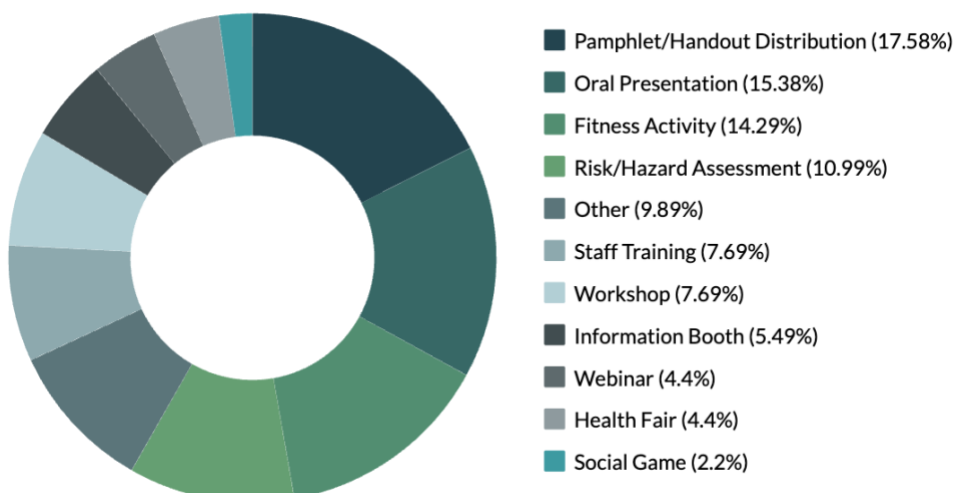
Of those who responded to the FPM 2023 evaluation survey, 44% hosted an activity or event either in person or virtually. When hosting the activity or event, 41% of respondents used the activities listed on the FPM website. Respondents used a range of activities, primarily the active living (24%), promotion and raising awareness (24%), and education activities for professionals and staff (21%). When asked to rate how effective or ineffective the FPM website was in helping respondents host an activity or event during FPM, most rated the website as either effective or very effective (shown below).

**How effective or ineffective was the FPM website in helping you host an activity or event during the FPM campaign?**



The primary target audience for activities or events hosted were older adults – at risk of falling (20%), older adults – general population (19%), and adults – at risk of falling (12%). Almost 20% of the activities/events offered during the FPM campaign were pamphlet/handout distribution. Other types of activities/events offered are shown below.

**What kind of activity or event did you offer during the FPM campaign?**



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 (43%); they were based on the demands and needs of older adults or parents of children (19%); and they had done this activity in the past (19%).

# Survey Findings

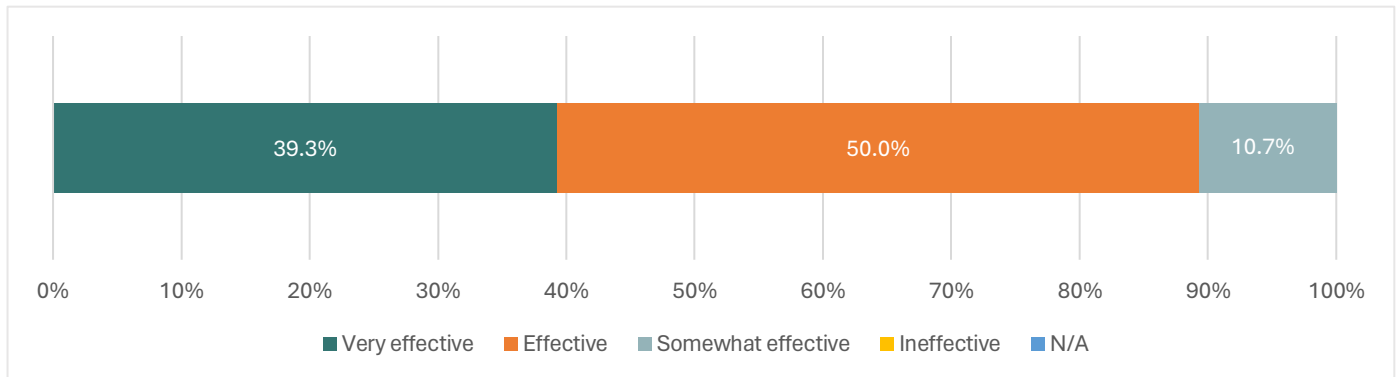
49%

promoted an activity or event

## FPM promotional materials

Of those who responded to the FPM 2023 evaluation survey, 49% promoted an activity or event. When promoting the activity or event, 74% of respondents used the promotional materials listed on the FPM website. Participants used a range of promotional materials including the new [Move, Improve, Remove](#) posters (21%), the [social media guide](#) (12%), [tip sheets](#) (12%), the [customizable 'Staying Independent Checklist'](#) (11%), the [branded media package](#) (9%), and the [Fact Bank](#) (7%). When asked to rate how effective or ineffective the promotional materials were in helping respondents promote an activity or event during FPM, nearly 90% of respondents indicated they were very effective or effective (shown below).

How effective or ineffective were the promotional materials in helping you promote an activity or event during the FPM campaign?

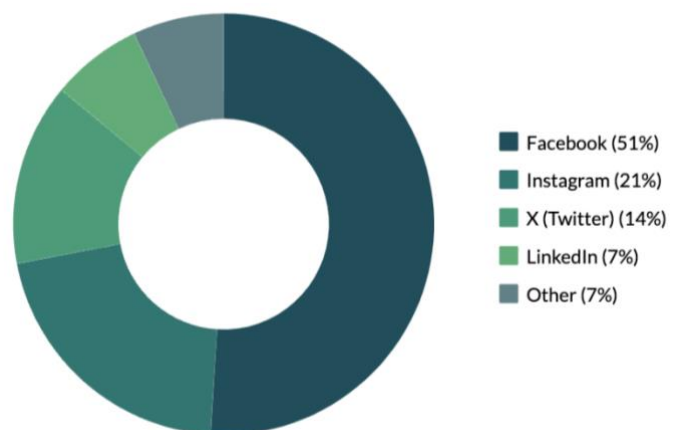


## Media coverage

Forty six per cent of respondents noted their event or activity had some form of media coverage, including social media (52%), newspaper (19%), radio (15%), and television (7%).

All survey respondents were asked whether they or their organization promoted FPM on social media, and 51% of respondents said 'yes'. When asked specifically about social media, the platforms most commonly used to promote FPM among respondents were Facebook (51%) and Instagram (21%) (shown on the right). Most respondents that indicated 'Other' specified their organization's organizational website.

What social media platform did you or your organization use to promote the FPM campaign?



## Other comments

When asked if respondents had any other comments about the FPM website and its content, many took the opportunity to share that the website is a great resource which is useful, informative and easy to understand. Respondents expressed their appreciation in having support and help in coming up with their own FPM messaging and activity ideas and appreciated that there was new content being added each year.

# Glossary

**Acquisition channel:** traffic channel through which users were acquired (e.g., social media, directly, organic search, etc.)

**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.

**Contributors:** Twitter users who have participated in either tweeting, retweeting or replying to the tweets mentioning a particular hashtag.

**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.

**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.

**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.

# References

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2. Public Health Agency of Canada. (2020). At-a-glance – Injury hospitalizations in Canada 2018/19. Retrieved from <https://www.canada.ca/en/public-health/services/reports-publications/health-promotion-chronic-disease-prevention-canada-research-policy-practice/vol-40-no-9-2020/injury-hospitalizations-canada-2018-2019.html>
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5. Canadian Institute for Health Information. (2021). Impact of COVID-19 on Accidental Falls in Canada. Retrieved from <https://www.cihi.ca/en/impact-of-covid-19-on-accidental-falls-in-canada>
6. MailChimp. (2022). 2022 Email Marketing Statistics and Benchmarks by Industry. Retrieved from <https://mailchimp.com/en-ca/resources/email-marketing-benchmarks/>