



Fall Prevention Month 2021 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 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 2021 campaign was supported by six 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:

- 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 data collected to evaluate each of the following campaign components:

1. The bilingual FPM website (see Website Analytics)
2. The FPM newsletters (see Newsletter Analytics)
3. Social media including the FPM Twitter account and Facebook page (see Social Media Analytics)
4. Promotional materials and ideas for activities for organizations and practitioners working to prevent falls among adults, older adults, and children (see Survey Results)
5. Additional resources for older adults, caregivers, parents, practitioners, and healthcare providers (see Survey Results)

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. Currently, 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 no-cost materials developed by external organizations that provide information on a variety of topics related to fall prevention and include practitioner resources, statistics and infographics, and information for parents, caregivers, among others.

Fall Prevention Month newsletter:

The [FPM 2021 campaign released a series of newsletters](#) providing information about campaign updates and tips for running a successful campaign. Twelve newsletters were released between August and November 2021. Like last 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 for 2021 were #PreventFallsCA, #FallPreventionMonthCA and #PreventionDesChutes.

What's new?

New infographics

Several new infographics were added to the FPM website in 2021:

- [Two infographics from Parachute](#) on the cost of falls to the healthcare system, the individuals, families and to communities affected. One infographic focuses on childhood falls, the other on older adults' falls. The infographics are available in French and English.
- Two infographics from the KITE Research Institute at University Health Network. One highlights [the importance of using KITE's lab-based testing](#) to determine footwear effectiveness on ice. The other highlights [what features to look for in a grab bar](#), and how and where to install it.
- [An infographic produced by the Canadian Association of Optometrists](#) that describes how changes in an individual's vision can increase the risk of a fall and outlines a number of strategies to prevent vision-related falls in older adults.



Promotional cartoons

In 2021, [six New Yorker-style cartoons](#) by Canadian artists Gary Holme and Marleah Stout on fall prevention topics were commissioned for the FPM 2021 campaign. These cartoons are available on the FPM website for anyone to use to raise awareness about falls in children and older adults.



New or updated data

There were also new or updated data-focused resources added to the FPM website this year: [Potential lost, potential for change: The Cost of Injury in Canada 2021](#) (Parachute, 2021), [Impact of COVID-19 on accidental falls in Canada](#) (CIHI, 2021), and an updated [Fact Bank](#). Two new sections were added to the Fact Bank in 2021, one focused on COVID-19 and falls, and another on the cost of falls.

New resources related to mobility aids

Other additions to the FPM website in 2021 were the [Safe Use of Mobility Aids Checklist \(SUMAC\)](#), for people with dementia who use a four-wheeled walker, developed by Dr. Susan Hunter PT PhD, and [new feature articles for older adults and their caregivers](#) on mobility aids by Marguerite Thomas and Dr. Susan Hunter.

Glossary

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

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.

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.

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 Aug. 1st and Dec. 31st, 2021 (unless otherwise stated) and compared against the same period of the previous year when necessary. Data is applicable to both English and French sides of the FPM website.



New users:
33,381



Unique page views: 65,064



Sessions:
39,438



Pages per session: 2.14



Average session duration: 1.1 min

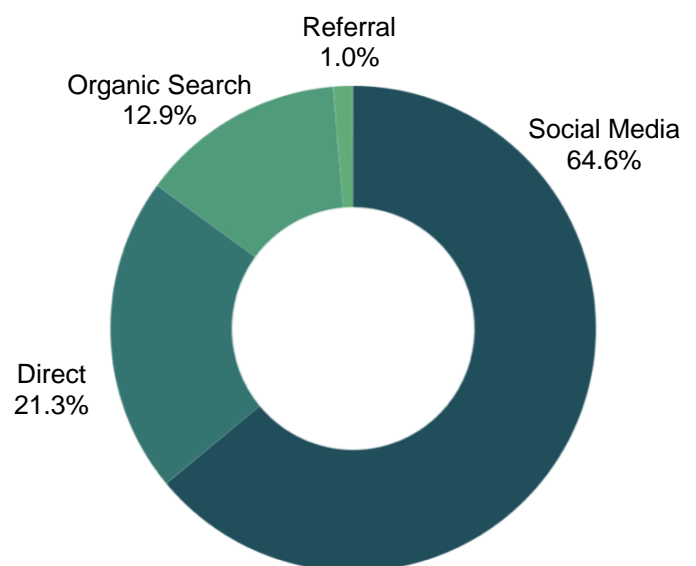
In 2021, the FPM website had increases in new users (↑223.6%), unique page views (↑61.61%), and sessions (↑167.0%), but decreases in pages per session (↓46.2%) and average session duration (↓62.0%).

Acquisition overview

Acquisition reports describe how people land on the FPM website. This year, most new users navigated to the website through social media (64.6%), directly (21.3%), or through organic search (12.9%).

In 2021, all acquisition channels saw an increase in new users except referral and email. All acquisition channels saw an increase in number of sessions by new users. This year, the proportion of new users who navigated to the website through social media was 10 times greater than FPM 2020 (64.6% vs. 6.5%).

Acquisition Channel by New Users



Website Analytics

User overview

The number of total and new users of the FPM website increased from the previous campaign. The top five countries with the highest number of new users during the campaign were Canada, United States of America, United Kingdom, China and France.

Total Users (2021): 33,381
Total Users (2020): 10,337

65% of new users viewed the website in English (all countries)

Total New Users (2021): 33,365
Total New Users (2020): 10,310

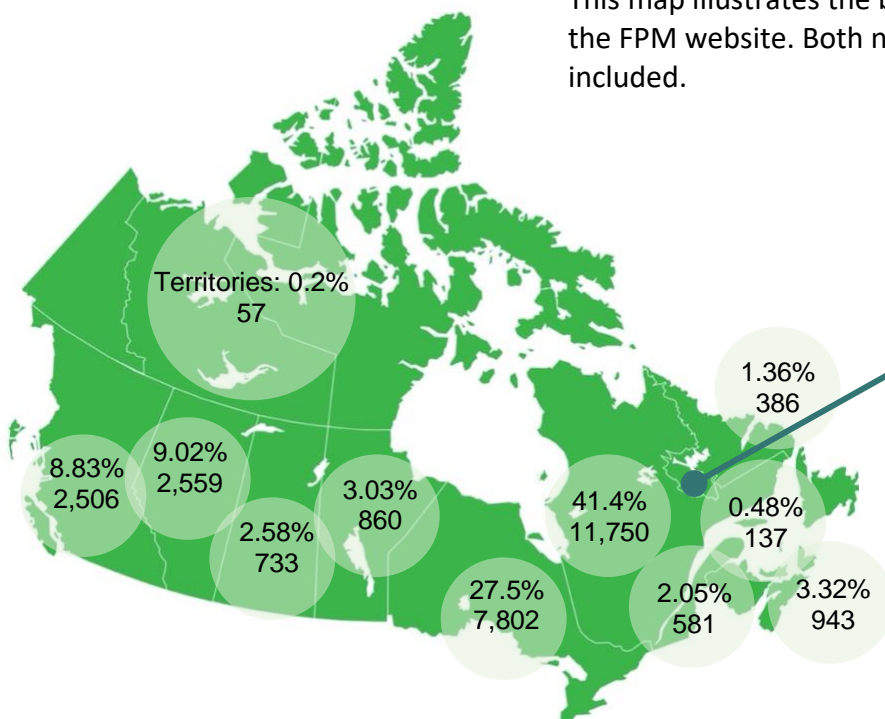
32% of new users viewed the website in French (all countries)

Note: language viewed information was not available for 3% of users



Breakdown of new Canadian users

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



Out of 28,370 new Canadian users – a 260% increase compared to last campaign – more than 40% were from Quebec. Quebec has surpassed Ontario as having the highest proportion of new users of the FPM website. Compared to FPM 2020, the number of new users increased in all provinces and territories.

Note: 56 new users did not have their location available

Website Analytics

User overview

The FPM webpages with the most page views are shown below. Compared to FPM 2020, several webpages had an increase in page views. Notably, the [FPM main page](#) (↑ 9.7%), the [Adults landing page](#) (↑ 9.2%), the [Adults Additional Resources page](#) (↑ 1.0%), the [About page](#) (↑ 14.8%), and the [Articles and Tips page](#) (↑ 205.8%) all had more page views compared to last year. Some FPM webpages did have fewer page views, including [Adults Promotional Materials page](#) (↓ 11.5%), [Adults Ideas for Activities page](#) (↓ 5.1%), [Information for Older Adults and Caregivers page](#) (↓ 20.1%), and [Adults Take Action page](#) (↓ 12.0%).



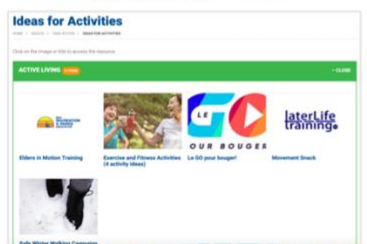
FPM main page



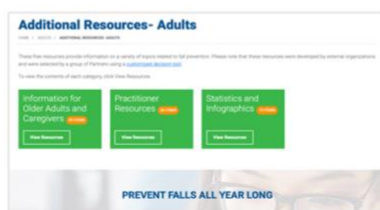
Adults landing page



Promotional Materials (Adults)



Ideas for Activities (Adults)



Additional Resources (Adults)

Unique page views:
 FPM main page: 13,624
 Adults landing page: 3,840
 Promotional Materials (Adults): 3,382
 Ideas for Activities (Adults): 2,617
 Additional Resources (Adults): 2,079

Resources accessed

The top 10 Promotional Materials, Ideas for Activities and/or Additional Resources with the highest number of unique page views are included in the table on the right. Per cent change from FPM 2020 is also included. Overall, the Additional Resources landing page (↑ 3.4%) had more unique page views compared to FPM 2020. While the Promotional Materials (↓ 4.5%) and Ideas for Activities (↓ 4.8%) landing pages had fewer unique page views, many promotional materials and ideas for activities pages were the most visited. This is because many people navigated to these pages directly from FPM social media posts.

Resource	Unique page views (% change)
Child Falls by Ottawa Public Health	1,062 (+13,175%*)
Articles and Tips	824 (+231%)
Social Media Resources	654 (+26%)
Branded Media Package	642 (-18%)
Finding Hazards in the Home	636 (+158%)
Safe Winter Walking Campaign	611 (-30%)
Rate My Treads	539 (+113%)
Preventing Vision Related Falls in Older Adults	525 (N/A)
Fact Bank	465 (+31%)
Jeopardy	383 (+68%)

*This webpage was featured in a tweet from the FPM Twitter account that received over 12,000 social media impressions.

Newsletter Analytics

The FPM newsletter is sent out regularly in the lead up to November each year and highlights campaign updates and tips for running a successful FPM campaign.

Distribution of the newsletter began in August 2021 and ended in January 2022. Not including reminders to participate in the campaign evaluation survey, 12 newsletters were disseminated during the campaign. Like last year, the newsletters were available in both English and French.

The first newsletter, sent at the end of August, kicked off the campaign. Over the next eight weeks, 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, and intergenerational, along with Indigenous and Francophone communities. Tips for engaging the media, building their social media presence, and maximizing impact were also shared. Newsletters also highlighted new and updated resources available on the FPM website like new data related to falls, visual tools to illustrate the impact of falls and fall-related injuries, and articles on various fall-related topics. In November, there were three newsletters that shared upcoming FPM events and new resources like infographics on safe winter footwear and grab bars, and promotional cartoons on fall prevention topics to generate awareness in an increasingly online climate. November newsletters also highlighted the successes of the campaign, tips for participating in fall prevention all year long and discussed campaign evaluation efforts.



1,422 subscribers



Average click rate: 3.6%



Average open rate: 19.1%

Top 5 Newsletters	Click rate
Fall Prevention Month 2021 Has Officially Begun! (Nov 2, 2021)	9.1%
2021 Feature Articles And The SUMAC Assessment Tool (Sept 7, 2021)	7.6%
We're More Than Halfway Into Fall Prevention Month! (Nov 16, 2021)	7.2%
Branded Media Package, Posters/Postcards + Generic FPM Presentation (Oct 5, 2021)	6.5%
Adult Activities (Sept 14, 2021)	6.2%

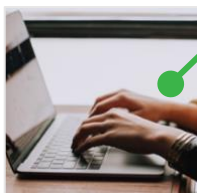
2021 highlights

The [final newsletter on Nov. 30th, 2021](#) outlined the many successes of the FPM 2021 campaign, including, but not limited to:

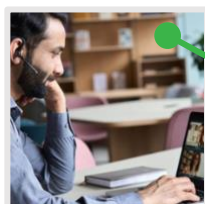


Strong social media presence:

In November, posts by the FPM Facebook page reached more than 370,317 people and there were 396 page visits. On Twitter, there were more than 11,300 profile visits, 67,000 Tweet impressions, and 77 mentions.



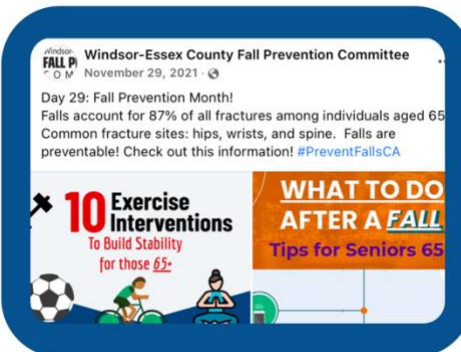
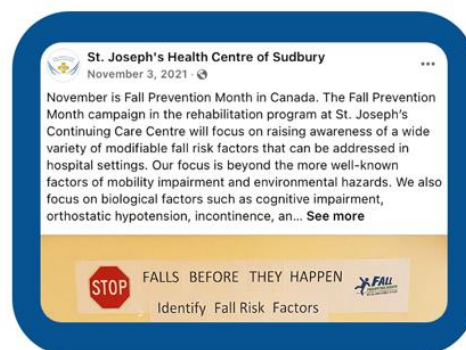
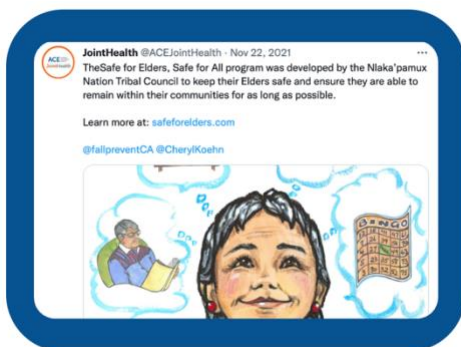
New and updated resources: Several new and updated resources were added to the FPM website to make it easier for Canadians to take action. Some of these resources include but are not limited to: ready-to-use articles on mobility aids, the Fact Bank, promotional cartoons, and infographics on topics such as vision, grab bars, and winter footwear.



Media attention: The FPM campaign had media coverage from many local and national outlets including Huron Perth Boomers, FADOQ— federation of francophone older adults, Muskoka Life Magazine, Muskoka Seniors Magazine, Connect FM Edmonton, Active Aging Canada, CTV News, Hospital News, CHIP 101.9, among many others.

Social Media Analytics

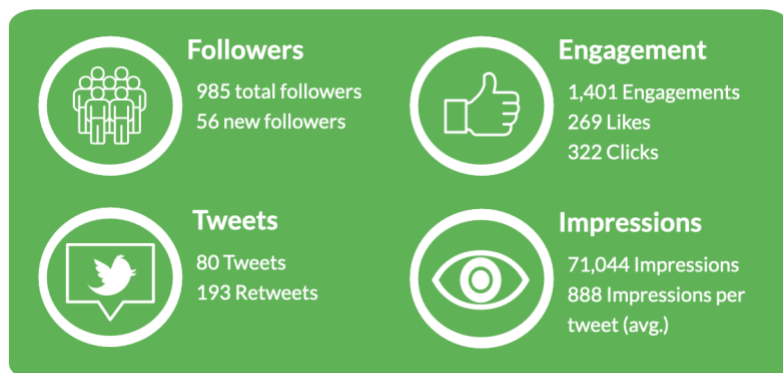
The FPM 2021 campaign's awareness was generated from several partners and ambassadors using FPM social media resources, official hashtags and by mentioning the FPM social media accounts. This page showcases only some of the excellent social media posts by partners and ambassadors throughout November 2021.



Social Media Analytics

Twitter

The FPM Twitter account performed extremely well during the FPM 2021 campaign and better than 2020 in many of the annually reported metrics (see below). This year's total followers, engagement, retweets and impressions surpassed the FPM 2020 metrics. Compared to FPM 2020, there were three fewer tweets and five fewer new followers during the month of November.



Hashtag Analysis

In 2021, the official FPM campaign hashtags (English), #PreventFallsCA and #FallPreventionMonthCA, performed extremely well compared to previous campaigns. Metrics for the French hashtag, #PreventionDesChutes, were not collected for the 2021 campaign.

#PreventFallsCA	#FallPreventionMonthCA
<ul style="list-style-type: none"> 1,869,204 impressions 590 tweets 263 contributors 997,439 reach 	<ul style="list-style-type: none"> 3,214,423 impressions 760 tweets 339 contributors 2,056,451 reach

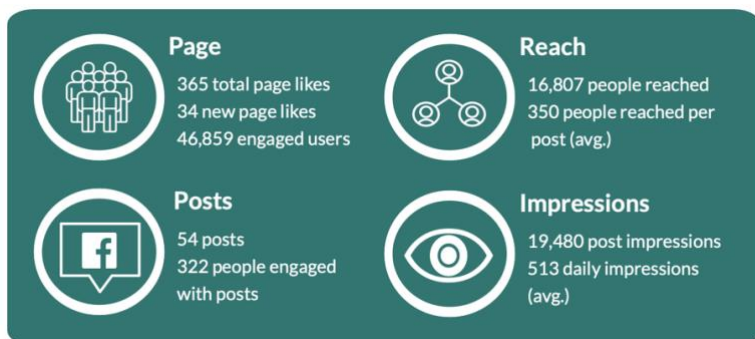
Top Tweets



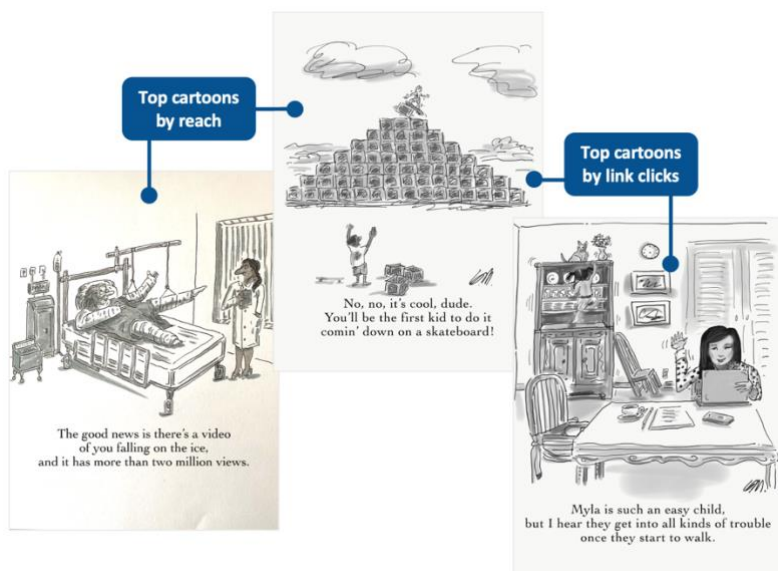
Social Media Analytics

Facebook

The FPM Facebook account performed very well during the FPM 2021 campaign and better than 2020 in many of the annually reported metrics (see below). This year's total page likes, engaged users, reach, and impressions surpassed the FPM 2020 metrics. Compared to FPM 2020, there were 17 fewer posts, and 32 fewer new page likes.



This year, in addition to its organic Facebook activity, FPM shared the New Yorker style cartoons (see What's New? section) as paid content on Facebook and Instagram. These ads performed very well and the awareness growth that they provided were invaluable to the campaign. The ads garnered 32,107 link clicks and 2,122,700 social media impressions. Below are the best performing ads by link clicks and reach.



Top Posts

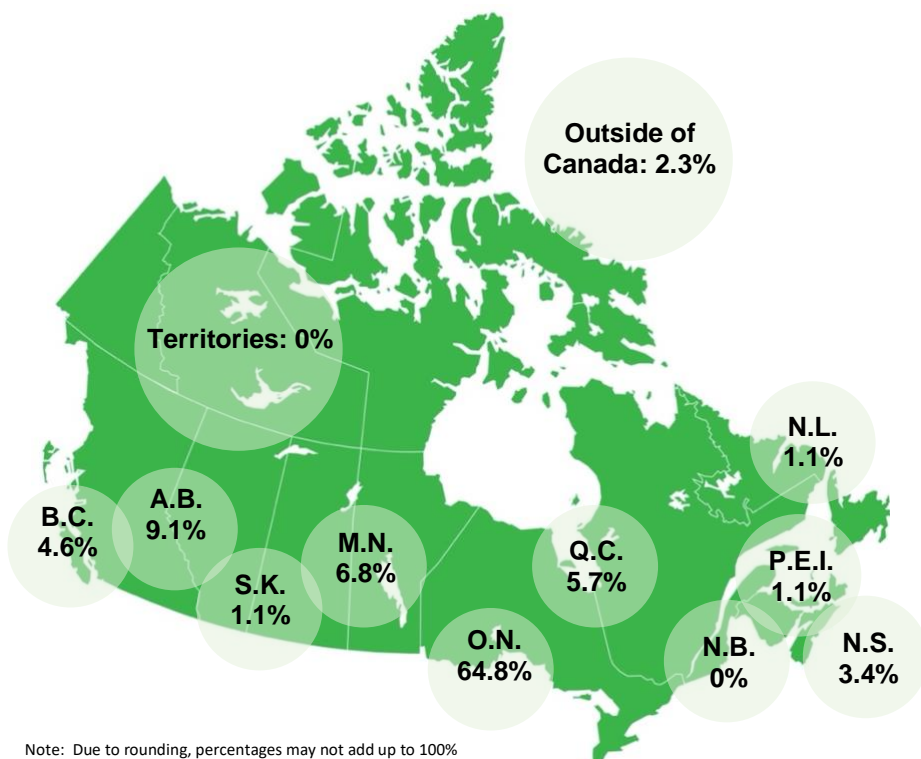


Survey Findings

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. 30th, 2021, to Jan. 24th, 2022.

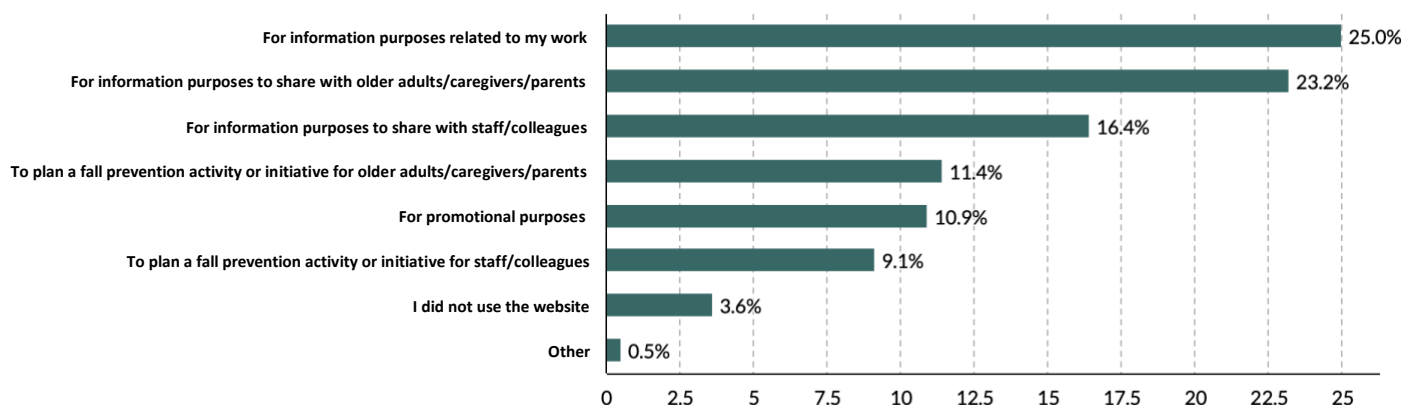
The survey received 77 responses (73 in English, four in French), which is the highest number of responses received for any FPM evaluation survey to date (65 in 2017; 66 in 2018; 62 in 2019; 51 responses in 2020). The results reported are applicable to both the English and French sides of the FPM website.



Respondents were from across Canada but predominantly from Ontario. There were no respondents from the territories. The top sectors of employment selected by respondents were home care, long-term care, rehabilitation, and public health. More than 65% reported working in direct care to older adults (35.6%), middle management (11.5%), education (9.2%), and program development and support (9%).

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

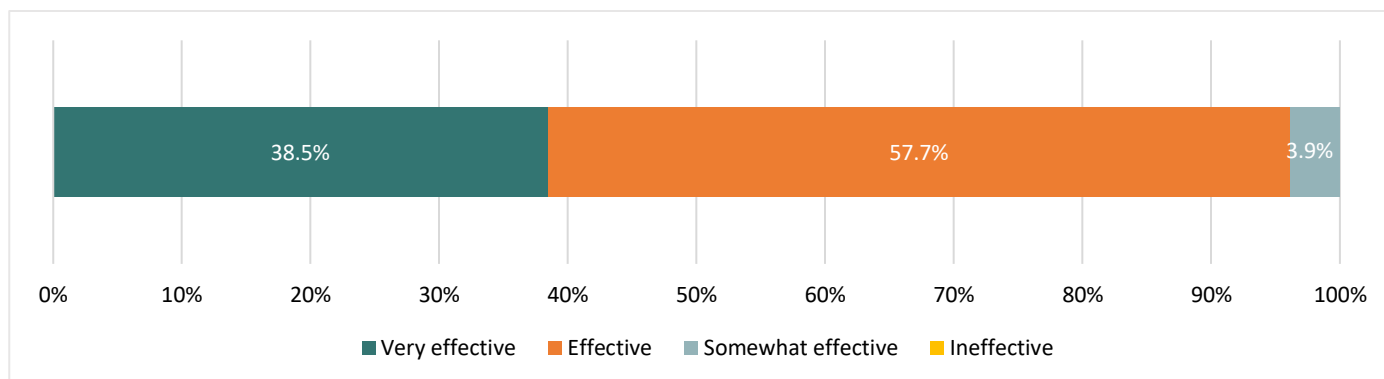
FPM activities

32%

hosted an activity or event

Of those who responded to the FPM 2021 evaluation survey, 32.1% hosted an activity or event either in person or virtually. When hosting the activity or event, 55.6% of respondents used the activities listed on the FPM website. Respondents used a range of activities, primarily the active living (27.0%), promotion and raising awareness (24%), and education for professionals and staff activities (21.6%). When asked to rate how effective or ineffective the FPM website was in helping respondents host an activity or event during FPM, most rated each activity as either effective or very effective (shown below).

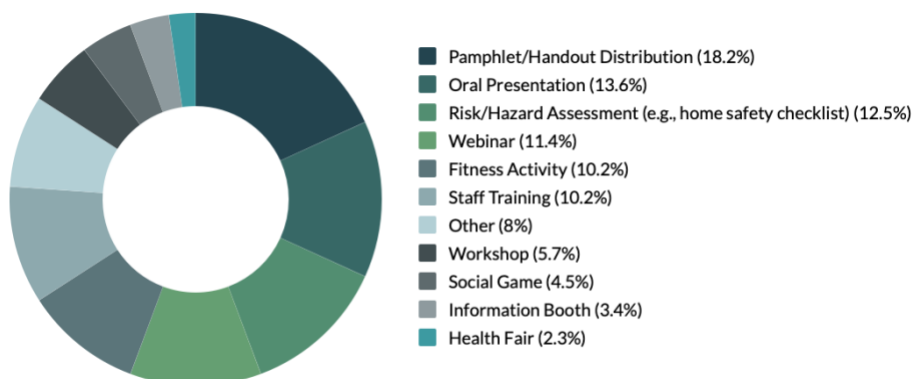
How effective or ineffective was the FPM website in helping you host an activity or event during the FPM campaign?



Like last year, instructions were provided to run 20 activities in a virtual setting. Almost 70% 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 older adults – at risk of falling (22.0%), older adults – general population (17.6%), adults – at risk of falling (13.2%), families/caregivers (12.1%), and work colleagues (12.1%). Almost 20% of the activities/events offered during the FPM campaign fell under pamphlet/handout distribution. Other types of activities/events offered are shown below. Respondents noted

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



that the main reasons for selecting these types of activities/events were because they are the most effective way to reach the target audience (39.5%); they were the only option given the current pandemic restrictions (18.6%); and they were based on the demands and needs of older adults or parents of children (18.6%).

Survey Findings

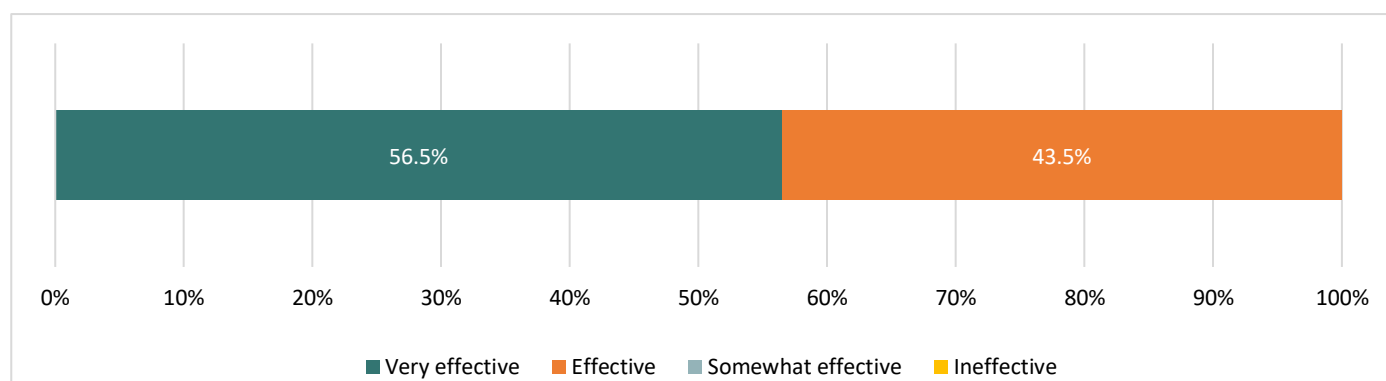
FPM promotional materials

39%

promoted an activity or event

Of those who responded to the FPM 2021 evaluation survey, 38.6% promoted an activity or event. When promoting the activity or event, 75.0% of respondents used the promotional materials listed on the FPM website. Participants used a range of promotional materials including tip sheets (20.8%), postcards, posters and presentations (18.2%), social media resources (15.6%), the Fact Bank (14.3%), and the media package (14.3%). When asked to rate how effective or ineffective the promotional materials in helping respondents promote an activity or event during FPM, most rated each as either 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?

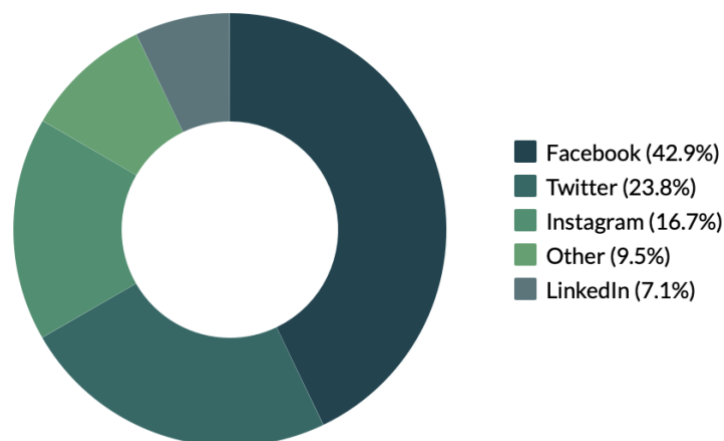


Media coverage

Forty-two per cent of respondents noted their event or activity had some form of media coverage, including social media (56.5%), newspaper (13.0%), television (13.0%), and radio (8.7%).

All survey respondents were asked whether they or their organization promoted FPM on social media, and 68.8% of respondents said 'yes'. When asked specifically about social media, the platforms most commonly used to promote FPM among respondents were Facebook (42.9%) and Twitter (23.8%) (shown on the right).

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



Survey Findings

FPM additional resources

56%

used an
additional
resource

Of those who responded to the FPM 2021 evaluation survey, 55.6% consulted the additional resources available on the FPM website (e.g. statistics and infographics, practitioner resources, etc.). The resources that respondents noted most when asked what additional resources they 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
- Fall prevention interventions
- Additional infographics
- Videos of personal stories

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

Additional resources used

Practitioner Resources (did not specify)

Caregiver Resources (did not specify)

Infographics (did not specify)

Fact Bank / Provincial Statistics

COVID-19 and Falls report

Finding Balance Alberta

Staying Independent Checklist

Brittlestar and His Mom - Fall Prevention Videos

Rate My Tread / Winter Footwear resources

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.

References

1. 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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3. Parachute. (2021). Potential Lost, Potential for Change: The Cost of Injury in Canada 2021. Retrieved from <https://parachute.ca/en/professional-resource/cost-of-injury-in-canada/costofinjury>
4. 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>