



Fall Prevention Month 2022 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. [See the FPM website for a full list.](#)

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 www.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 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. The FPM Twitter account and Facebook page (see [Social Media Analytics](#))
4. Ideas for activities and promotional materials for organizations and practitioners working to prevent falls among adults, older adults, and children (see [Survey Findings](#))
5. Additional resources for older adults, caregivers, parents, and practitioners (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. Currently, the resources are divided into three categories: activities, promotional materials, and additional resources. Users have access to the ideas for activities to plan their own activities/events and the 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. 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 older adults, parents, caregivers, and others.

Fall Prevention Month newsletter

The [FPM campaign releases a series of newsletters](#) providing information about campaign updates and tips for running a successful campaign. Eight newsletters were released between September and November 2022. Similar to FPM 2020 and 2021, 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 2022 were #PreventFallsCA, #FallPreventionMonthCA and #PreventionDesChutes.

What's new?

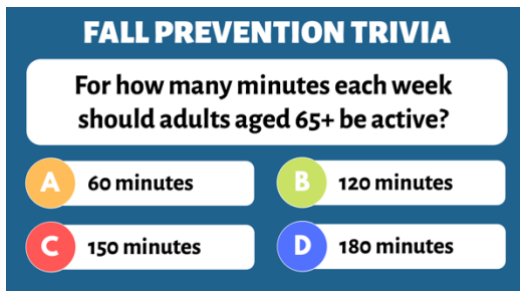
Updated social media guide

The [FPM social media guide](#) had several updates or new additions leading up to the 2022 campaign, including:

- New ready-to-share social media posts.
- New ready-to-share graphics. This year, we added images focused on traumatic brain injuries and falls, impaired vision and falls, and home modifications to maintain independence.
- New 'How to cause a fall' videos. These short, bilingual videos feature actor Brian Tree, for many years a member of the Stratford Festival company. The videos demonstrate fall risks using an engaging "silent movie" style to attract attention to fall prevention messaging on social media and other channels.



New ideas for activities



Some new ideas for activities that were added to the FPM website were: recordings and discussion questions from [Parachute's 'For Seniors, By Seniors: Community Conversations'](#) series as a new way to engage older adults and [fall prevention trivia cards](#). These cards provide information about preventing falls and injuries in both adults and children and can be used in several different ways (e.g., waiting room screens, in presentations, on websites, etc.).

New or updated data and guidelines

There were also new or updated data-focused resources added to the FPM website this year: the [Surveillance report on falls among older adults in Canada](#) (Public Health Agency of Canada) and an updated [Fact Bank](#). After their release in September 2022, the ['World Guidelines for Falls Prevention and Management for Older Adults: A Global Initiative'](#) were added to the FPM website. Another new guideline added to the FPM website was Active Aging Canada's [Physical Activity for Older Adults resource](#) which is inspired by the World Falls Guidelines.



Education modules and workshops

Fall prevention training modules by [Alberta Health Services](#) and [Toronto Public Health](#) were added to the FPM website, along with the KITE-Toronto Rehabilitation's [Reactive Balance Training Toolkit \(Rebal Kit\)](#) and Active Aging Canada's [Healthy Living Workshop](#).



Population and community specific resources

In addition to the previously added resources specific to Indigenous communities, webinars and video series from [Arthritis Research Canada](#), [Osteoporosis Canada](#) and [Parkinson Society](#) were added to the FPM website in 2022.



Other new resources

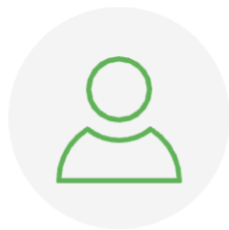
Other additions to the FPM website in 2022 were the Saskatchewan Health Authority's ['Child Safety: Preventing Falls' webpage](#), Sinai Geriatrics' ['Preventing Falls at Home' resource](#) and [three articles](#) focused on the less common risks for fall-related injury – water, heat, and oral health.

Website Analytics

The campaign tracks website metrics using Google Analytics. Data was extracted for Sept. 1 and Dec. 31, 2022 (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:
23,405



Unique page views: 81,756



Sessions:
29,953



Pages per session: 2.73



Average session duration: 1.3 min

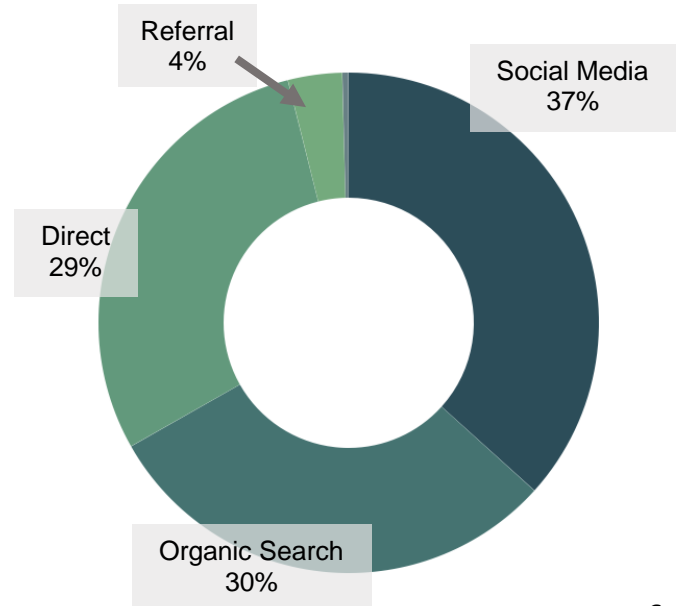
In 2022, the FPM website had fewer new users (↓30%) and sessions (↓21%), but more page views (↑2%), number of sessions per user (↑8%), pages per session (↑30%), and average session duration (↑42%). The bounce rate (i.e., the percentage of single-page sessions in which there was no interaction with the page) also decreased (↓14%).

Acquisition overview

Acquisition reports describe how people land on the FPM website. This year, most new users navigated to the website through social media (37%), organic search (30%), or directly (29%).

In 2022, all acquisition channels saw an increase in new users and number of sessions, except social media. This may be due to higher social media impressions and link clicks by FPM's 2021 paid Facebook content. See below for more details.

Acquisition Channel by New Users



Website Analytics

User overview

The number of total and new users of the FPM website decreased from the previous campaign (↓27%). The top five countries with the highest number of new users during the campaign were Canada, United States, Germany, Spain, and the United Kingdom.

Total Users (2022): 23,598
Total Users (2021): 32,423

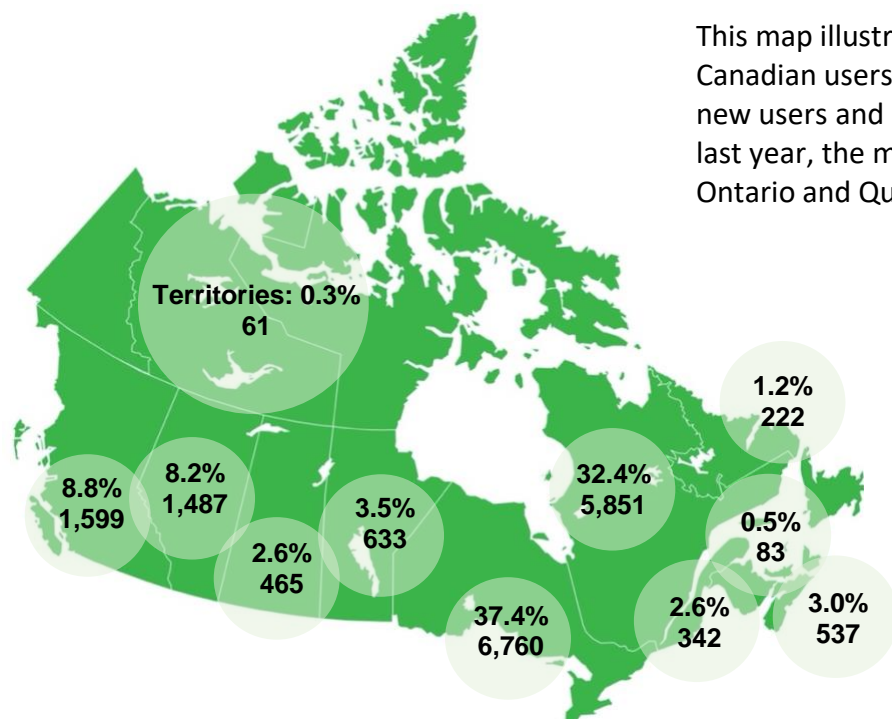
78% of new users viewed the website in English (all countries)

Total New Users (2022): 23,405
Total New Users (2021): 32,371

20% of new users viewed the website in French (all countries)



Breakdown of new Canadian users



This map illustrates the breakdown of all new Canadian users of the FPM website. Both number of new users and percentage of total are included. Like last year, the majority of new users (70%) are from Ontario and Quebec.

Note: 44 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 2021, several webpages had an increase in page views. Notably, the [Adults landing page](#) (↑ 42.9%), the [Rate My Treads resource page](#) (↑ 496.5%), the [Adults Promotional Materials page](#) (↑ 34.1%), the [Adults Ideas for Activities page](#) (↑ 59.1%), the [Adults Additional Resources page](#) (↑ 23.3%), and the [Social Media Guide](#) (↑ 1.15%). Some FPM webpages did have fewer page views, including the [FPM homepage](#) (↓ 5.0%) and the [About page](#). (↓ 3.0%).

Resources accessed

Unique page views:
 FPM homepage: 12,096
 Adults landing page: 5,180
 Rate My Treads resource page: 5,094
 Promotional Materials (Adults): 4,286
 Ideas for Activities (Adults): 3,776

The top 10 Promotional Materials, Ideas for Activities and/or Additional Resources with the highest number of pageviews are included in the table on the right. Per cent change from FPM 2021 is also included. Overall, the Promotional Materials (↑ 36%), Ideas for Activities (↑ 71%), and Additional Resources (↑ 23%) landing pages had more unique page views compared to FPM 2021.

Resource	Unique pageviews (% change)
Rate My Treads (Additional Resource)	3,290 (+517.3%)
Social Media Guide (Promotional Material)	608 (-4.3%)
Branded Media Package (Promotional Material)	626 (+2.3%)
Finding Hazards in the Home (Activity)	555 (-2.3%)
Articles and Tips (Promotional Material)	484 (-39.0%)
Jeopardy (Activity)	374 (+16.2%)
Fact Bank (Promotional Material)	383 (-15.8%)
Fear of Falling article (Promotional Material)	361 (+8.1%)
Fall Prevention Trivia (Activity)	314 (N/A)
Spot the Hazards (Activity)	335 (+65.8%)

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 September 2022 and ended in January 2023. Like the last two years, the newsletters were available in both English and French. All newsletters are archived and [available on the FPM website](#).

In 2022, the average open (27%) and click (19%) rates increased from the previous year and are above industry standards (open: 21.3%; click: 2.6%)⁶.

The first newsletter, sent at the end of September, kicked off the campaign. Over the next five weeks, each week's newsletter focused on equipping recipients with ideas for hosting an activity or event during FPM, promotional materials to build their social media and online presence, and new and updated resources available on the FPM website to make it easier for Canadians to take action to prevent falls and fall-related injuries. In November, there were three newsletters that shared upcoming FPM events and new resources like promotional videos 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.



1,388 subscribers



Average click rate: 19%



Average open rate: 27%

Top 5 Newsletters	Click rate
Need shareable content for FPM? We've got you covered 🙌 (Ready to share graphics and posts) – Oct. 11, 2022	15.4%
It's here! Fall Prevention Month has begun! 📣 (Official FPM kick-off) – Nov. 1, 2022	11.0%
New articles for you and an updated fact bank 📖 (New shareable articles and fact bank updates) – Oct. 4, 2022	7.7%
Looking for activity ideas for FPM? Check these out... 🙌 (Ideas for activities) - Oct 18, 2022	7.4%
Fall Prevention Month is one week away! 📣 (New 'Additional Resources' added) – Oct. 25, 2022	7.2%

2022 highlights

The [final newsletter on Nov. 29](#) outlined the successes of the 2022 campaign, including, but not limited to:



Strong social media presence: In November, posts by the Fall Prevention Month Facebook page reached over 115,000 people and had over 29,000 engagements (likes, comments, shares etc.). On Twitter, there were over 27,000 Tweet impressions, 280 Likes and 122 Retweets.



New and updated resources: Several new and updated resources were added to our website to make it easier for Canadians to take action this Fall Prevention Month. Some of these resources include but are not limited to an updated social media guide with ready to share social graphics and text, and downloadable promotional videos, new feature articles for use, an updated Fact Bank, and several new resources from external organizations like the Public Health Agency of Canada, Active Aging Canada, Osteoporosis Canada, Sinai Geriatrics, National Institute on Ageing, Arthritis Research Canada and the KITE Research Institute.

Social Media Analytics

Awareness of the FPM 2022 campaign 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 throughout November 2022.

AGE-WELL NCE Inc. @AGEWELL_NCE - Nov 1, 2022
 Did you know that November is #FallPreventionMonthCA? In our next webinar, panelists will explore how technology is giving researchers a clearer understanding of why older adults fall, and what can be done to prevent it. #PreventFallsCA 🙌

Register here:
agewell-nce.ca/event/age-well...

AGEWELL
 AGE-WELL Public Webinar Series
 How Technology Can Help to Address the Problem of Falling
 November 23, 2022 @ 1:00 - 2:00 PM EDT



LaFAAFC @FAAFC.ca - Nov 1, 2022
 Novembre, c'est le mois de la #préventiondeschutes! Au cours du mois, des capsules informatives, concernant les chutes chez les aînés, seront publiées sur les réseaux sociaux de la FAAFC. Restez à l'affût et #RestezEnEquilibre avec la FAAFC. 🍂

faafc.ca/ressources/gr...

MOIS DE LA PRÉVENTION DES CHUTES!



The National Institute on Aging (NIA) @NIHaging
 #Falls can be caused by a variety of factors, such as health conditions or changes in eyesight and #balance. However, there are steps you can take to help prevent falls. Learn more: go.nia.nih.gov/3Di1nml

Six Tips To Help Prevent Falls
 More than one in four people age 65 years or older fall each year, yet many falls can be prevented.

- Talk with your health care provider about medication side effects.
- Make your home safer by using night lights, installing grab bars in the bathroom, and securing carpet to the floor.
- Stand up slowly to avoid dizziness.



EHS @EHS.NS - Nov 2, 2022
 Using a variety of assistive devices can help prevent falls inside and outside your home. #PreventFallsCA

REMEMBER: THE ONLY THING WE WANT FALLING IS THE LEAVES

0:05 93 views



SMDHU @SMDhealthunit
 Preventing a fall in older adults is complex. Not only do we need to make the environment safe, but we need to make sure that the individual is in optimal health, physically, mentally and socially. Learn more at bit.ly/3tPwGZ

#PreventFallsCA #FallPreventionMonthCA



Ontario Seniors @SeniorsON
 Exercise and falls prevention programs help seniors stay safe, healthy, active and mobile. If you are 65 years old or older, you can join these FREE falls prevention and exercise classes offered in your community.

ontario.ca/page/exercise-...

#PreventFalls #StaySafe



Parachute @parachutecanada
 It's #FallPreventionMonthCA & our #PoppingTheBubbleWrap podcast Episode 5 - #FallProofYourHome is now out! Listen to learn how to prevent falls that can cause serious injuries parachute.ca/en/program/pop... #PreventFallsCA #TurnSafetyOn

POPPING the BUBBLE



Surrey-North Delta Meals on Wheels @sndmow
 November in Fall Prevention Month! The first step to preventing falls is AWARENESS...

#surreynorthdeltamealsonwheels #sndmow #surreybc #seniors #nutritiousmeals #morethanjustameal #FallPreventionMonth #Awareness

SENIORS' FALL FACTS

FALLS ARE THE LEADING CAUSE OF INJURY AMONG AGING ADULTS IN CANADA. AWARENESS IS THE FIRST STEP TO PREVENTION!



Santé Montréal @santemontreal
 Saviez-vous que les #chutes sont la première cause de blessure chez les personnes de 65 ans et plus? Novembre est le mois de la prévention des chutes, profitez-en pour en savoir plus sur nos conseils: santemontreal.qc.ca/prevention-chu...

Translate Tweet



Health Canada and PHAC @GovCanHealth
 More than 1.6 million older adults fall every year, with about half of them suffering serious injuries.

Learn more about how you can prevent falls and injuries here:
ow.ly/ZRUJ50Lpx0X

#FallPreventionMonth



BSEO Santé publique @BSEO_tweet
 Assurez-vous que l'éclairage soit assez bon pour bien voir toutes les marches, les paliers et les corridors de l'escalier, surtout le soir. Ne manquez pas d'autres conseils pratiques pour prévenir les chutes!

#PreventiondesChutes

Translate Tweet



Social Media Analytics

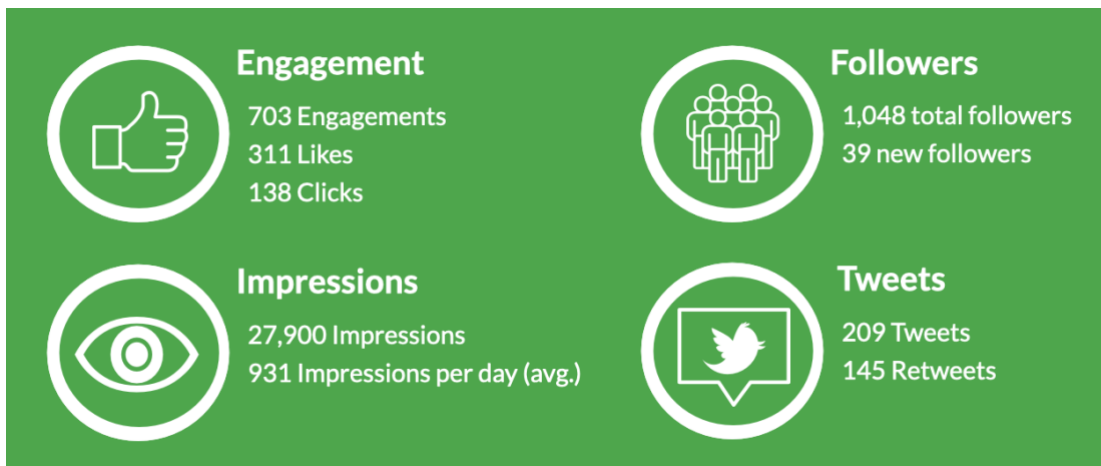
Twitter

The FPM Twitter account performed very well during FPM 2022 (see various metrics below). This year's total followers, total tweets, and likes surpassed the FPM 2021 metrics.

Top Tweets



General Metrics



Hashtag Analysis

#PreventFallsCA	#FallPreventionMonthCA	#PreventionDesChutes
<ul style="list-style-type: none"> 2,166,544 impressions 807 tweets 222 contributors 	<ul style="list-style-type: none"> 2,615,156 impressions 836 tweets 250 contributors 	<ul style="list-style-type: none"> 210,494 impressions 117 tweets 41 contributors

Social Media Analytics

Facebook

The FPM Facebook account also performed well during the FPM 2022 campaign (see below).

Top Tweets

New media

This year, in addition to its organic Facebook activity, FPM shared the 'How to cause a fall' videos (see What's New? section) as paid content on Facebook. These ads were popular and the awareness growth that they provided was invaluable to the campaign. The ads garnered 11,702 link clicks, 350,689 social media impressions and 131,742 people were reached.

- 1

Fall Prevention Month
Published by Hootsuite · November 1, 2022

All Canadians have a role to play in preventing falls. Raise awareness about fall prevention in your community! Learn how at www.fallpreventionmonth.ca #FallPreventionMonthCA #PreventFallsCA



Impressions: 1,472
Engagements: 20
- 2

Fall Prevention Month
Published by Hootsuite · November 8, 2022

Inspectez souvent les jouets et l'équipement de jeu pour bien vous assurer qu'il n'y a aucun danger à les utiliser ni aucun dispositif de sécurité brisé. Ne manquez pas nos conseils pratiques pour prévenir les chutes! www.novembresanschute.ca #PreventiondesChutes



Impressions: 516
Engagements: 13
- 3

Fall Prevention Month
Published by Hootsuite · November 4, 2022

It's Fall Prevention Month! Check out our fall prevention resources for more information and statistics related to falls at www.fallpreventionmonth.ca #PreventFallsCA #FallPreventionMonthCA



Impressions: 392
Engagements: 9



General Metrics

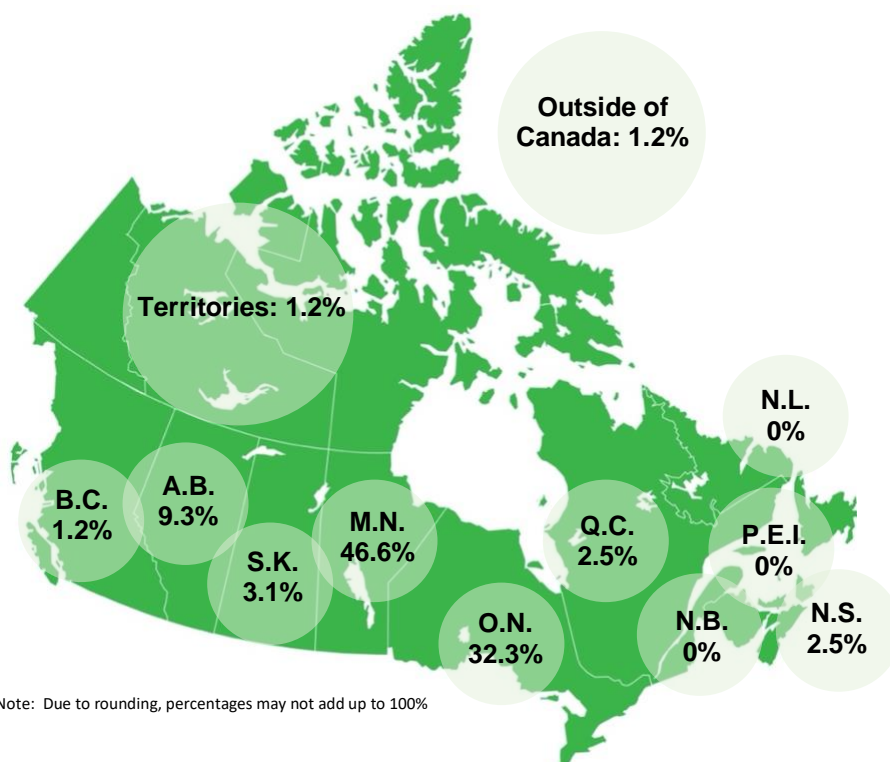
	<p>Page</p> <ul style="list-style-type: none"> 447 total page likes 18 new page likes 497 page followers 		<p>Reach</p> <ul style="list-style-type: none"> 7,011 people reached 47 people reached per post (avg.)
	<p>Posts</p> <ul style="list-style-type: none"> 150 posts 204 post engagements 		<p>Impressions</p> <ul style="list-style-type: none"> 7,407 post impressions 247 daily impressions (avg.)

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. 29, 2022, to Jan. 31, 2023.

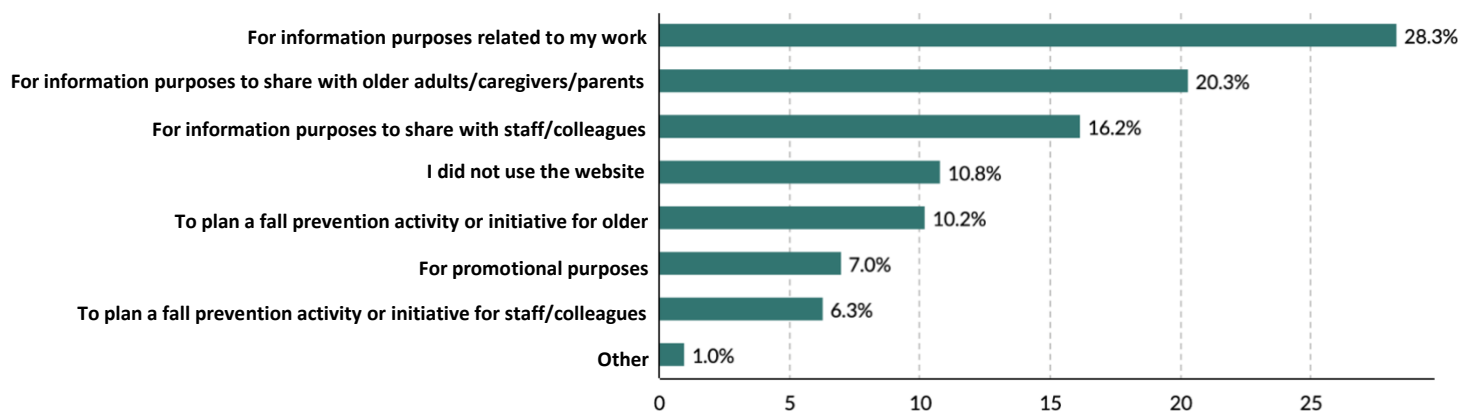
The survey received 139 responses (136 in English, three in French), which is the highest number of responses received for any FPM evaluation survey to date (66 in 2018; 62 in 2019; 51 responses in 2020; 77 in 2021). The results reported are applicable to both the English and French sides of the FPM website.



Respondents were from across Canada but predominantly from Manitoba and Ontario. The top sectors of employment selected by respondents were regional health authorities, acute care, public health and long-term care. Two thirds of respondents reported working in direct care to older adults (31%), middle management (12%), program development and support (11%), and/or education (10%).

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.



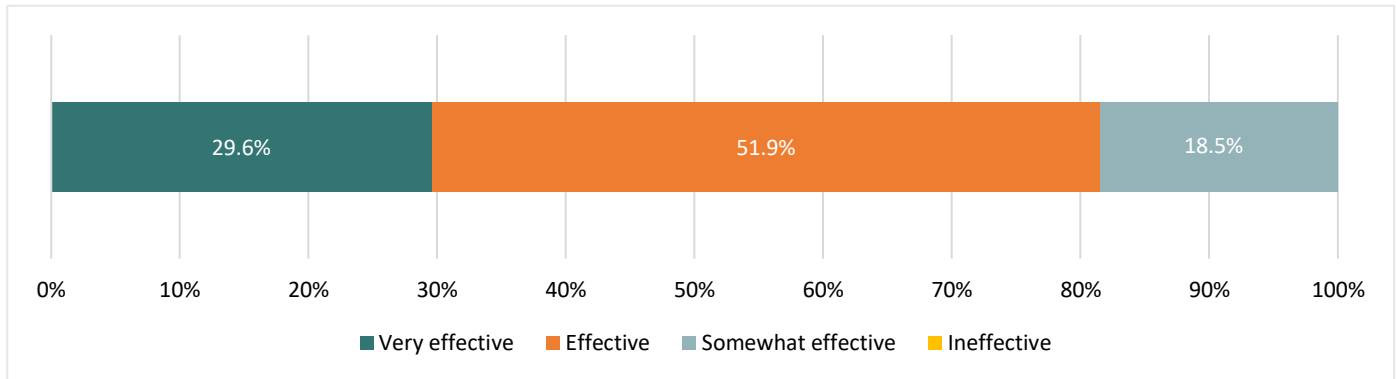
Survey Findings

18%
hosted an
activity or
event

FPM events and activities

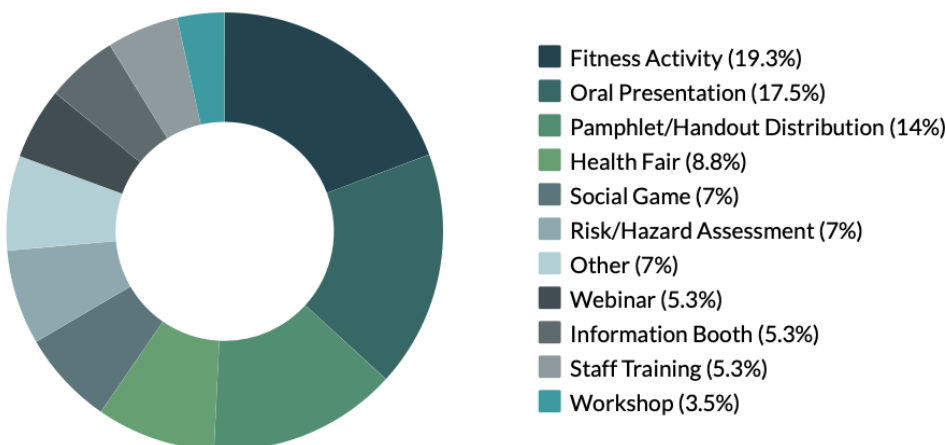
Of those who responded to the FPM 2022 evaluation survey, 18% hosted an activity or event either in person or virtually. When hosting the activity or event, 62% of respondents used the activities listed on the FPM website. Respondents used a range of activities, primarily the promotion and raising awareness (32%), social activities and games (29%), and activities listed in the active living category (18%). 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 (31%), older adults – general population (28%), and adults – at risk of falling (16%). Almost 20% of the activities/events offered during the FPM campaign were fitness activities. 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 (38.6%); they had done this activity in the past (25.0%); and they were based on the demands and needs of older adults or parents of children (15.9%).

Survey Findings

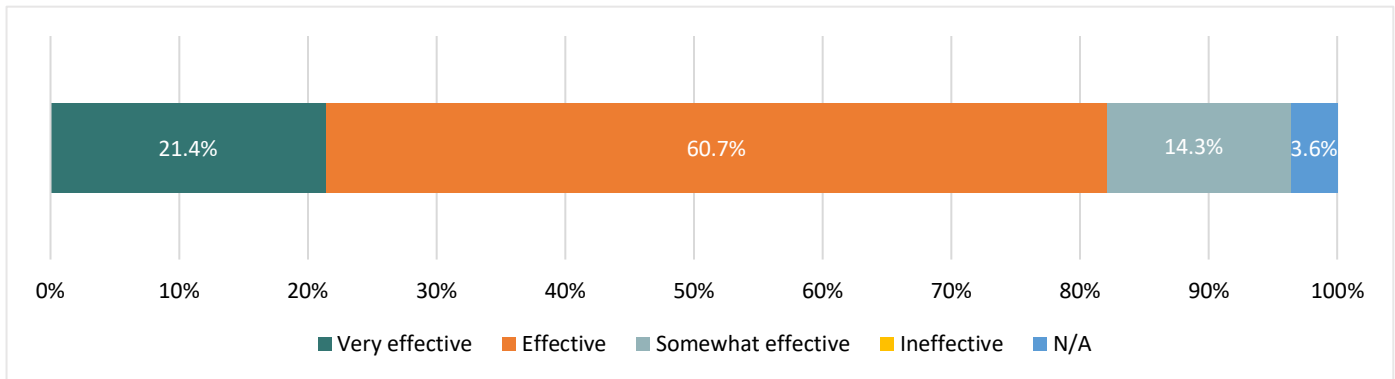
FPM promotional materials

23%

promoted an activity or event

Of those who responded to the FPM 2022 evaluation survey, 23% promoted an activity or event. When promoting the activity or event, 78% of respondents used the promotional materials listed on the FPM website. Participants used a range of promotional materials including communication resources (19%), tip sheets (19%), the branded media package (16%), the Fact Bank (13%), the articles (past or new) (11%), and the social media guide (9%). When asked to rate how effective or ineffective the promotional materials were in helping respondents promote an activity or event during FPM, over 80% 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?

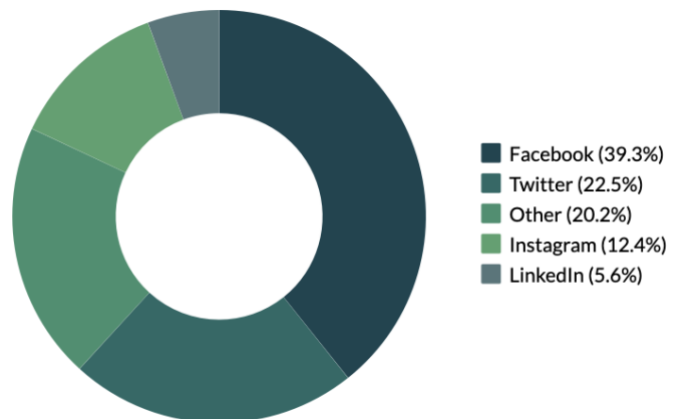


Media coverage

Twenty nine per cent of respondents noted their event or activity had some form of media coverage, including social media (53%), radio (12%), newspaper (6%), and television (6%).

All survey respondents were asked whether they or their organization promoted FPM on social media, and 40% of respondents said 'yes'. When asked specifically about social media, the platforms most commonly used to promote FPM among respondents were Facebook (39%) and Twitter (23%) (shown on the right). Most respondents that indicated 'Other' specified their organization's internal e-newsletter or organizational website.

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



Survey Findings

34%

used an
additional
resource

FPM additional resources

Of those who responded to the FPM 2022 evaluation survey, 34% 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 that address optimal ageing and improved overall health as a part of fall prevention (e.g., addressing inequities and disparities, addressing ageism)
- Short-educational videos for older adult education
- Provincial proclamation template for fall prevention month (including tips on how to begin and how much lead time to allow for)
- Additional infographics
- Videos of personal stories

Additional resources used

Infographics (did not specify)

Ready-to-Share social media text and images

Fact Bank

Statistics (did not specify)

Videos for education

Games (did not specify)

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.

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.)

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.

References

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