

Stay Independent. 
Prevent Falls.



FINDING BALANCE 2017 SUMMARY REPORT

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Finding Balance (FB) is a seniors falls prevention program and campaign developed and led by the Injury Prevention Centre at the University of Alberta, in partnership with seniors groups, health care organizations and practitioners from across Alberta.

For the past 10 years, the IPC has led the *Finding Balance* Campaign to support Seniors Falls Prevention Month in November. FB is a falls prevention campaign that provides seniors and practitioners with the latest information and resources to help reduce the risk of falling and encourage seniors to live an active and independent lifestyle.

Theme: Stay Independent. Prevent Falls.

Target Audience: Older adults 65+ living independently in the community.

November is seniors' falls prevention month.
Take steps to prevent falls.

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3 KEY MESSAGES:

Keep Active

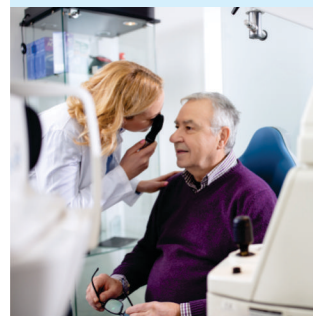


Stay Independent. Prevent Falls.

Keep active to improve your strength and balance.



Have Your Vision Checked



Stay Independent. Prevent Falls.

Visit an eye doctor for an eye exam every year.



Review Your Medications



Stay Independent. Prevent Falls.

Review your medications with a doctor or pharmacist every year.



SUPPORTERS & SPONSORS

Thank you for your contribution to the Finding Balance Campaign. We couldn't do it without you!

Supporters:

- Finding Balance Steering Committee Members
- AHS – Provincial Injury Prevention Program
- Primary Care Network – Prescription to Get Active
- Institute for Continuing Care Education and Research –IC CER

Sponsors:

- Global TV Edmonton
- Alberta Blue Cross
- College of Licenced Practical Nurses of Alberta
- College and Association of Registered Nurses of Alberta

In Kind:

- Alberta Centre for Active Living
- Alberta Association of Optometry
- Don Wheaton YMCA
- Provincial Injury Prevention Program AHS



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CAMPAIGN OVERVIEW

COMMUNICATIONS

Print Media:

- Prime Times Newspaper: reached 70,000 people across Alberta
- Metro Newspaper: 423,000 Edmonton and 496,000 Calgary
- CARE Magazine: 13,000 subscriptions
- CARNA Magazine: 35,000 RN's AHS: PIPP articles/blogs written and distributed to 1822 AHS staff.

TOTAL: 1, 038,822

Media Advertising:

Global News TV Edmonton: Finding Balance video aired across the province. Audience reach exceeded **1 million views** in November.

Alberta Primetime: 4,600 viewers

CTV Edmonton: 59,000 views

HUTV: Finding Balance Video also aired on HUTV (73 screens) within AHS and reached over 151,128. In total, the video ran 3,900 times over 4 weeks.

CAMPAIGN OVERVIEW

COMMUNICATIONS

Social Media:



Twitter

- **36** tweets
- **20** new followers
- **724** profile visits
- **794** impressions per day

Key Message Tweets (video)

Have Your Vision Checked: 1,599 impressions, 743 views, 8 engagements

Review Your Medications: 2,543 impressions, 1,457 views, 14 engagements

Keep Active: 4,366 impressions, 1,001 views, 6 engagements



Facebook

- **28** posts
- Total Reach: **7,859**
- Average reach per post: **260**



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CAMPAIGN MEDIA LAUNCH EVENTS

Finding Balance Media Launch Event, Edmonton

Hosted by the Don Wheaton YMCA
November 1, 2017.



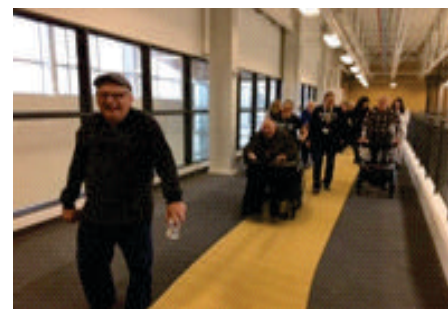
Finding Balance Launch Event, Calgary

Hosted by Falls Risk Management Program, AHS

November 2, 2017
Trico Centre in Calgary

Walk with the Mayor Event in Sylvan Lake (Central Alberta).

Hosted by the Central Alberta Falls Prevention Coalition and Safe Communities
November 3rd, 2017



LIGHT IT UP

For the launch of the 2017 *Finding Balance* Campaign, the **Calgary Tower**, Edmonton's **High Level Bridge**, and **Lethbridge City Hall** were lit up in *Finding Balance* blue and orange!

- ATB Financial Tower
- Calgary Tower
- Edmonton High Level
- Lethbridge City Hall



(cc) "High Level Bridge Colours" 2018. Used under license CC-BY-2.0 from Terry Lawson via flickr.



Courtesy LumenPulse.com



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PRACTITIONER DAY

Falls Prevention in Continuing Care and the Community: November 15, 2017.

IPC partnered with the Institute for Continuing Care Education and Research to host a Practitioners Day Fall Prevention Video Conference. The event was free to attend.

Host Sites:

- Calgary total number of attendees: **28**
- Edmonton total number of attendees: **83**
- Video Conference sites accessed: 123
- Total: **223 sites**
(Some sites had more than one individual attend)



EVENT SPONSORS:



KEEP ACTIVE CAMPAIGN ACTIVITIES

This year, IPC promoted two initiatives to promote the key message of Keep Active.

Seniors' 150 for 150

The Seniors 150 for 150 challenged seniors to do 150 minutes of physical activity for each week in November – that's 30 minutes of being active 5 days a week. Seniors could track their progress, and find activities across the country using the Canada 150 passport.



Prescription to Get Active

Prescription to Get Active is a unique program that provides physical activity resources and free access to recreation facilities within your communities.

Physical activity is the key to preventing falls. Improving your balance, strengthening your muscles and preventing fractures by increasing bone density are some of the benefits you can expect from being active.

Visit prescriptiontogetactive.com for a list of participating fitness facilities.



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RESOURCES

In 2017, all resources were reviewed to ensure they were relevant and reflected the current evidence.

- Total number of resources: **39**
- Total number of resources available for download: **36**
- Translated Resources: available in **12 other languages**

Alongside the review of resources and the creation of a new website, all resources were given a new look ensuring that all Finding Balance resources have a similar look and feel. FB resources continue to be created to meet the needs of fall prevention stakeholders including seniors.

Resources Distributed:

A pre-campaign letter distributed to 2500 practitioners, partners, community organizations, senior facilities, libraries, pharmacies, recreation centres, nurses etc. This year a NEW Self-Assessment Checklist was included in the distribution.

Resource Order Form:
(September 1 – December 31, 2017)

Available for order: *Finding Balance* Brochure, Self-Assessment Checklist Pamphlet and the Exercise for Strength and Balance Poster.

- Total Number of Requests: **88**
- Total Number of Resources Ordered: **14,095**
- Total Number of AHS Requests: **49**

NEW feature in 2017, *Finding Balance* Resources were also available for download from the FB website

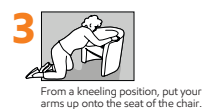
- Total number of resources downloaded from the website: **3,127**

Most popular resource downloaded was:

HOW TO GET UP FROM THE FLOOR BY YOURSELF AFTER A FALL

- Calm down.
- Check your body.
- If you are injured, call for help. Stay warm.
- If you are not injured, look for a sturdy piece of furniture.

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Tell your doctor or healthcare provider if you have had a fall.
Based on "Quick Fallers: A Fall can be preventer" (Fall Prevention) of Alberta 2009.
Copyright: Commonwealth of Alberta. Reproduced by permission. Translation provided by the Multicultural Health Brokers Cooperative.

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FINDING BALANCE WEBSITE

2017: New look and Feel

- Updated tabs
- Expansion of resources
- Capability to tracking downloads

Visit: findingbalancealberta.ca

Website Analytics:

From September 1, 2017 – December 31, 2017

- Page Views: **11,386**
- Unique Users: **2,429**
- Viewing Sessions: **3,627**
- Total Number of Resources Downloaded: **3,127**

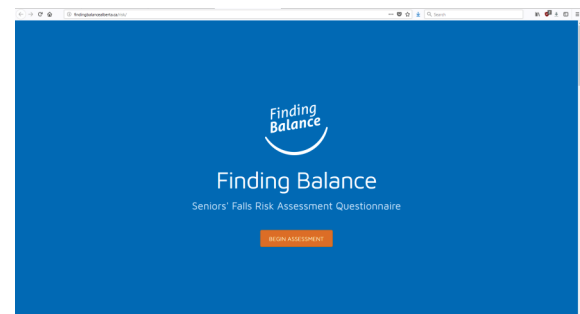
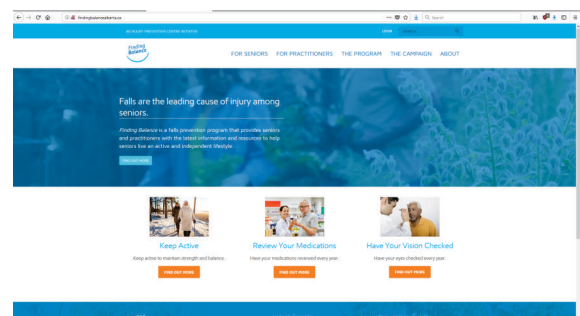
Most Popular downloads:

- How to Get Up, English: **336**
- Risk Assessment: **262**
- Keep Active Handout: **245**
- Exercise Poster: **224**
- Infographic: **204**

Website traffic: 91% of the total traffic was from Canada.

Recurring Visits from: USA, China, UK, Germany, France, Australia, Japan, Belgium, Denmark, Mexico, Vietnam, Russia, UAE, and others.

NEW online interactive Falls Risk Self-Assessment Checklist was created and added to the website. The online risk assessment saw **158** users.



TOOLS FOR PRESENTATIONS

Using feedback from surveys, recommendations and suggestions new resources were created to support practitioners across Alberta who provide falls prevention presentations to seniors.

New & updated tools for practitioners:

- Power Point on Falls Prevention and Finding Balance
- Finding Balance Tool Kit: **12 Kits**
- Finding Balance Resource Binders: **35**
- Finding Balance Resources Enlarged and Laminated
- Finding Balance Banners (Generic & Winter): **20**

Loaner Library: loaners available



Finding Balance SWAG:

SWAG was created for promotional purposes. These items were presented to seniors who attended the *Finding Balance* Launch Events or presentations during Falls Prevention Month in November.

IPC SWAG bags

The bags were created to encourage seniors to NOT carry large parcels or bags that may cause them to be off balance or obstruct their view but to encourage seniors to keep their hands free for balance, to use handrails and mobility aids.

Finding Balance Water Bottles

The water bottles were created to promote and encourage seniors to keep hydrated. If they were out in the community or attending a fitness class the bottle could easily be carried in a tote bag or backpack.



SURVEY RESULTS

A post-campaign survey was conducted by Trend Research in January 2018 to assess seniors' attitudes and actions regarding fall prevention and messaging of the Finding Balance campaign.



A telephone survey of randomly selected seniors, aged 50 to 90 years, was conducted with 400 residents of Alberta. The questionnaire used is similar to the survey used in January 2017 to allow for comparison.

The following points highlight the findings of the survey conducted in January 2018:

- 43% of survey respondents reported being worried about a fall similar to 2017 at 41%.
- 91% of survey respondents say they are currently taking measures to prevent falls, representing an increase from 75% in 2017.
- The main preventative measures that survey respondents take to prevent falls includes slowing down/paying attention (19.4% decreased from 23.6%); wearing good footwear remained stable at 15%, keeping sidewalks clear (12.7% increased from 7.9%); use handrails (10.4%

increased from 6.7%) and reduce clutter (9.2% increased from 6.5%).

- A lower proportion of seniors in January 2018 (11%) than in January 2017 (19.6%) reported that they keep active or regularly exercise. A slightly higher proportion of seniors participate in strength training in 2018, 5.5% as compared to 5.3 % in 2017.
- Only 1.2 % of survey respondents review their medication yearly with their physician or pharmacist, an increase from January 2017 (0.6%).
- 40% of seniors specifically recall a health care campaign with the slogan 'Finding Balance'. Forty-nine percent of survey respondents recall TV messaging/information about preventing seniors from falls (an increase of 5.1% over 2017). Almost 20% of survey respondents indicated that they had also seen messaging/information in newspapers/magazines.

*question not asked on 2017 survey

Online Partner Feedback Survey

Members of the Advisory Committee were invited to complete a brief questionnaire following the completion of the program. Responses were received from 20 individuals. The list below details some of those survey results.

Online Partner Feedback Survey, cont...

- Survey respondents rated the ease of use of the website at 7.5 out of 10
- 67% (8 of 12) of respondents reported that a benefit of participating was “it increased their knowledge about falls prevention”
- 7 of 12 reported that participation “improved their practice”
- 6 of 12 reported another benefit “exploring new initiatives to promote falls prevention”
- 6 of 12 reported developing new partnerships

Partner Feedback

“Thank you for this website! Excellent resource. Keep up the good work.”

“Thanks very much! Great job again this year! It gets better and better every year. Well done!”

“Very useful source of information and resources to share with community members.”

“Excellent program!”

FUTURE RECOMMENDATIONS

- Increase the number of falls resources under the practitioners section
- Create more information sheets (additional topics)
- Focus on falls prevention all year
- Focus on falls prevention across the life span
- More resources with larger font and increase in format size
- The resources need to be as simple as clicking a button to share on our business Facebook pages, or plug in for our website, etc.
- Develop more resources in French



BUDGET

2017 FINDING BALANCE BUDGET				
Program Dollars	40,000	40,000		
Sponsorships	5,000	5,000		
Total Revenue	45,000	45,000	45,000	
Expenses				
Type of Service/Product	Projected Cost	Actual Cost		
Educational Resources				
Toolkits - totes, supplies	2,000	500		10 Kits
Laminating & Enlarging Resources	2,000	554		15 docs x 30 copies
Bannerz	3,042.90	3,042.90		20 banners
Sub-total	7,042.90	4,096.90	4,096.90	
Campaign Materials				
General Mailout Letter & Tip Sheet	700	974		3,000 x 2 copies
Creative	400	367.50		3,000 x 2 copies
Exercise for Strength & Balance Poster	1,400	762		2,500 copies
Print Self Assessment Checklist	3,000	1,796		13,000 copies
Print Self Assessment Checklist Poster	589	589		500 copies
Subtotal	6,089	4,488.50	4,488.50	
Distribution & General Expenses				
Postage & Shipping - Oct 2, 2017 - Dec 31, 2017	3,500	3,105.98		
Grand & Toy	450	404.29		
Travel Expenses & misc.	4,000	3,672.56		
Sub-total	7,950	7,182.83	7,182.83	
Edmonton Media Launch Event				
AV Rental Equipment (mic, TV, etc)	1,800	1,890		
Chair Rental, Table Cloths	700	862.14		
Misc. Refreshments	150	50		
Sub-total	2,650	2,602.14	2,602.14	
Promotional Items				
SWAG for launch events (Bags, Water Bottles)	3,000	2,245.65		400 each
SAGE - Health & Wellness Forum	250	250		
Prescription to Get Active - Primary Care Networks	750	750		
Sub-total	4,000	3,245.65	3,245.65	
Communications				
Social Media boost (Twitter, Facebook)	150	150		
Global	10,000	8,599.59		3 commercial spots, \$5,000 additional in sponsorship
METRO	1,050	1,050		1/4 page + 1/4 page bonus - invoice
Prime Times Senior Magazine - Edmonton	1,781.53	1,781.53		Full page
Prime Times Senior Magazine - Calgary	1,628.81	1,628.81		Full page
Re-development of video - TV Spots, Digital Advertising	1,000	785		
Sub-total	15,610.34	13,994.93	13,394.45	
Evaluation				
Trend Research	14,000	14,000		
Sub-total	14,000	14,000		
TOTAL EXPENSES	57,342.24	49,610.95	14,000	
Revenue Less Expenses			-\$ 4,610.95	Note: deficit covered by IPC
Sponsorship				
	Dollars	In-kind	Total Value In-kind	
Alberta Blue Cross	3,000	Display & SWAG at launch		
College of Licensed Practical Nurses of Alberta (CLPNA)	1,000	SWAG at launch		
College & Association of Registered Nurses of Alberta (CARNA)	1,000			
Institute for Continuing Care Education & Research (ICCER)		Practitioner Day Rentals	8,500	
Global		Advertisement in-kind	29,514.74	
YMCA - Don Wheaton		Launch venue, coffee, classes	1,200	
Alberta Association of Optometry		Mailout to Optometrists	500	
Alberta Pharmacy Association		Conference Calgary booth	1,000	
Alberta Health services PIPP		HUTV - AHS	1,200	
			\$ 41,914.74	