



Fall Prevention
Community of Practice
ADULT+JUNIOR

Loop and Loop Junior

2021 Annual Report

Background

The Fall Prevention Community of Practice (CoP) comprises members across Canada who share information, network, problem-solve together and discuss how to implement evidence-informed and promising fall prevention practices.

In October 2010, the CoP was first established through the Seniors Health Knowledge Network to foster knowledge sharing among members with the intent of informing practice. It was initially funded by the Ministry of Health and Long-Term Care and sponsored by the Ontario Neurotrauma Foundation (ONF). In 2021, sponsorship was transitioned to Parachute following the closure of ONF.

Loop and Loop Junior were launched in September 2015 and September 2018, respectively to serve as bilingual online communication platforms of the CoP. The primary difference between Loop and Loop Junior is the population of focus and thereby the different stakeholders involved – Loop focuses on fall prevention among adults and older adults while Loop Junior seeks to prevent falls among children.

Loop and Loop Junior are available at fallsloop.com and jr.fallsloop.com, respectively.

About this Report

This report provides a snapshot of Loop and Loop Junior's members as of October 1st, 2021, and their use of the platforms between October 1st, 2020, and September 30th, 2021. This timeframe aligns with the inception of Loop and Loop Junior (i.e., September 2015 and 2018).

Acknowledgments:

The Fall Prevention CoP would like to thank its Core Team, a passionate group who advises on the CoP's strategic directions. The Core Team members come from different sectors, roles, and geographic locations across Canada. Their ongoing practice and expertise in fall prevention, and large professional networks help shape the CoP's growth and activities.

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Features & Services

Loop and Loop Junior are the bilingual, no-cost platforms that enable their members, the intermediaries who work with adults, older adults, caregivers, and/or parents of children to innovate, learn, share, and implement fall prevention best and promising practices. Loop and Loop Junior members can access:

- **Webinars:** New knowledge and ongoing education opportunities on fall prevention research, policy, and practice.
- **Discussion Forums:** Where members can ask questions; gain practical, how-to advice; share information to inform their fall prevention practice and research.
- **Event Calendar:** Where members can feature their own fall prevention events, find out about conferences and Loop webinars.
- **Knowledge Centre:** Where members can access evidence-based information through existing knowledge products or literature search consultations with the Loop Knowledge Broker.
- **Private Groups:** Where members can collaborate in private on specific fall prevention projects and initiatives.
- **Networking Opportunities:** Where members can develop lasting relationships with other members across disciplines, sectors, and Canada.
- **Newsletters:** Where members can receive 'heads up' on the latest Loop activities.
- **Tutorial Videos:** Where members can learn how to use Loop services and functions efficiently.

Sponsor:



Loop and Loop Junior are sponsored by Parachute. Parachute is Canada's national charity dedicated to injury prevention. Our mission is to create a safer Canada by preventing serious and fatal injuries through evidence-based solutions that advocate and educate. Our vision is *A Canada free of serious injuries, with Canadians living long lives to the fullest.* For more information, visit www.parachute.ca.

Executive Summary

Loop

As of October 1, 2021, there are 1,196 active Loop members, with 48 per cent residing in Ontario. This is a 15.7% increase in active membership compared to Oct 1, 2020. Over 50 per cent of members work in the community health care, rehabilitation and long-term care sectors, with 61 per cent being involved in providing direct care to older adults and program development and support.

Compared to 2019/20, fewer members were engaged in posting discussions and comments, and sending messages among each other. However, more events were submitted by members. Website users and unique page views declined by nine and 21 per cent, respectively. While unique page views declined from the previous year, website users increased by 10 per cent. An explanation for the reduced engagement is the significant impact that the COVID-19 pandemic has had on public and community health and extensive redeployment of our stakeholders to support pandemic activities.

The Loop newsletter has 3,167 subscribers, an increase of 395 subscribers since last year, and an average click rate of 3.8% - above the industry average (2.6%¹).

Loop facilitated eight webinars (six in English, two in French) with an average attendance of 132² attendees per webinar. Nearly 95 per cent of post-webinar respondents rated the overall quality of the webinar as high-very high and near three quarters of respondents noted that they were confident or very confident in using the information shared. Two thirds of participants planned to use the webinar information by either sharing it with a colleague or learning more about the topic.

The Knowledge Centre received 15 requests with various trends and themes. Three new evidence summaries were released, and one evidence summary was re-released with updates.

¹This value is based on [MailChimp data last updated in October 2019](#).

²This value excludes the two French webinars which had 32 and 48 attendees.

Loop Junior

As of October 1, 2020, there are 352 active Loop Junior members, with 59 per cent residing in Ontario. Almost half of all members work in the community health care, public health and non-governmental sectors, with 79 per cent being involved in program development and support, research or evaluation, advocacy, and policy development.

Compared to 2019/20, fewer were engaged in posting discussion and comments, submitting events, and sending messages among each other. An explanation for the reduced engagement is the significant impact that the COVID-19 pandemic has had on public and community health and extensive redeployment of our stakeholders to support pandemic activities.

The Loop Junior newsletter has 166 subscribers and an average open and click rate well above the industry average.

Loop Junior facilitated one webinar which had 14 participants and 41 recordings views on YouTube at the time this report was written.

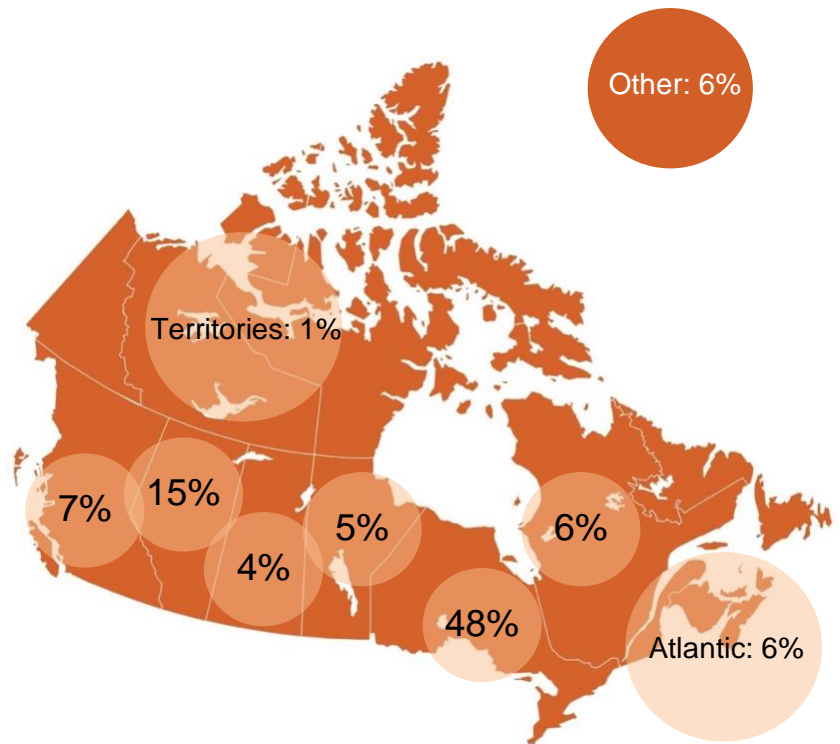
Loop

Loop Members

Where do members live?

The majority of Loop members live in Ontario, but Loop continues to expand its reach nationally and beyond.

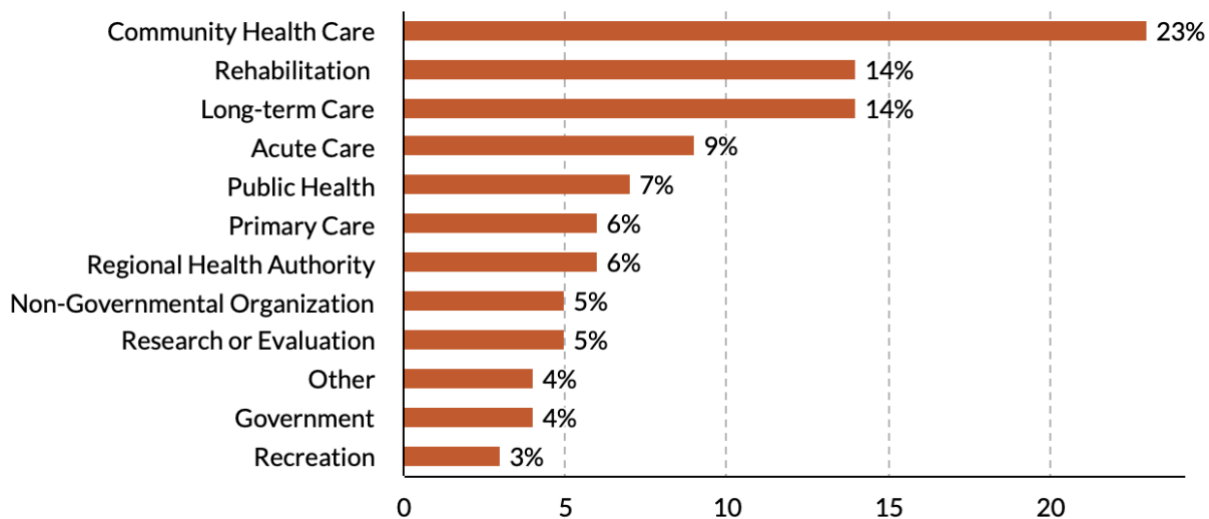
As of October 1st, 2021, there are **1,196** active Loop members. This is a 15.7% increase in active membership compared to 2020 membership (i.e., 1,033 active members as of Oct 1st, 2020).



Note: Due to rounding, percentages may not add up to 100%

Where do members work*?

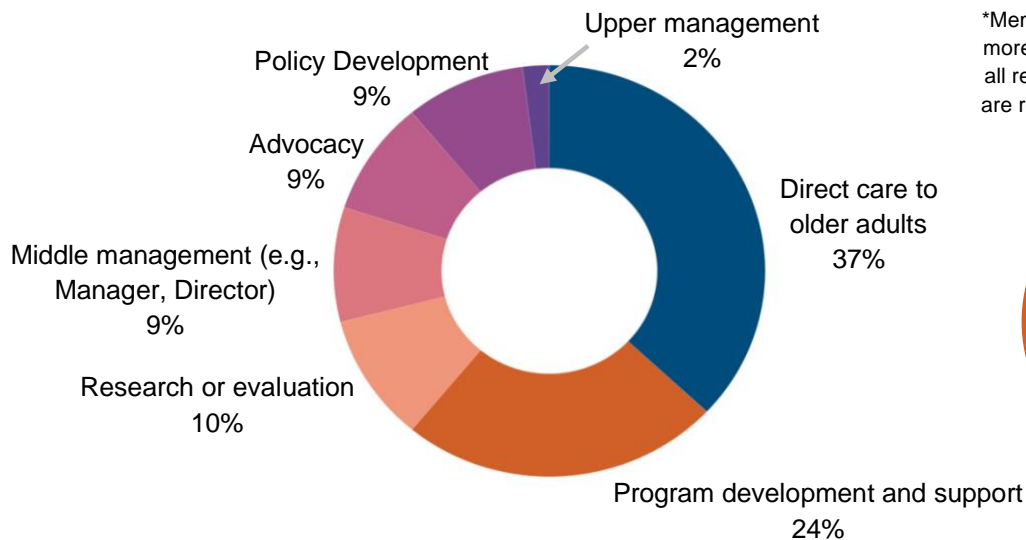
Over half of Loop members reported working in the community health care, rehabilitation, and long-term care sectors.



*Members can report working in one or more sectors. Data reflect percentage of all reported sectors (n= 2,018). Numbers are rounded to the nearest percentage.

What do members do*?

Almost two thirds of Loop members reported working in the areas of direct care to older adults and program development and support.

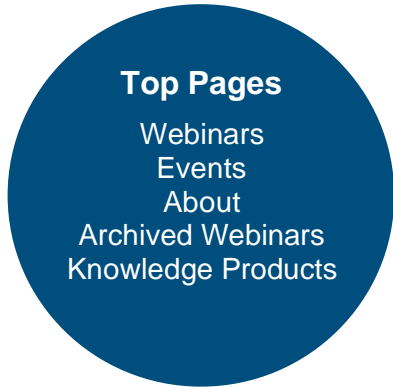
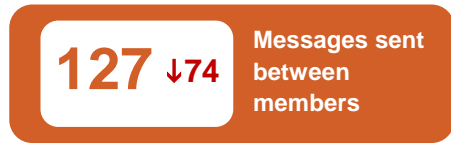


*Members can report working in one or more areas. Data reflect percentage of all reported areas (n=1,833). Numbers are rounded to the nearest percentage.



How were members engaged?

Over the past 12 months, Loop members had the following types of engagements*:



*Data reflect engagement between October 1, 2020, and September 30, 2021, and are compared against the previous year (October 1, 2019, to September 30, 2020). Unique page views, website users, and top pages are for both Loop and Loop Junior combined. A decline in event numbers and number of participants can be explained by 1) the significant impact that the COVID-19 pandemic has had on public and community health and extensive redeployment of our stakeholders to support pandemic activities and 2) Loop website management hiatus between April and July 2021 due to the transition of the program and its services to Parachute.

Discussions, Newsletters, Webinars

What discussions did members have?

Below are the top seven discussions that were posted on Loop, which garnered the highest number of comments between October 1, 2020, and September 30, 2021.

Top discussions

1. Lift Assists in 911	9 comments
2. Results from Saskatchewan Study: Be Proactive Not Reactive	8 comments
3. Falls and COVID link found by Canadian doctors in spring 2020, strengthened by Loop evidence summary and more research	7 comments
4. It is officially Fall Prevention Month!	5 comments
5. Socks or bare feet what is better	5 comments
6. ONF is winding down operations	5 comments
7. How are patients or residents moved after a fall if you suspect a hip fracture?	5 comments

What did members read?

Loop e-newsletters are sent bi-weekly and help keep members in the Loop about discussion posts, upcoming webinars, and events. Below are the top five newsletters* (based on click rate). All rates were above the industry average of 2.6%.



3,167 Subscribers



Average open rate:
18.6%**



Average click rate*:
3.8%**

Newsletter subject	Click rate
Upcoming conference & training course, multifactorial risk assessment, and more!	6.7%
Canadian Fall Prevention Virtual Conference	6.5%
Upcoming webinar and fall risk assessment tools!	5.6%
Upcoming webinar, hip fractures, cognitive impairment	5.4%
Lift assists, webinars sneak peek, and features of Loop	5.1%

*Data reflect newsletters distributed between October 9, 2020, and September 24, 2021.

**Percentage of total recipients (successful deliveries) who opened the Loop newsletter.

***Percentage of total recipients who clicked any tracked link in the newsletter.

What webinars were hosted?

Between October 1st, 2020, and September 30th, 2021, Loop facilitated eight webinars - the same number as October 1st, 2019, to September 30th, 2020. Below is a list of the top five webinars with the highest attendance.

Top webinars

1.	<u>Mobility Aid Prescription for People with Dementia (July 13, 2021 - Dr. Susan Hunter)</u>	288
2.	<u>Do fall prevention community exercise programs for older adults in Canada meet evidence-based recommendations? (Jan 20, 2021- Alexie Touchette and Dr. Kathryn Sibley)</u>	180
3.	<u>Dancing to Improve Mobility and Reduce Falls-risk in Older Adults (March 24, 2021 - Dr. Patricia Hewston)</u>	144
4.	<u>Health Literacy and Teach Back (Oct 7, 2020)</u>	78
5.	<u>Say goodnight to hospital gowns: Get Up, Get Dressed, Get Moving (Sept 23, 2021 - Paul Wright)</u>	58



*This value excludes the two French webinars which had 32 and 48 attendees.

What did members think about the webinars?

After each webinar, all Loop webinar participants are invited to participate in a post-webinar survey. Here's what they thought about the webinars*. The below findings are based on questions that use a 5-point scale format.

73%	of survey respondents rated their confidence level to use the information in the webinar as high-very high
99%	of survey respondents rated the presenters as knowledgeable-very knowledgeable
93%	of survey respondents thought that the webinar materials were helpful-very helpful



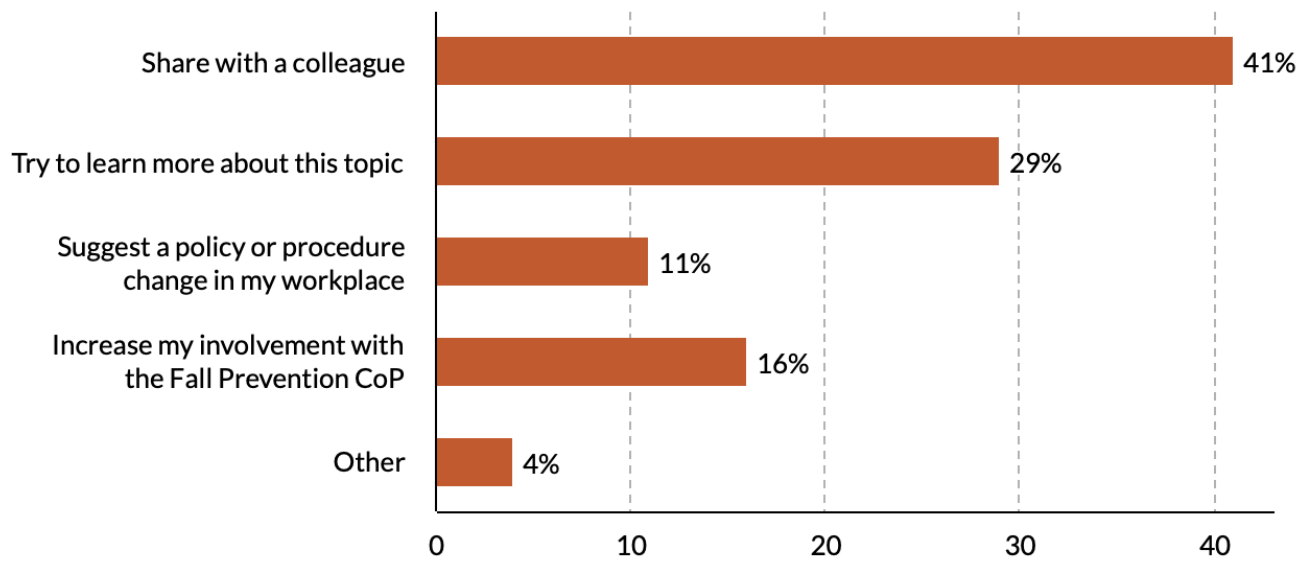
The post-webinar survey had a 40% response rate

97% of survey respondents felt the presenters kept them interested throughout

94% of survey respondents rated the quality of the webinar as high-very high

*Due to the transition of the program in the Spring of 2021, some evaluation data are not available. This analysis includes 6/8 webinars held between Oct 1, 2020, and Sept 30, 2021, and represents 86% of webinar participants.

When asked how they plan to use the webinar information, here's what respondents said:



Knowledge Centre

What questions did members have?

The Knowledge Centre received **11** formal information requests through the Loop submission form and **4** informal requests via Loop discussion posts. This is six fewer requests than 2019/20.

What sectors do our requesters work in?

Public health, community health centre, home care service, hospital, long term care, and regional/provincial health agencies

What part of the country do our requesters work in?

British Columbia (2), Alberta (3), Manitoba (1), Ontario (4), Nova Scotia (1)

What were the trends and themes of requests?

The table below illustrates the primary trends and themes of all new requests.

Common themes
Best practice or standard fall risk assessment
Fall precautions
Post-fall management and medication management
Lift assists
Restraints and fall-related care in acute and continuing care
Statistics and newest research on falls
Related causes

What types of products were updated and/or developed?

The Knowledge Centre released three new and one updated Loop Evidence Summaries.

- **New:** [Fall Prevention Frameworks](#)
- **New:** [COVID-19 and Falls](#)
- **New:** [Sex and Gender Differences in Falls](#)
- **Updated:** [Fear of Falling](#)

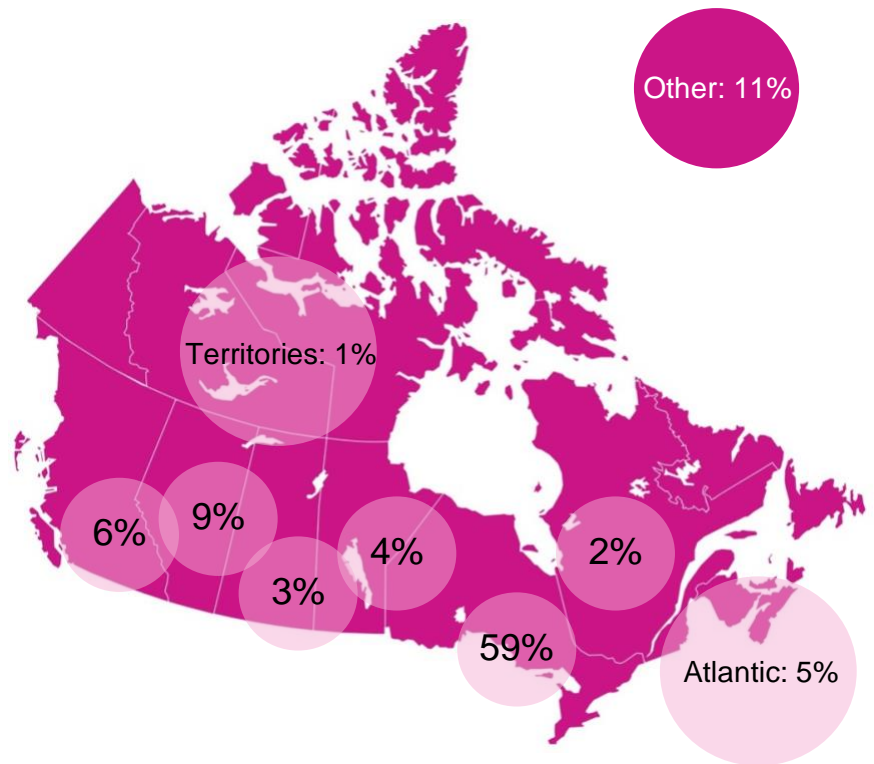
Loop Junior

Loop Junior Members

Where do members live?

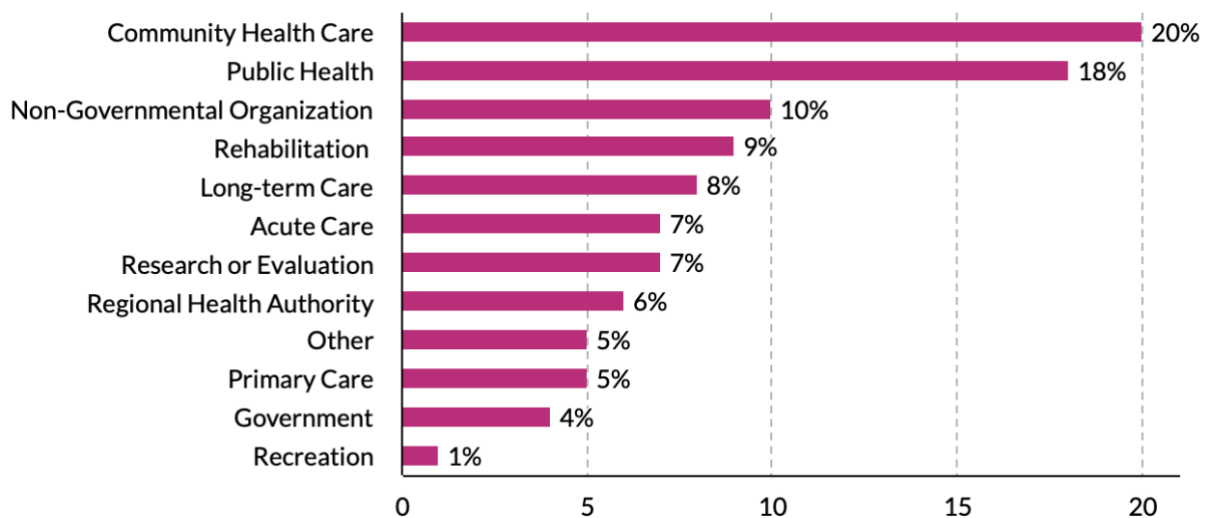
The majority of Loop Junior members live in Ontario, but Loop Junior continues to expand its reach nationally and beyond.

As of October 1st, 2021, there are **352** active Loop Junior members. Due to changes in how active Loop Junior members are tracked, we cannot compare to last year's membership.



Where do members work*?

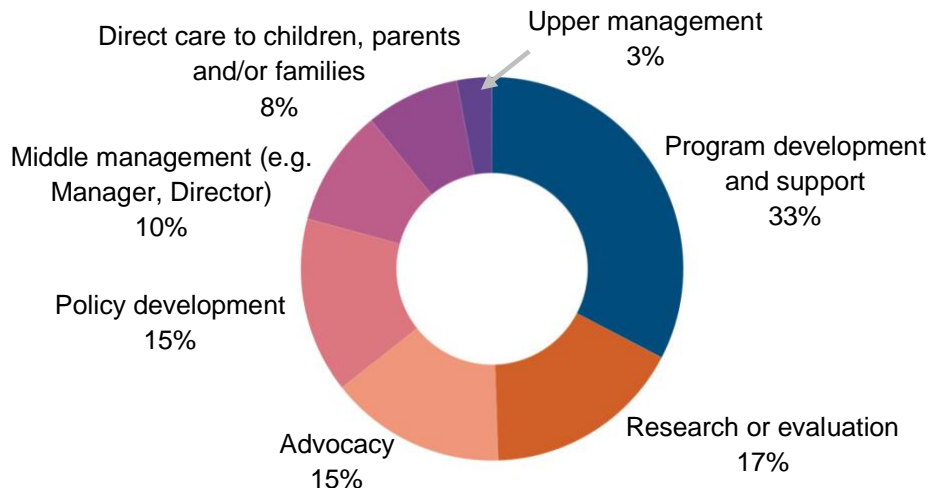
Almost half of Loop Junior members reported working in the community health care, public health, and non-governmental sectors.



*Members can report working in one or more sectors. Data reflect percentage of all reported sectors (n= 485). Numbers are rounded to the nearest percentage.

What do members do*?

Half of Loop Junior members reported working in the areas of program development and support, and research or evaluation.

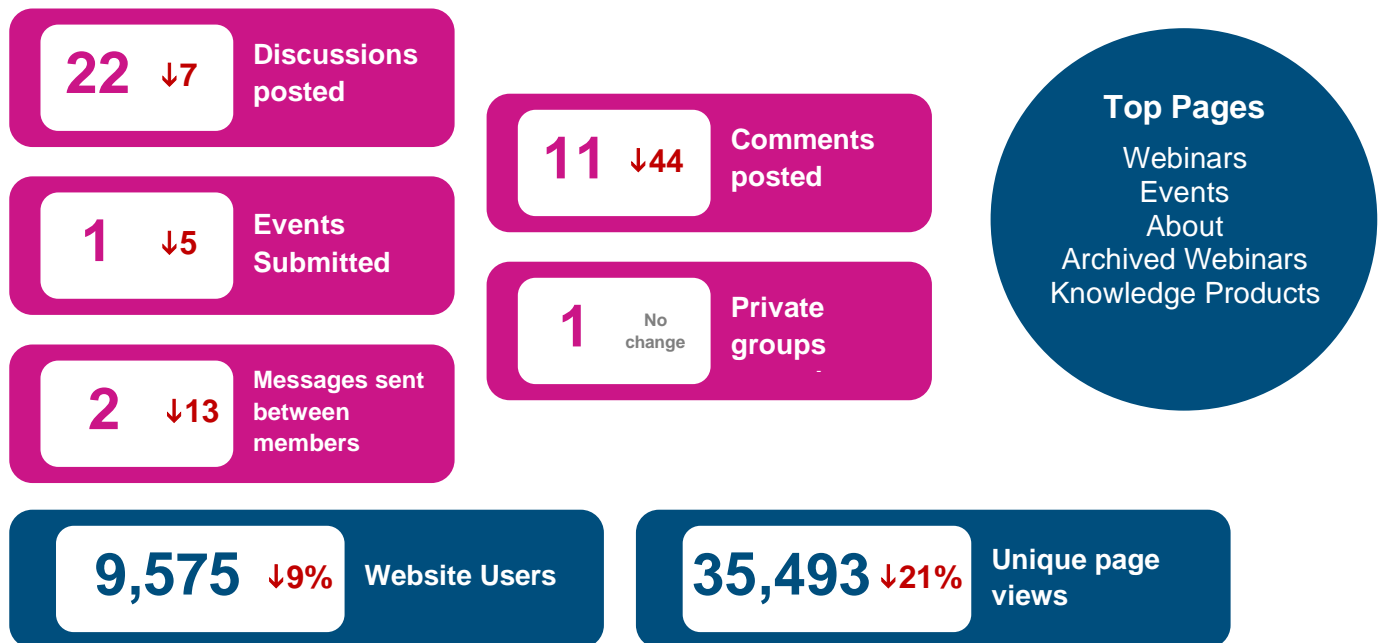


*Members can report working in one or more areas. Data reflect percentage of all reported areas (n=473). Numbers are rounded to the nearest percentage.



How were members engaged?

Over the past 12 months, Loop Junior members had the following types of engagements*:



*Data reflect engagement between October 1, 2020, and September 30, 2021, and are compared against the previous year (October 1, 2019, to September 30, 2020). Unique page views, website users, and top pages are for both Loop and Loop Junior combined. A decline in event numbers and number of participants can be explained by 1) the significant impact that the COVID-19 pandemic has had on public and community health and extensive redeployment of our stakeholders to support pandemic activities and 2) Loop Junior website management hiatus between April and July 2021 due to the transition of the program and its services to Parachute.

Discussions, Newsletters, Webinars

What discussions did members have?

Below are the top six discussions that were posted on Loop Junior, which garnered the highest number of comments between October 1, 2020, and September 30, 2021.

Top discussions

- | | |
|---|------------|
| 1. Fall Prevention Month: Advice & Insights from Communication Experts | 4 comments |
| 2. Any new info or key messages about children wearing sports equipment in safety seats due to Covid-19? | 4 comments |
| 3. Don't Miss Out on the 5th Annual Canadian Fall Prevention Virtual Conference | 1 comment |
| 4. It is officially Fall Prevention Month! | 1 comment |
| 5. Be Ready for Day 1 of the Fall Prevention Conference – Children's Falls | 1 comment |
| 6. New Research on Children's Falls – WHO Step Safely, Kids with ADHD and Falls from Playground Equipment | 1 comment |

What did members read?

Currently, Loop Junior e-newsletters are sent monthly and help keep members in the Loop about discussion posts, upcoming webinars, and events. Before June 2021, Loop Junior e-newsletters were sent on a bi-weekly basis. Below are the top five newsletters* (based on click rate). Most of the rates were above the industry average of 2.6%.



356 Subscribers



Average open rate:
22.0%**



Average click rate*:
5.9%**

Newsletter subject	Click rate
Evidence Summary: Fall Prevention and COVID-19	7.3%
Upcoming Webinar and Fall Prevention Month!	5.2%
Loop Junior Town Hall Recording	4.8%
Canadian Fall Prevention Conference 2020	4.8%
The Cost of Injury; Loop Jr.'s newest staff member	4.8%

*Data reflect newsletters distributed between October 2, 2020, and September 17, 2021.

**Percentage of total recipients (successful deliveries) who opened the Loop Junior newsletter.

***Percentage of total recipients who clicked any tracked link in the newsletter.

What webinars were hosted?

Between October 1st, 2020, and September 30th, 2021, Loop Junior facilitated one webinar - *Social Policies in Atlantic Canada: Links to Children's Fall Prevention*. This webinar had 14 participants, which is below average number of participants per webinar in 2019/20 (i.e., 32 participants per webinar) but the webinar recording had 41 views on YouTube at the time this report was written.



Recording views on *Social Policies in Atlantic Canada: Links to Children's Fall*

41 views

A decline in event numbers and number of participants can be explained by 1) the significant impact that the COVID-19 pandemic has had on public and community health and extensive redeployment of our stakeholders to support pandemic activities and 2) Loop Junior website management hiatus between April and July 2021 due to the transition of the program and its services to Parachute.

What did members think about the webinar?

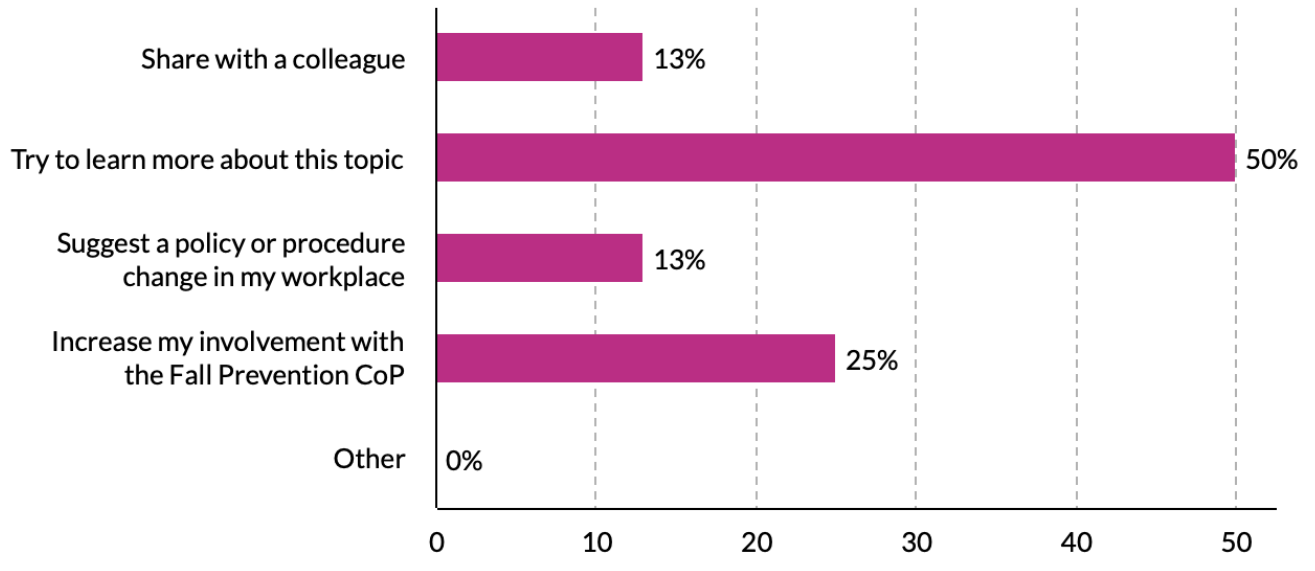
After the webinar, participants were invited to participate in a post-webinar survey. Here's what attendees thought about this webinar. We should acknowledge that only 5 participants filled out the evaluation. The below findings are based on questions that use a 5-point scale format.

40%	of survey respondents rated their confidence level to use the information in the webinar as high-very high
100%	of survey respondents rated the presenters as knowledgeable-very knowledgeable
40%	of survey respondents thought that the webinar materials were helpful-very helpful
100%	of survey respondents felt the presenters kept them interested throughout
60%	of survey respondents rated the quality of the webinar as high-very high



The post-webinar survey had a 40% response rate

When asked how they plan to use the webinar information, here's what respondents said:



Note: Due to rounding, percentages may not add up to 100%

Share this report!

Spread the word about the value of being a Loop and Loop Junior member. Consider sharing this report:

- ✓ At relevant meetings within and outside your organization;
- ✓ Via your organization's communication channels (website, newsletter, intranet, social media etc.); and
- ✓ With fall prevention stakeholders who are not yet familiar with Loop or Loop Junior.

**Join Loop, the Fall
Prevention Community
of Practice for adult fall
prevention:**
fallsloop.com/registration

**Join Loop Junior, the Fall
Prevention Community
of Practice for childhood
fall prevention:**
jr.fallsloop.com/registration

Our strength is in our membership! Promote Loop and Loop Junior using the promotional postcard and PowerPoint presentations in English and French.

Access Loop Promotional Materials

Access Loop Junior Promotional Materials