

Loop and Loop Junior

2023 Annual Report



Fall Prevention
Community of Practice
ADULT+JUNIOR

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Background

The Fall Prevention Community of Practice (CoP) is made up of members from 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, while funding continued from the Ministry of Health and Long-Term Care, sponsorship was transitioned to Parachute following the closure of ONF.

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

For more information, visit fallsloop.com and jr.fallsloop.com.

About this Report

This report provides a snapshot of Loop and Loop Junior's members as of Oct. 1, 2023, and their platform use between Oct. 1, 2022, and Sept. 30, 2023. This timeframe aligns with the launch 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:** Ongoing education opportunities where members gain new knowledge on fall prevention research, policy, and practice.
- **Discussion Forums:** Where members can share information about their initiatives, gain practical, how-to advice, and ask questions to inform their fall prevention practice and research.
- **Event Calendar:** Where members can find education and training opportunities on fall prevention and can promote their own organizations' events.
- **Knowledge Centre:** Where members can access evidence-based information through existing evidence summaries or through a literature search consultation with the Knowledge Broker.
- **Private Groups:** Where members can collaborate privately in committees, working groups, coalitions, networks and project teams to discuss and share their own ongoing planning and project work.
- **Networking Opportunities:** Where members can develop lasting relationships with other members across disciplines, sectors, and Canada.
- **Newsletters:** Where members can receive a 'heads up' on the latest Loop and Loop Junior activities.
- **Tutorial Videos:** Where members can learn how to use Loop and Loop Junior 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, 2023, there are 2,649 active Loop members, with 43 per cent residing in Ontario. This is a 42 per cent increase in active membership compared to Oct 1, 2022 across Canada. Over 50 per cent of members work in the community health care, rehabilitation, long-term care and acute care sectors, with 62 per cent of members being involved in providing direct care to older adults and program development and support.

Loop members engaged with their peers in the following ways: 57 discussion posts with 118 comments, 31 events submitted to the collaborative calendar, 148 messages sent between members and 27 private group spaces.

The Loop newsletter has 3,759 subscribers, an increase of 222 subscribers since last year, an average open rate of 28 per cent and an average click rate of five per cent - above the industry average (2.6 per cent¹).

Loop facilitated 9 webinars (eight in English, one in French) with an average attendance of 232² attendees per webinar. Nearly 90 per cent of post-webinar respondents rated the overall quality of the webinar as high and very high and nearly three quarters of respondents noted that they were confident or very confident in using the information shared. Nearly two thirds of participants planned to share the webinar information with a colleague. Nearly two thirds of participants planned to increase their involvement with the CoP after attending a webinar.

The Knowledge Centre received 25 requests with various trends and themes and released two new evidence summaries:

- [Preventing falls among older adults through physical activity: A guidance document for practitioners; and](#)
- [Addressing Equity, Diversity and Inclusion in Injury Prevention Programs and Policies.](#)

¹This value is based on [MailChimp data last updated in 2022.](#)

²This value excludes the French webinar which had 78 attendees.

Executive Summary

Loop Junior

As of October 1, 2023, there are 476 active Loop Junior members, with 59 per cent residing in Ontario. This is a 14 per cent increase in active membership compared to Oct 1, 2022 across Canada. Over half of all members work in the community health care, public health, and rehabilitation sectors, with 80 per cent being involved in program development and support, research or evaluation, advocacy, and policy development.

Loop Junior members engaged with their peers in the following ways: 16 discussion posts with 21 comments, 4 events submitted to the collaborative calendar, 2 messages sent between members and 1 private group space.

The Loop Junior newsletter has 457 subscribers, an increase of 32 subscribers since last year, an average open rate of 28 per cent and an average click rate of four per cent - above the industry average (2.6 per cent¹).

Loop Junior facilitated one webinar - [Using ALTER: An evidence-based approach to improving parents' home-safety practices](#), with 76 participants and 123 views on YouTube at the time this report was written.

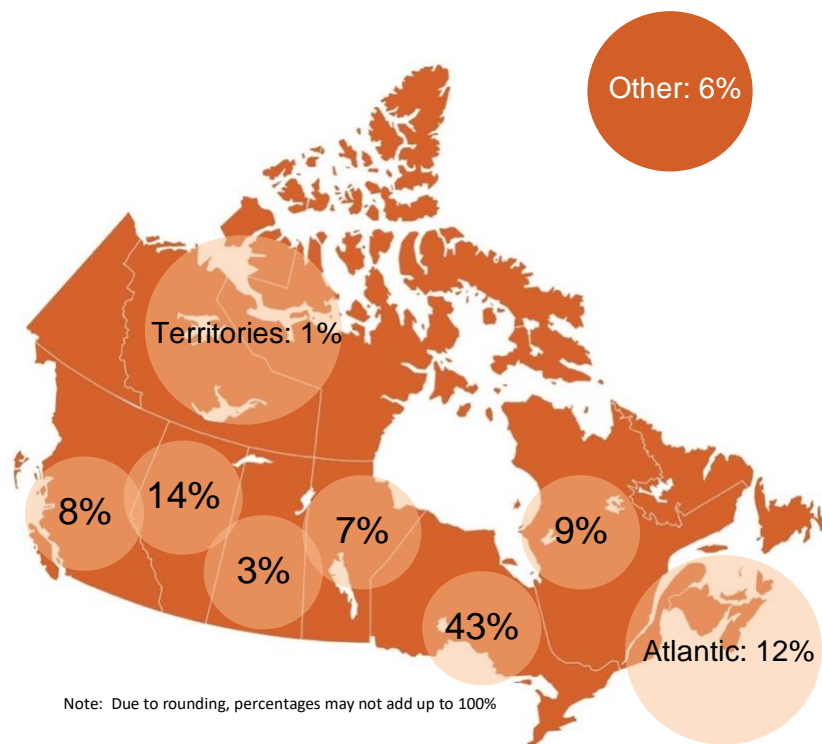
Loop

Loop Members

Where do members live?

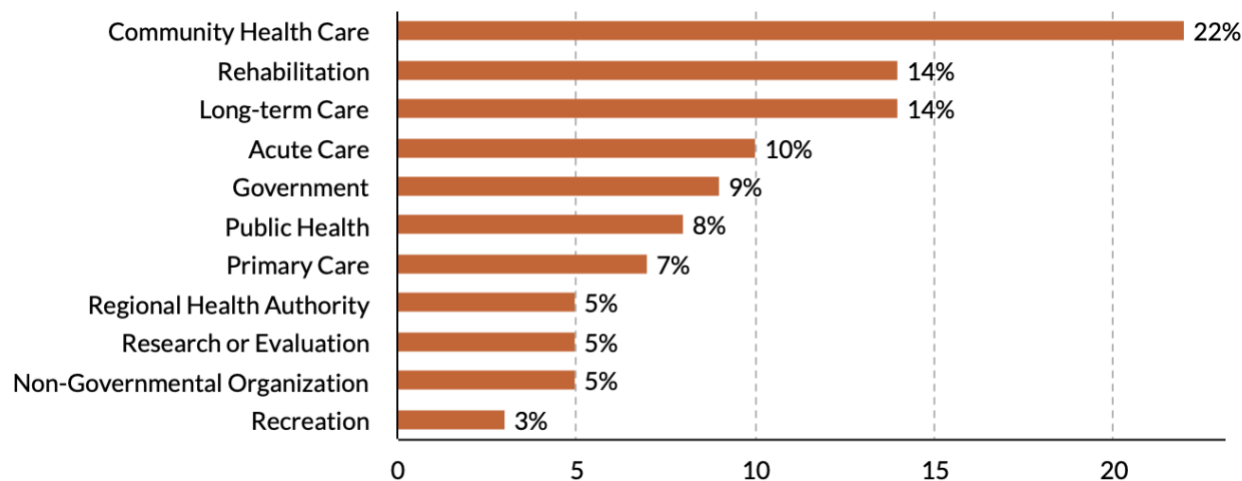
The majority of Loop members live in Ontario, but Loop continues to expand its reach nationally and beyond through organic growth.

As of October 1st, 2023, there are **2,649** active Loop members. This is a 42 per cent increase in active membership compared to 2022 membership (i.e., 1,871 active members as of Oct 1st, 2022).



Where do members work*?

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= 4,410). Numbers are rounded to the nearest percentage.

Engagement on Loop

 57 discussions posted

 31 events submitted

 148 messages sent between members

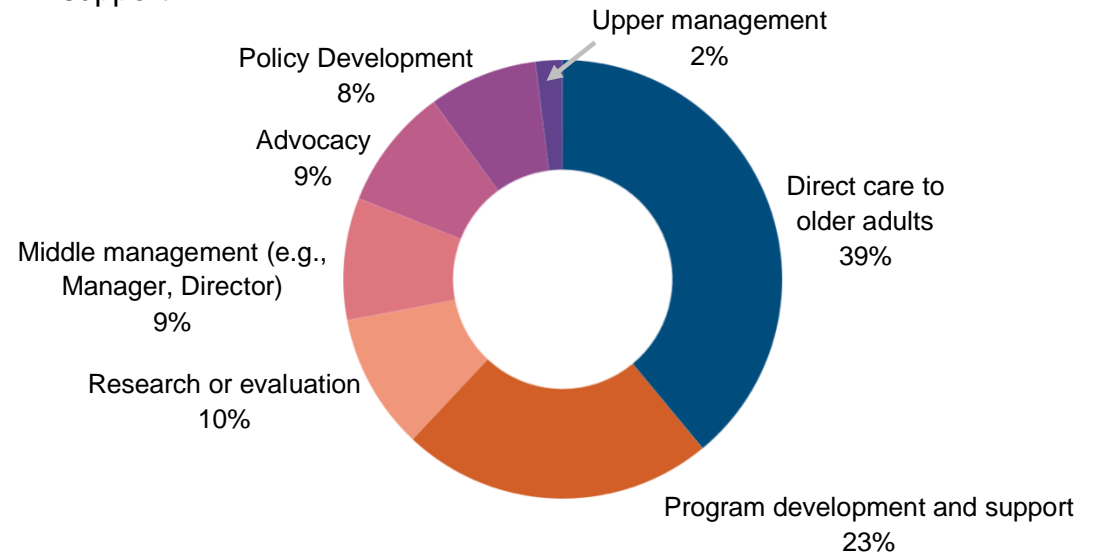
 118 comments posted

 27 private groups

Unique page views, website users, and top pages are for both Loop and Loop Junior combined.

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=3,959). Numbers are rounded to the nearest percentage.

Website users
15,191

Page views
67,838

Members' Working Language

English: 86%
French: 7%
Both: 6%

Top Pages

English homepage
Register / login
Webinars
French homepage
Evidence summaries

Loop Discussions, Newsletters, Webinars

What did members discuss?

The Loop discussion board is a space for members to ask questions and share information to inform their fall prevention practice and research. Here are the top six discussions posted on Loop, that had the highest number of likes and comments combined between October 1, 2022, and September 30, 2023.

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 some key metrics from Loop newsletters in the last year. The industry average click rate is considered 2.6 per cent.

Top discussions

- | | |
|---|-----------------------|
| 1. Fall Risk Assessment Tool | 10 Comments + 3 Likes |
| 2. Ever considered using theatre to deliver the health message? | 8 Comments + 3 Likes |
| 3. Environmental Hazard Assessments for Fall Prevention | 6 Comments + 5 Likes |
| 4. Webinar: Preventing drug-related harm among older adults | 7 Comments + 1 Like |
| 5. Move, Improve, Remove Posters and Webinar series for FPM 2023! | 4 Comments + 4 Likes |
| 6. Communauté de pratique : Marche vers le Futur | 8 Likes |



3,759 Subscribers



Open rate*: 28%



Click rate**: 5%

*Percentage of total recipients (successful deliveries) who opened the Loop newsletter. Calculation is an average.
**Percentage of total recipients who clicked any tracked link in the newsletter. Calculation is an average.

Webinars

Between October 1st, 2022, and September 30th, 2023, Loop facilitated nine webinars (including one French webinar). Below is a list of the five webinars with the highest attendance. On average, these webinars have 429 recording views following the event.

Top webinars	Attendees
1. <u>World Falls Guidelines</u>	588
2. <u>Attract, Adapt, Implement and Sustain an Evidence Informed Exercise Program to Prevent Falls</u>	248
3. <u>Pain, Pain Meds and Falls in Older Adults – A Rock and a Hard Place</u>	233
4. <u>Non-pharmacological approaches to chronic pain management</u>	179
5. <u>Are we giving falls the respect they deserve? Role of the nervous system and the Care Pathway</u>	177

Webinar metrics

232 participants per webinar on average*



1,856 total webinar participants



13,000+ recording views



146 new YouTube subscribers



1,800+ hours watched



*This value excludes the French webinar which had 78 attendees.

What did members think about the webinars?

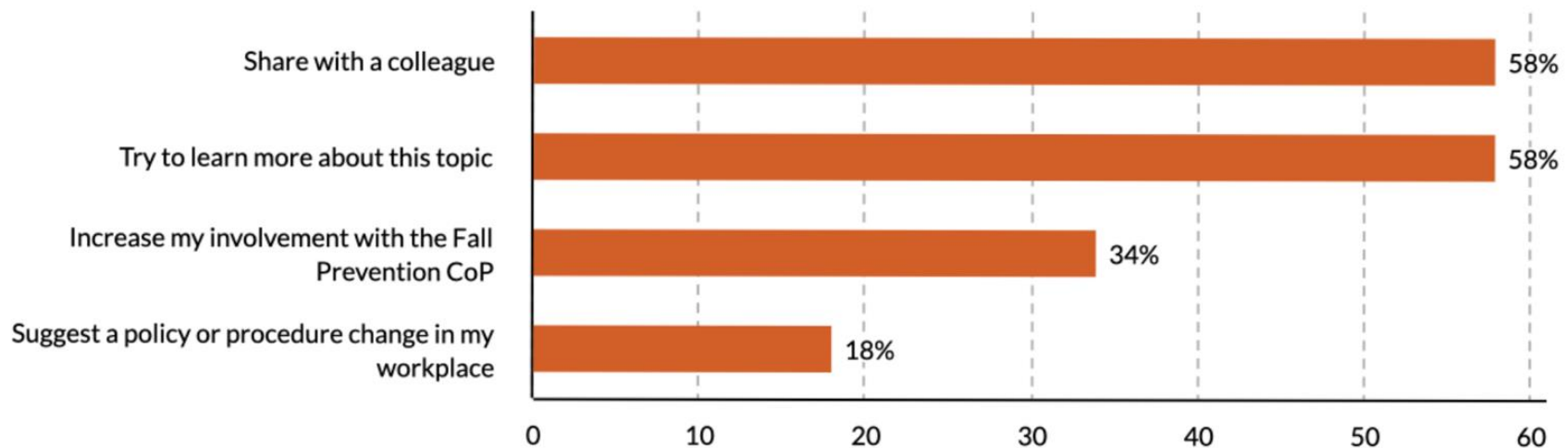
After each webinar, all attendees are invited to participate in a post-webinar survey. Here's what they thought about the webinars. The below findings are based on questions that use a 5-point scale format.

72%	of survey respondents rated their confidence level to use the information in the webinar as high and very high
99%	of survey respondents rated the presenters as knowledgeable and very knowledgeable
93%	of survey respondents thought that the webinar materials were helpful and very helpful
93%	of survey respondents felt the presenters kept them interested throughout
89%	of survey respondents rated the quality of the webinar as high and very high



The post-webinar survey had a 50% response rate

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



Knowledge Centre

The Knowledge Centre received **12** formal information requests through the Loop/Loop Junior submission form and **13** informal requests via Loop discussion posts or direct email. This includes one Loop Junior information request.

The Knowledge Centre released two new Loop Evidence Summaries: [Preventing falls among older adults through physical activity: A guidance document for practitioners](#) and [Addressing Equity, Diversity and Inclusion in Injury Prevention Programs and Policies](#)

What were the trends and themes of requests?

The primary trends and themes of all new requests were:

- Fall injury-prevention approaches and technologies in hospitals (e.g., restraints, bed alarms, rounding)
- Community fall prevention interventions and resources for northern, rural, urban and Indigenous peoples
- Fall prevention education, tools and programs in community and health care settings
- Fall risk models, measures, research and funding proposals on fall prevention
- Home safety assessments, research and supports
- Curriculum on fall and injury prevention, updated best practice research on preventing falls in children > 10 years old

What sectors do our requesters work in?

Regional/provincial health agencies, hospitals, public health, community health services, Indigenous services, and non-profit community organizations

What part of the country do our requesters work in?

Ontario (14), British Columbia (3), Nova Scotia (3), Manitoba (3) and Alberta (2)

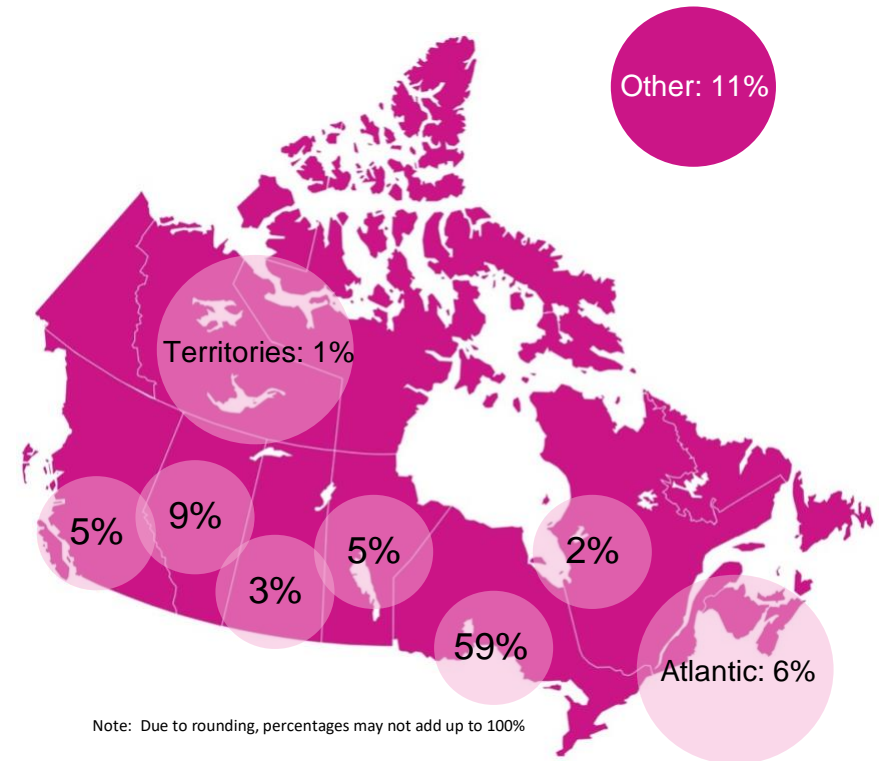
Loop Junior

Loop Junior Members

Where do members live?

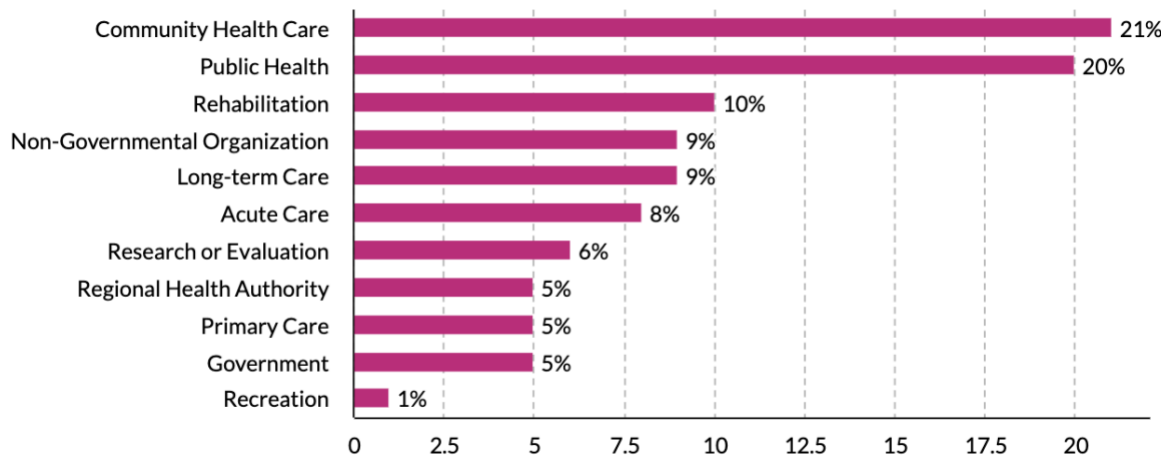
The majority of Loop Junior members live in Ontario, but Loop Junior continues to expand its reach nationally and beyond.

As of October 1st, 2022, there are **476** active Loop Junior members. This is a 14 per cent increase in active membership compared to 2022 membership (i.e., 419 active members as of Oct 1st, 2022).



Where do members work*?

Over half of Loop Junior members reported working in the community health care, public health, and rehabilitation sectors.



*Members can report working in one or more sectors. Data reflect percentage of all reported sectors (n= 653). Numbers are rounded to the nearest percentage.

Engagement on Loop Junior

16 discussions posted

4 events submitted

2 messages sent between members

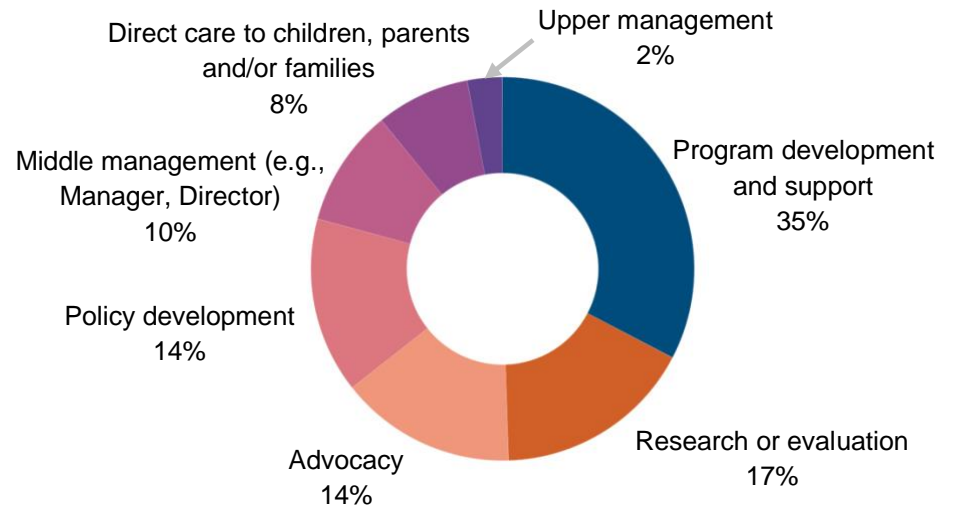
21 comments posted

1 private group

Unique page views, website users, and top pages are for both Loop and Loop Junior combined.

What do members do*?

Over 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= 545). Numbers are rounded to the nearest percentage.

Website users
15, 191

Page views
67,838

Members' Working Language

English: 90%
French: 1%
Both: 9%

Top Pages

English homepage
Register / login
Webinars
French homepage
Evidence summaries

Loop Junior Discussions, Newsletters, Webinars

What did members discuss?

The Loop Junior discussion board is a space for members to ask questions and share information to inform their fall prevention practice and research. Here are the top five discussions posted on Loop Junior, that had the highest number of likes and comments combined between October 1, 2022, and September 30, 2023.

What did members read?

Loop Junior e-newsletters are sent monthly and help keep members in the loop about discussion posts, upcoming webinars, and events. Below are some key metrics from Loop Junior newsletters in the last year. The industry average click rate is considered 2.6 per cent.

Top discussions

1. [Home Safety Device Kits Program](#) 6 Comments + 2 Likes
2. [Implementing policies: Window guards and 4-sided fencing](#) 2 Comments + 2 Likes
3. [Upcoming webinar on the landscape of child passenger safety in Canada](#) 2 Comments + 2 Likes
4. [Definition for Serious Child Falls](#) 2 Comments + 2 Like
5. [Fall Prevention Curriculum in Elementary Schools](#) 2 Comments + 2 Likes



457 Subscribers



Open rate*: 28%



Click rate**: 4%

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

**Percentage of total recipients who clicked any tracked link in the newsletter. Calculation is an average.

What webinars were hosted?

Between October 1st, 2022, and September 30th, 2023, Loop Junior facilitated one webinar - [Using ALTER: An evidence-based approach to improving parents' home-safety practices](#). This webinar had 76 participants and 123 views on YouTube at the time this report was written.

After each webinar, all attendees are invited to participate in a post-webinar survey. Based on the post-webinar survey, 95 per cent of attendees rated the overall quality of the webinar as high or very high.

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, conferences etc.); and
- ✓ With fall prevention stakeholders who are not yet familiar with Loop or Loop Junior.

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



fallsloop.com/about/promote-the-loop-cop

jr.fallsloop.com/about/promote-loop-jr-cop

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