



Fall Prevention Month November 2015: Evaluation summary

Reach:

- # of participants in Fall Prevention Month events: 6165
 - At events for staff: 593
- Social Media:
 - Twitter:
 - 497 tweets
 - 236 original tweets
 - 126 were re-tweeted 261 times
 - Facebook
 - Tumblr
- Media coverage:
 - 96 different news coverage events
 - Mostly local newspapers and radio stations

Organizations:

- 109 organizations involved in Fall Prevention Month initiatives
 - 79 organizations planned Fall Prevention Month initiatives
 - 30 organizations involved as partners
- Location:
 - 94 organizations based in Ontario
 - Erie St. Clair: 5
 - South West: 20
 - Waterloo Wellington: 8
 - Hamilton Niagara Haldimand Brant: 5
 - Central West: 1
 - Mississauga Halton: 12
 - Toronto Central: 6
 - Central: 4

- Central East: 3
 - South East: 4
 - Champlain: 6
 - North Simcoe Muskoka: 5
 - North East: 11
 - North West: 3
- 9 organizations based in Saskatchewan
- 1 organization based in Newfoundland and Labrador
- 1 organization based in Nova Scotia
- 2 unknown
- Type of organization:
 - Public Health
 - Non-profit
 - Private
 - Public
 - University
 - Hospital

Events:

- 157 initiatives planned
 - Of the 157 events planned, 22 were intended for staff
 - Most often planned initiatives:
 - Handout distribution: 87
 - Presentation: 70
 - Info booth: 39
 - Webinar: 25
 - Fitness activity: 22
 - Initiatives with the highest turn-out:
 - Webinars: 1845 views
 - Presentations: 1779 attendees
 - Info booth: 888 drop-ins
 - Fair: 885 participants
 - Fitness activity: 867 participants

Toolkit:

- Reported use of toolkit for initiative planning: 11
- “The tool kit was phenomenal and much appreciated! We know that everyone is busy and these resources were inspirational.”
- “All of the resources in the OIPRC toolkit were very useful (I'll continue to use many of them in my fall prevention programming)!”
- ” Thank you for all your information you sent and hopefully this will be done again next year.”