

Work Plan name: CoP/Loop – EXTENDED SHORT TERM PLAN**Name of organization: ONF****Fiscal year: April 1, 2020st to March 31, 2021****Milestone #1:****Development, implementation and evaluation of a New Member Recruitment Plan**

Activities	Start date	End date	Person(s) responsible	Performance indicator	Progress made
Promotional strategies					
a) Develop 1 promotional and 6 tutorial videos/guides (English and French)	January 2020	January 2021	Shameeza with Durham College	# of videos, YouTube views, web analytics	Videos completed and posted on YouTube. French promotional video to be completed in Winter 2021.
b) Additional Loop videos – how to post on Loop (English and French)	October 2020	Postponed to Winter 2021	Shameeza with Durham College	# YouTube views, web analytics	This video has been postponed. Will inquire with Durham College for Winter 2021 release.
c) Increase visibility of Loop during FPM 2020 <ul style="list-style-type: none">- Discussion posts- Feature in FPM newsletter and social- Feature in ONF social	October 2020	December 2020	Core Team members and Shameeza	# of new discussion posts, # of comments, Loop featured in FPM newsletter/social	Had social media posts about Loop and encouraged people to continue to conversation about their FPM activities on Loop.
d) Update/refresh/promote generic presentation for Loop	July 2020	December 2020	Shameeza and input by all	Revised generic presentation completed and posted on Loop	Completed and posted on Loop and Loop Junior.

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e) Develop a guide to collaborate with external partners (e.g. target specific Loop services to highlight and for dissemination in newsletters, conferences, etc.)	August 2020	March 2021	Shameeza and input by all	Guide completed, dissemination strategy developed, # of Loop services featured, # of partners participating	On hold
f) Virtual Fall Prevention conference in November 2020	July 2020	November 2020	Hélène, Cynthia, Jeannette, Richard, Suzanne – input by all	Role of Loop identified, Loop services provided, # of new members joining Loop and Loop Junior	<p>Loop postcard was distributed in delegate package. Shameeza offered a Loop tutorial at the conference.</p> <p>Since the conference, Loop has had 33 new members. Loop Junior has had 5 new members.</p>
General recruitment					
a) Form a working group to review the recruitment strategy from previous years (Appendix 1)	July 2020	March 2021	Recruitment and Engagement subgroup)	Core Team members volunteer to join	On hold

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<p>b) Organize provincially based planning and networking events for Loop and Loop Junior members (if requested)</p> <p>c) Identify stakeholders across Canada who have broader mandates than fall prevention but yet an interest (i.e. pharmacists, optometrists, etc). Identify the various ‘asks’ for each group</p>	<p>July 2020</p> <p>September 2020</p>	<p>March 2021</p> <p>March 2021</p>	<p>Hélène, Shameeza and select Core Team members and other advisory bodies</p> <p>Recruitment and engagement subgroup (once formed)</p>	<p>Increased number of members across Canada. Provincial priorities and action identified</p>	<p>Town Hall for children falls completed September 2020. There were 29 attendees.</p> <p>Supported and promoted “Members in Atlantic Canada: Let’s network!” thread on Loop and Loop Junior.</p> <p>On hold</p> <p>Google Sheet (stakeholder matrix)</p>
<p>Indigenous Network</p> <p>a) Meetings</p> <ul style="list-style-type: none"> Identify needs/ goals for this group Highlight member projects to foster learning Identify next steps Role in virtual conference TBD 	<p>April 2020</p>	<p>March 2021</p>	<p>All members, chaired by Vicky Scott and Kathy Belton</p>	<p>4 meetings, # of new members, actions identified and plan in place</p>	<p>Developed Terms of Reference</p> <p>4 meetings (April and June, August, October 2020)</p>

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<p>b) Recruitment of health intermediaries working with Indigenous Populations</p>	<p>April 2020</p>	<p>March 2021</p>	<p>Indigenous Network members</p>	<p>Promotional efforts made to health/service providers working with Indigenous communities (# of outreach emails, discussion post request, etc.) # of activities and resources added on FPM website</p>	<p>Next meeting at the end of January 2021</p> <p>Completed an Indigenous Network presentation at virtual conference. There were 86 attendees.</p> <p>Disseminated email templates for members to share within their network.</p> <p>ONF and Loop sponsored conference fees for 14 Indigenous Peoples to participate</p>
<p>c) Seek input on FPM website, resources and activities (Indigenous / culturally relevant content)</p>	<p>June 2020</p>	<p>March 2021</p>	<p>Shameeza and Indigenous Network members</p>		<p>Received resources and activities from members</p> <p>Developed community-specific content section on FPM website</p>

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Recruitment of new Core Team members and responsibilities					
a) Seek provincial ambassadors on core team and fill in gaps when needed	July 2020	March 2021	All	# of provincial ambassadors on Core Team and Canada wide representation	Have members from Ontario, New Brunswick, Nova Scotia, Manitoba, British Columbia, Alberta, Quebec, Prince Edward Island and Yukon. Missing from NWT, Nunavut, Saskatchewan, Newfoundland and Labrador.
b) Provide provincial Loop member metrics to provincial and territorial ambassadors (every 6 months)	July 2020	March 2021	Shameeza	Provincial and territorial metrics provided	Completed. Annual Loop and Loop Junior report completed and shared October 2020.
c) Review recruitment needs on a yearly basis	December 2020	March 2021	Marguerite and Core Team	Review completed and actions identified	Ongoing
d) monthly Core Team meetings with at least two strategic planning meetings/year for a total of 11 meetings a year	April 2020	March 2021	All Core Team members	# of regular meetings and strategic planning meetings of Core team	7 meetings including 1 strategic planning meeting

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CoP subgroups					
a) Seek additional members for the Recruitment and Engagement subgroup	July 2020	March 2021	All Core Team members	# of core team members in subgroup Roles, goals and responsibilities outlined for this subgroup	On hold
b) French Subgroup	July 2020	March 2021	Hélène, Richard, Barbara and Caroline Borris	6 meetings	June, July, August, September, October, December
- Meetings	July 2020			1 French webinar delivered, # of participants	2 French webinars scheduled (Dec 9 and Feb. 24)
- French webinar					
- Develop an engagement strategy for francophone network (private group)	July 2020	March 2021		Engagement strategy developed and actions identified # of numbers across Canada	Winter 2021
c) Seek additional members (outside of Core Team) to join the webinar subgroup	July 2020	March 2021	Suzanne and Marguerite		Marguerite and Suzanne inquired. No response yet.

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Milestone #2:

Development, implementation and evaluation of a Member Engagement Plan

Activities	Start date	End date	Person(s) responsible	Performance indicator	Progress made
<p>Webinars</p> <p>a) produce 7 webinars per year - goal of one French webinar per year</p>	April 2020	March 2021	Webinar subgroup French webinars: Hélène, Barbara and Richard, Caroline	# of webinars per year (ENG/FR) # of participants per webinar	<p>April 2020 – December 2020: 5 webinars completed</p> <p>4 webinars pending as of December 2020 including two French webinars</p> <p>Town Hall on children fall prevention completed</p>
<p>c) discuss the idea of open forum webinars - this has been explored through FPM focus groups</p>	April 2020	March 2021	Webinar subgroup		<p>Posted on Loop Junior to seek webinar content. Town Hall addressed this component.</p>
<p>f) Analyze composition of Loop members (disciplines</p>	July 2020	September 2020	Webinar subgroup		

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and sectors) and identify topics that have not been covered for webinars, newsletters, etc. (gaps in knowledge)			Analysis: Shameeza		Needs assessment has identified a few topics of interest by members.
Mini-newsletters b) Produce 24 mini newsletters every year	April 2020	March 2021	Shameeza	open and click rate (average)	<p>Loop: July 17-Dec 4: 11 (not including webinar invitations)</p> <p>Average opens: 19.13% Average clicks: 4.05%</p> <p>Loop Jr: July 10 to Nov 27: 11 newsletters (not including webinar invitations)</p> <p>Average opens: 19.67% Average clicks: 4.86%</p>
Loop Discussions a) Identify other moments to email Loop members (i.e. year end reports,	April 2020	March 2021	All	# of special events for direct mailing to Loop members	Shared release of tutorial videos via newsletter and discussion post. Also

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conference, feature topics, etc.)					created a news page on Loop/Loop which allows ONF social media sharing.
b) Monthly or bi-monthly discussion summaries	July 2020	March 2021	ONF team	4 discussion summaries	Not completed. Focused on Knowledge Products
c) Identify content for all sectors, disciplines represented on Loop (i.e. LTC content, etc.)	July 2020	March 2021	Alison, Marguerite	List of topics created on basis of trends and hot topics	
d) review the purpose of private groups, explore existing needs of members for private groups and adjust based on members' input and needs - invite members of private group to share experiences/success	Postponed to Winter 2021	Postponed to Winter 2021	New evaluation subgroup formed for 2021-2022	Purpose reviewed, analysis of needs completed	Postponed
h) Recognize early exchangers and encourage them to post again (in the backend of Loop, we can identify	Postponed to Winter 2021	Postponed to Winter 2021	Recruitment and Engagement	Message to be sent is created and distributed to targeted members	Updated welcome messages for Loop and Loop Junior

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members who have posted a few times over a certain time period. These members can be recognized/encouraged to post again by directly emailing them).				Number of posts on Loop by these members Systematic strategy on how to approach the early exchangers developed by March 2021	
Evaluation – web analytics and yearly member survey results					
Web analytics report	July 2020	October 2020	Shameeza		Completed in October 2020
Identify areas for change and improvement	July 2020	March 2021	ONF team	Recommendations for change/improvement generated	Needs assessment completed early 2020
Implementation of recommendations identified in needs assessment report	July 2020	March 2021			In progress. E.g. developing more knowledge products to supply latest fall prevention evidence, fostering networking through town hall, improving the functionality of

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					Loop and Loop Junior, etc.
<p>Engagement of external stakeholders</p> <p>a) Identify stakeholders across Canada who have broader mandates than fall prevention but yet an interest (i.e. pharmacists, optometrists, etc.)</p> <p>b) explore opportunities for contribution/collaboration (i.e. posts on Loop, articles in their newsletters or other, webinars, etc.)</p>	<p>August 2020</p> <p>September 2020</p>	<p>March 2021</p> <p>March 2021</p>	<p>Marguerite with input from all Core Team members</p> <p>All Core Team members</p>	<p>Stakeholder matrix by sector and geography</p> <p># of external stakeholders identified</p> <p># of agreements and contributions to Loop and about Loop</p> <p># of new members</p>	<p>See stakeholder matrix on the agenda.</p> <p>Ongoing requests to webinar presenters to follow up on Loop</p> <p>Great Loop visibility at virtual conference</p>
<p>Knowledge Centre</p> <p>a) Develop Knowledge Products</p>	<p>April 2020</p>	<p>March 2021</p>	<p>Shameeza, Hélène, Alison and consultant</p>	<p>8 Knowledge Products posted</p>	

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b) Publish Knowledge Centre trends every 6 months - consider doing this annually	September 2020	March 2021	Alison and Shameeza	KC trends published	5 completed as of December 2020; 1 pending March and October KC trends completed
Implementation Science Supports Core Team Face to Face meeting Dec 2018- identified opportunity to explore implementation services between core team members from ONF and RAO	Postponed to Spring 2021	Postponed to Spring 2021	Hélène with ONF IS team	Framework and outline of service	

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Milestone #3:

Development and implementation of a Loop technology improvement plan

Activities	Start date	End date	Person(s) responsible	Performance indicator	Progress made
Small-large technical improvements, outlined below: - Making improvements to French side of Loop and Loop Junior (e.g. filters, terms, etc.) - Developing a news page on Loop and Loop Junior - Developing a tutorials page on Loop and Loop Junior to house the promotional and tutorial videos/guides - Updating home page (pre-log in) text and buttons to showcase	April 2020	June 2020	Shameeza and webmaster	# of small-large technical improvement accomplished	Completed
					Completed
					Completed
					Completed

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<p>promotional and tutorial videos</p> <p>- Completing a review and update of Loop and Loop Junior webpages (e.g. about, knowledge centre, knowledge product, leadership, member terms, tutorial videos, private group, discussion)</p>					Completed
<p>Exploring option of updating registration page to include description box of what someone is working on</p>	September 2020	Postponed to Winter 2021	Shameeza and webmaster		
<p>Review Loop interface look and functionality (big review)</p>	January 2020	Postponed to Winter 2021	Shameeza and webmaster (and possible external consultant for objective assessment)	<p># number of improvements identified</p> <p>Feasibility of changes assessed and implemented</p>	All completed except a review of the French side of the pre-log in home page
<p>Explore toggle functionality between English and French</p>	December 2020	March 2021	Shameeza and webmaster		

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Milestone #4:

Ensure alignment between Loop and Fall Prevention Month Initiatives

Activities	Start date	End date	Person(s) responsible	Performance indicator	Progress made
Promotional activities: - Highlights of FPM 2020	December 2020	December 2020	Shameeza	Highlights produced and shared with Loop members and stakeholders	Completed
- FPM 2020 final report	December 2020	February 2021	Shameeza	Final report produced, shared on Loop (# of comments generated)	In progress. Portion of survey recruitment done via Loop and Loop Junior
Writing articles based on Loop Knowledge Products targeting public: - Falls in older adults and COVID 19	January 2021	February 2021	Marguerite and Alison	Article posted on FPM website Article published in key newsletters	Not started

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Future planning for Loop: - Review FPM final report and identify priorities for action for Loop in 2021-2022	February 2021	March 2021	Core Team	Priorities for action identified, recommendations made for workplan 2021 and 2022	Not started

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APPENDIX 1

Recruitment Strategy Details

<p>1. Recruitment of frontline health intermediaries:</p> <ul style="list-style-type: none">a. With job titles such as: Health promoters, physiotherapists, occupational therapists, EMS, pharmacistsb. Working in settings such as: Public health, LTC, home care, primary care	<p>Job title specific professional bodies, regulatory colleges and associations:</p> <p>There are a number of job title specific Canadian and provincial professional bodies, regulatory colleges and associations that can be contacted to recruit health intermediaries to Loop. For instance:</p> <ul style="list-style-type: none">• Health Promotion Canada• The Canadian Physiotherapy Association/Canadian Association of Occupational Therapists/Canadian Pharmacists Association• Provincial regulatory colleges for physiotherapists, occupational therapists and pharmacists <p>They may have newsletters, social media, conferences etc. that can be accessed for recruitment.</p> <p>Setting specific professional associations</p> <p>Similarly, there are a number of Canadian, provincial, regional and local setting specific associations that can be contacted to recruit health intermediaries to Loop. For instance:</p> <ul style="list-style-type: none">• Canadian Public Health Association (and provincial associations)
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	<ul style="list-style-type: none">• Canadian Association for Long-Term Care (and provincial associations)• Canadian Home Care Association (and provincial associations)• Etc. <p>These associations may have newsletters, social media, conferences etc. that can be accessed for recruitment, and/or may provide assistance/input about the most effective recruitment strategies for these settings.</p>
<p>2. Recruitment of frontline health intermediaries (within Ontario):</p> <p>a. Working in Ontario-specific settings such as: Family Health Teams, community exercise and fall prevention day programming, age-friendly communities, parks and recreation</p>	<p>Thehealthline.ca A scan of thehealthline.ca may provide a channel for recruitment of Ontario-based health intermediaries who work in community-based exercise and fall prevention programs. This may be a large undertaking. Perhaps in year 1, a certain region can be identified and recruitment can be targeted within that region.</p> <p>Other channels In addition, the Association of Family Health Teams of Ontario may be an avenue to investigate.</p> <p>Investigating whether the LHINs have a structure/communication framework that could be accessed for recruitment can also be investigated.</p> <p>Age-Friendly Communities/Parks and Recreation</p>

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	<p>ONF will continue to work with AFC in 2018 to make further linkages with fall prevention. The link to Parks and Recreation will also be explored.</p>
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APPENDIX 2

EVALUATION OF WORKPLAN

Recruitment Strategy

The success of the workplan can be evaluated using statistics generated by:

- **Loop** (provides the number of new members that join Loop on a monthly and yearly basis)
- **Google Analytics** (can track top referral sites to determine which communication channels are successful at driving traffic to Loop)
- **ONF** (can keep track of attendance at events and dates of other recruitment efforts in order to cross-reference with monthly growth)

ENGAGEMENT STRATEGY

The goals are to:

- Increase the engagement rate of 9% to 12% within 12 months of implementing this engagement plan
- Increase Knowledge Centre requests by 25%
- Increase private group numbers by 5 per year or explore other options for private groups

Quarterly updates will be provided to the CoP Core Team on the progress made in achieving our growth target.