

Work Plan name: CoP/Loop Growth

Name of organization: ONF

Fiscal year : April 1st 2019- March 31st, 2020

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) Promotional strategies a. One slide/infographic on benefits of Loop	April 2019	Feb 2019	MA	One slide/infographic created, reviewed and approved	Completed
b) Provide promotional materials to general members on Loop to encourage them to promote	April 2019	Feb 2019	MA	Page on Loop housing this content	Postcards provided: https://www.fallsloop.com/about/promote-the-loop-cop
c) Increase visibility of Loop on FPM 2019	April 2019	May 2019	MA and webmaster	Link across both sites	Completed
d) Update/refresh/promote generic presentation for Loop	July 2019	July 2019	MA	Generic presentation completed and posted on Loop	Completed
e) Create and post teaser messages that highlight Loop services (i.e. Did you know? You can request a literature search on a topic of interest, etc.)	September 2019	March 2020	Recruitment and Engagement subgroup	Messages created, destination identified and posted	Completed (teasers are being used by Core Team members, targeted to their audience and also used in newsletters and webinars)

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<p>f) Explore the possibility of creating a Twitter account for Loop</p> <p>g) Conference attendance</p>	<p>September 2019</p> <p>April 2019</p>	<p>October 2019</p> <p>March 2020</p>	<p>H.G., communication consultant (ONF)</p> <p>All</p>	<p>Options reviewed and decision made</p> <p>Number of conferences attended with booth, postcard distributions, etc.</p>	<p>Rejected. Decision was made against a twitter account due to ONF HR capacity</p> <p>June 2019: Alliance of Healthier Communities</p> <p>Upcoming conferences in the Fall: Journées annuelles de santé publique (November) Canadian Association of Gerontology (October)</p> <p>Others? Please add</p>
<p>General recruitment (see Appendix 1 for recruitment details)</p> <p>a) Recruitment of frontline health intermediaries across Canada with job titles such as: Health promoters, physiotherapists, occupational therapists, EMS, pharmacists and working in settings such</p>	<p>April 2019</p>	<p>March 2020</p>	<p>Recruitment and Engagement subgroup</p>	<p>Increased number of members across Canada</p>	<p>All members to add to Loop Stakeholder Matrix via google sheet</p> <p><u>Google Sheet</u></p> <p>The google sheet will be added to the Core Team agendas again</p>

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<p>as: Public health, LTC, home care, primary care</p> <p>b) Recruitment of frontline health intermediaries (within Ontario): Working in Ontario-specific settings such as: Family Health Teams, community exercise and fall prevention day programming, age-friendly communities, parks and recreation</p>	April 2019	March 2020	Recruitment and Engagement subgroup	Increased number of members in Ontario	Ongoing Upcoming opportunity for recruitment through RISE (https://www.mcmasterforum.org/rise) which is an organisation aimed at supporting the work of Ontario Health Teams
<p>Indigenous Network</p> <p>a) Teleconference with private group members from Loop in early 2019</p> <p> a. Identify needs goals for this group</p> <p> b. Identify next steps</p> <p>b) Recruitment of health intermediaries working with Indigenous Populations</p>	April 2019	March 2020	H.G., Shameeza. Vicky Scott	# of members in private group Needs and goals for the group, defined.	Two teleconferences completed. Agreed to work on FPM initiative to start. 48 members as of October 9, 2019 Next meeting on December 2, 2019 TBD
	July 2019	March 2020	Recruitment and Engagement subgroup	Promotional efforts made to health/service providers working with Indigenous	

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				communities (# of outreach emails, discussion post request, etc.)	
<p>Recruitment of new Core Team members and responsibilities</p> <p>a) Seek provincial ambassadors on core team from BC, Quebec, Alberta, PEI, Newfoundland and Labrador, North west Territories, Yukon and Nunavut</p>	April 2019	Dec 2019	All	<p># of provincial ambassadors identified and contacted</p> <p># of provincial ambassadors on core team</p>	<p>BC- Sandy MacLeod Quebec- (Barbara Fillion for French Subgroup) Alberta- Jodie Breadner Newfoundland and Labrador- Jeannette Byrne (recruited) PEI - Sheila Rix Yukon – Lisa Robertson Québec – Barbara Fillion Nunavut- TBD</p>
<p>d) Identify core team’s responsibilities and process for promotion of Loop</p>	April 2019	March 2019	MA and HG	Roles and responsibilities defined and approved	See revised TORs = Completed and approved. Posted on Loop
<p>e) Provide provincial Loop member metrics to provincial ambassadors quarterly</p>	April 2019	March 2020	Shameeza	# of Loop members by province	Number of Loop members by province are reported at each recruitment/ engagement subgroup meeting

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f) Review recruitment needs on a yearly basis	April 2019	March 2020	All	Recruitment needs identified (see Appendix 2)	Completed during face to face meeting on April 26
g) monthly Core Team meetings with at least two face-to-face meetings/year for a total of 11 meetings a year	April 2019	March 2020	All	# of regular meetings and face-to-face meetings of Core team	1 face to face meeting completed and 5 by phone Face to face meetings will be discontinued. Use Zoom for future
h) In the long-term, explore feasibility of creating new structure with an overarching Canadian Core Team along with provincially based core teams	January 2020	March 2020	HG and Core Team	Options explored for fiscal year 2020-2021 and beyond	Deferred. To be discussed again in Winter 2020 during strategic meeting
CoP subgroups					
a) Formation of the Recruitment and Engagement subgroup	April 2019	March 2020	M.A. /new KC	# of core team members in subgroup Roles, goals and responsibilities outlined for this subgroup	Group formed on Feb 12, 2019 - Completed 4 core team members + ONF staff Ongoing meetings: 4 since April 2019

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<p>b) Webinar Subgroup - Explore new webinar concepts (e.g. open forum, webinar series)</p>	<p>April 2019</p>	<p>March 2020</p>	<p>MA and MT</p>	<p>New webinar concepts developed and implemented</p>	<p>Subgroup renamed to Webinar subgroup</p> <p>Suggestions for open forum webinars started</p>
<p>c) French Subgroup - This subgroup includes members from the Loop core team and the FPM partners</p>	<p>April 2019</p>	<p>March 2020</p>	<p>HG, RL</p>	<p>New members recruited</p>	<p>Group formed and 3 meetings held since April</p>
<p>- French webinar presenter</p>	<p>Sept. 2019</p>	<p>March 2020</p>	<p>French subgroup</p>	<p>Speaker, timeline identified</p>	<p>TBD after November conference in Montreal</p>
<p>d) Evaluation Subgroup – ad hoc</p>	<p>June 2019</p>	<p>March 2020</p>	<p>HG, Jeannette and Suzanne</p>	<p>Explore short survey options and need assessments surveys and other evaluation tools</p>	<p>First meeting took place on July 25</p> <p>Needs assessment survey drafted. To be distributed in January 2020 to Loop members</p>

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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
Webinars a) produce 10 webinars per year - goal of one French webinar per year	April 2019	Dec 2019	Shameeza, Marguerite	# of webinars per year (ENG/FR) # of participants per webinar	April 3- 213 May 14- 114 June 11- 174 June 18- 63 June 24- 105 (all EN)
b) Support webinar presenters to post a summary or follow up questions/discussion on Loop	Ongoing	March 2020	M.T., A.S. and Shameeza	Standardized follow up	Limited success by encouraging presenters to post a follow up. Tasked to webinar subgroup
c) discuss the idea of open forum webinars - this has been explored through FPM focus groups	April 2019	Fall 2019	Shameeza and M.T. with webinar subgroup		ONF led webinar on position paper – completed – June 2019. More to come
e) Monthly “how to” Loop webinars - review in 6 months	April 2019	July 2019	M.A./Shameeza	# of participants in monthly webinars	Small groups, all agree it’s useful. Key components: describing

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<p>f) Analyze composition of Loop members (disciplines and sectors) and identify topics that have not been covered for webinars, newsletters, etc. (gaps in knowledge)</p>	<p>Sept. 2019</p>	<p>January 2020</p>	<p>Shameeza</p>	<p>Analysis completed with recommendations</p>	<p>knowledge centre and discussions. Currently on hold.</p> <p>Composition of Loop members to be captured in Loop annual report (to be released in November)</p> <p>Topics to be identified in December</p>
<p>Mini-newsletters b) Produce 24 mini newsletters every year</p>	<p>April 2019</p>	<p>Dec 2019</p>	<p>Shameeza</p>	<p># of open clicks as a results</p>	<p>July 1 to October 9: 7 newsletters</p> <p>Average opens: 21.4%</p> <p>Average clicks: 5.3%</p>
<p>Loop Discussions a) Auto-alerts for comments, likes, etc. b) Identify other moments to email Loop members (i.e. year end reports, feature topics, etc.)</p>	<p>April 2019 April 2019</p>	<p>Mar 2019 November 2019</p>	<p>M.A./web master All</p>	<p>Functionality changed, yes/no # of special events for direct mailing to Loop members</p>	<p>Completed Loop annual report will be sent by email to members</p>

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<p>c) develop posting guide for Loop members as to how to frame their posts and how to come up with ideas for posting</p>	<p>April 2019</p>	<p>July 2019</p>	<p>M.A. /Shameeza</p>	<p>Product created and posted to Loop, need to re-brand for Loop and Loop Junior</p>	<p>Completed and posted on Loop</p>
<p>f) develop framework for discussion summaries to further encourage discussion on a particular topic</p>	<p>April 2019</p>	<p>March 2020</p>	<p>MT, AS and HG</p>	<p># of discussion summaries</p>	<p>Video project with Durham College in progress. Videos produced by March 2020</p>
<p>- Monthly or bi-monthly discussion summaries</p> <p>- Identify content for all sectors, disciplines represented on Loop (i.e. LTC content, etc.)</p>		<p>March 2020</p>		<p>List of topics created on basis of trends and hot topics</p>	<p>3 discussion summaries</p> <ul style="list-style-type: none"> - Falls in the home - Policy and procedures for outpatient falls - recommendations for seniors exercise DVDs - primary health care – are you afraid to fall
<p>g) review the purpose of private groups, explore existing needs of members for private groups and adjust based</p>	<p>September 2019</p>	<p>February 2020</p>	<p>Evaluation subgroup</p>	<p>Purpose reviewed, analysis of needs completed</p>	<p>Not started</p>

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<p>on members' input and needs - invite members of private group to share experiences/success</p> <p>h) Recognize early exchangers and encourage them to post again (in the backend of Loop, we can identify members who have posted for the first time or have posted a few times over a certain time period. These members can be recognized/encouraged to post again by directly emailing them).</p>	<p>Sept. 2019</p>	<p>March 2020</p>	<p>Shameeza, MT, HG</p>	<p>Message to be sent is created and distributed to targeted members</p> <p>Number of posts on Loop by these members</p>	<p>Not started</p>
<p>Yearly member survey Disseminate member survey, analyze data and provide final reports and updates in Loop</p> <p>Identify areas for change and improvement</p>	<p>October 2019</p>	<p>March 2020</p>	<p>Evaluation subgroup, HG</p>	<p>Final reports provided with information in Loop</p> <p>Recommendations for change/improvement generated</p>	<p>In progress</p>

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<p>Recognition program</p> <p>a) develop a recognition strategy for active Loop members</p> <p>b) Develop a mentorship program to connect experienced and new practitioners</p>	<p>Jan 2019</p> <p>Sept. 2019</p>	<p>March 2020</p> <p>March 2020</p>	<p>Core Team</p> <p>Core team</p>	<p>Recognition strategy developed for each type of Loop member (as per HQO categories)</p> <p>Rationale and strategy for mentorship program developed</p>	<p>In progress</p> <p>Not started and to be discussed. Would need working group for this.</p>
<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>Jan 2019</p> <p>September 2019</p>	<p>August 2019</p> <p>March 2020</p>	<p>MT with input from all</p> <p>All</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. Please add your suggestions</p> <p>TBD</p>

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				As a result	
Knowledge Centre a) Develop Knowledge Centre back end to track information requests and knowledge products	Jan 2019	Mar 2019	MA, AS, webmaster	Back end development	Completed
	Jan 2019	Mar 2019	Shameeza, HG and consultants	# of knowledge products published	Branding completed; 8 Knowledge Reviews posted and in the process to be revised
	Dec 2019	Jan 2020	New KC	KC trends published	
Implementation Science Supports Core Team Face to Face meeting Dec 2018- identified opportunity to explore implementation services between core team members from ONF and RNAO	Jan 2019	May 2019	HG with input from Dr. Julia Moore	Framework and outline of service	June 2019 webinar with Julia Moore Options to be postponed to new fiscal year, pending new funding

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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
Knowledge Centre back end	Dec 2018	Mar 2019	M.A. and webmaster	Back end development	Completed
Small technical improvements	Jan 2019	May 2019	M.A. and webmaster	# of small technical improvement accomplished	Completed
- Changes to menu bar (popular topics and webinar archives more visible)					Completed
- Incorporating Fall Prevention Month website in Loop					Completed
- Move Knowledge Centre and Webinars CTA boxes to top of member home page					Completed
- Easy messaging system to an admin member for assistance					Completed
- Automated emails after inactivity at 2, 4					Completed

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and 6 months, with option to de-activate Loop profile					
- Enlarge text field for discussion background and comments					Completed
- Improve navigation of Calendar and include time zones for events					Completed
- Notifications for any new activities in private groups					Completed
- Help Desk box, icons with different topics (changing)					Not complete- will depend on video project
Explore idea around tailored content/member suggestions for members	Jan 2019	June 2019	Shameeza and webmaster		Deferred
Explore idea around public workspaces, forum or other methods of creating	Jan 2019	June 2019	Core team		Deferred

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community around specific topics (regionally, or other)					
Explore integration with third party websites/services to add value for members (e.g. for document storage/editing, meetups, webinars, fundraising, continuing education, project management)	April 2019	December 2019	Shameeza		Consult Core Team at next strategic planning meeting
Create promotional video for Loop to be located on Loop public homepage	September 2019	December 2019	Shameeza	Inquire with Durham college on student availability, application process, etc.	In Progress
Develop a Loop cleanup strategy with timelines, targets and focus	September 2019	December 2019	MA/Shameeza and HG	Process outline	Ongoing
Review Loop interface look and functionality (big review)	January 2020	March 2020	Shameeza and webmaster (and possible external consultant for objective assessment)	# number of improvements identified Feasibility of changes assessed and implemented	Postponed to Spring 2020 pending new ONF funding

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Add an integrated tutorial to Loop website, as a series of pop ups as users navigate the site	2020 (in case there are major updates after the big review)		Shameeza, H�el�ene and Durham College		To be developed in Winter 2020 with Durham College
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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</p> <p>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</p> <p>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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	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.
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Loop Service	Method	Timeline	Teaser Content
Webinar	<ul style="list-style-type: none">- Item in newsletter- Slide in webinar		
Private Groups	<ul style="list-style-type: none">- Item in newsletter- Slide in webinar		
Knowledge Centre	<ul style="list-style-type: none">- Item in newsletter- Slide in webinar	During periods of Knowledge Centre inactivity	

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APPENDIX 2

RECRUITMENT NEEDS TO CORE TEAM

- A representative from LTC
- A representative from primary care (FHT)
- A representative from a LHIN
- A pharmacist
- A physical activity specialist
- A representative who works with indigenous populations to provide guidance on how we can best serve health intermediaries

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APPENDIX 3

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.