

**Alberta Seniors' Falls Awareness Campaign –
2008**
Finding Balance
Final Report

Prepared by: Play It By Ear Productions
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1. Synopsis

Play It By Ear Productions (PIBE) was hired in 2007 by the Alberta Centre for Injury Control & Research (ACICR) to research, plan and implement a Seniors' Falls Prevention Month campaign at an appropriate time during 2008. Following extensive research and communications with stakeholders and the Government of Alberta, it was resolved that the optimum time for the initial campaign would be during the month of November 2008. Based on PIBE's recommendation, the overall program was implemented under the name "*Finding Balance*".

Our post-campaign consumer research has now been completed and delivered, which enables PIBE to submit this final report on the 2008 *Finding Balance* program.

The *Finding Balance* campaign was created with the objectives of educating and raising awareness among seniors - and future generations of seniors - about the importance of leading healthy and safe lifestyles. To achieve this, a significant portion of the campaign was developed to provide suggestions about some of the ways to prevent falls and maintain mobility and independence. This notion was accepted and subsequently supported by the Government of Alberta, health partners and municipalities across Alberta.

As this was the first year of a projected three-year campaign, efforts were concentrated on developing the support of a coalition of health care professions around the province, together with the Government of Alberta, to support both the campaign concepts and November as *Seniors' Falls Prevention Month*. In this initial year, PIBE and ACICR were able to gain the support of: Alberta Health and Wellness, Alberta Seniors and Community Support, the Alberta Medical Association and the Alberta Physiotherapy Association as lead supporters and sponsors of the program. Please see Appendix One for a complete list of sponsors and supporters.

Finding Balance has been designed as a multi-layered and multi-year program. While the first year of the campaign was targeted at "well-seniors," the program will focus on other segments of the seniors' community when the timing is right and the research supports the campaign to move in that direction.

2. *Finding Balance* Team Roles and Responsibilities

ACICR –

- The role of ACICR was to lead the development, coordination and implementation of the campaign, and to be the lead sponsor.
- ACICR provided the framework from which the campaign was developed, with ongoing counsel from ACICR's province-wide Advisory Committee.
- Additionally, ACICR provided all the research materials and support on seniors' falls.

PIBE –

- Along with ACICR, PIBE assumed the coordinating role in moving the Alberta seniors' falls prevention awareness campaign from the development stage into implementation and completion.
- Also working in close conjunction with ACICR, PIBE played a lead role in securing support from the Government of Alberta and other sponsors.
- PIBE coordinated the creation, production and distribution of all the promotional materials for the campaign, and developed the micro-website: www.findingbalancealberta.ca.
- Additionally, PIBE also directed and implemented the media relations program to secure media coverage of the campaign across Alberta throughout November.

Alberta Medical Association (AMA) –

- The role of the AMA was to provide funding as a major sponsor and counsel on the campaign messaging.
- The AMA also worked with the *Finding Balance* team to develop an algorithm to be used as a falls prevention diagnostic tool by its members. This tool was available online for physician use.
- The AMA also assisted by providing members for the Advisory Committee, and with earned media by providing opportunities to use some of its members as spokespeople throughout Alberta where needed.

Alberta Health and Wellness (AHW) –

- The role of AHW was to provide support for ACICR and the campaign.
- The AHW also provided members for the Advisory Committee.

Alberta Physiotherapy Association (APA) –

- The role of the APA was to provide funding as a supporting sponsor.
- Additionally, the APA distributed more than 1000 *Finding Balance* posters to physiotherapists across Alberta for use in their clinics throughout the month of November.
- The APA also assisted with earned media by providing opportunities to use some of their members as spokespeople, where needed, throughout the province.
- The APA provided members for the Advisory Committee.

Government of Alberta (GOA) –

- The GOA provided the location and infrastructure for the official launch/media conference for the campaign.

Advisory Committee –

- Comprised of health care professionals and opinion leaders from across Alberta, the Advisory Committee worked with the *Finding Balance* team to provide real world feedback and suggestions for the campaign.
- The committee also provided support by distributing promotional items, such as posters, to organizations and health care facilities within their local jurisdictions.
- Additionally, the committee also supported the strategic media plan by identifying sources to connect with the target demographic.

3. Campaign Initiatives

Described below are the key initiatives implemented during this year's campaign:

A. Sponsorship

To ensure *Finding Balance* had the resources and tools to be a success across Alberta, sponsorship was needed to reach the identified and approved goals and objectives, and essentially create awareness among our target audience(s). To ensure success was met, the *Finding Balance* team targeted a variety of community and provincial stakeholders and health care providers to raise the estimated \$200,000 required to make the campaign a success.

The major sponsors of the 2008 campaign were:

- Alberta Centre for Injury Control & Research
- Alberta Health and Wellness
- Alberta Medical Association
- Alberta Physiotherapy Association
- Global TV
- Newcap Radio

For a complete list of sponsors, please see Appendix One.

B. Provincial Government Support of Seniors' Falls Prevention Month

In recognizing the *Finding Balance* campaign and November as Seniors' Falls Prevention Month, the Government of Alberta provided support in a variety of indispensable ways. Primarily, Premier Ed Stelmach, Seniors' and Community Supports Minister, Mary Anne Jablonski and Health and Wellness Minister, Ron Liepert, expressed their support for falls prevention during the media launch on the steps of the Alberta Legislature. By acting as spokespeople for the campaign and showing support in this way, the provincial government was invaluable in getting the campaign key messages out to Albertans. Secondly, the provincial government provided the venue for the media launch, which is in an accessible location to draw media attention and spacious enough to comfortably host the guests.

Minister Jablonski also provided a detailed list of all appropriate seniors' facilities throughout the province, so that they would all receive the full complement of campaign promotional material. These materials were included in the first distribution run of *Finding Balance* promotional items. This was coordinated through the PIBE office.

C. Civic Proclamations

Efforts were made to seek support for *Finding Balance* in cities, towns, municipal districts, counties and villages across Alberta in the form of a civic proclamation. Contact was made with the Mayors, Reeves and Councilors of more than 350 municipalities across the province, seeking their commitment to declare Seniors' Falls Prevention Month during November in each of their communities. Success in this sector would enable us to shine a light on the campaign and its key messages, helping draw further attention to falls prevention. PIBE believed this level of support was critical to achieve the desired degree of increased awareness for the campaign across Alberta.

Each community was contacted via email, with information, a resource package about *Finding Balance*, a sample proclamation and an invitation to declare November as Seniors' Falls Prevention Month. These efforts were followed up with a phone call the following week, resulting in 138 communities across Alberta declaring November as Seniors Falls Prevention Month. See Appendix Two for more details.

D. Focus Groups

To ensure the *Finding Balance* campaign was successful in reaching and influencing seniors, PIBE conducted six focus groups with seniors across Alberta between January and April 2008. These focus groups were held in Edmonton (2), Calgary (2), Lethbridge, Medicine Hat, Vegreville, and Grande Prairie to achieve an appropriate mix of the target audience from around the province. A focus group was also held with a group of physicians at an AMA meeting in March 2008.

The focus groups concentrated on testing attitudes and opinions towards falls prevention, creative concepts, messaging and media reach. The focus group findings suggested excellent support existed for the concept of an Alberta-wide seniors' falls prevention program entitled "*Finding Balance* – Prevent a Fall Before It Happens," timed for November. The focus group results also pointed out that older women are likely to be the main consumers of materials on seniors' falls prevention and thus our activities and promotional materials have been slightly skewed to reflect this.

The focus group survey on media preferences indicated province-wide television advertising during the evening news and use of radio as the best media to capture the target audience during a broad based public awareness campaign. Local and weekly newspapers were recommended for smaller markets, particularly in rural Alberta.

E. Design and Distribution of Promotional Materials

PIBE worked with ACICR and Evita McConnell Graphics to design a variety of promotional materials to help educate and raise awareness of seniors' falls prevention. After extensive field research to develop and fine-tune the key messages that would resonate with the target audience, the following two themes were selected: "Check your Medications" and "Keep Active." See Appendix Three for a sample of these materials.

These materials were distributed to a variety of audiences prior to the campaign launch. The table below highlights the first run of promotional item distribution:

Recipient: Various	Number of Different Locations:	Number of Materials Sent:
Various health regions and health care providers	28	17,863
Family and Community Support Services	185	185
Hospitals	399	399
Libraries	307	307
Lodges	242	242
Municipalities	345	345
Native Centres	124	124
Seniors Centres	406	406
Total	2,036	19,871

An opportunity was also established to distribute the promotional materials to retail pharmacies across Alberta as a means of reaching the program’s target audience. This was achieved through the support and subsequent participation of wholesale distributors such as:

Recipient: Wholesale Distributors	Number of Different Locations:	Number of Materials Sent:
Save-On Foods Pharmacies	22	11,000
McKesson - Edmonton	400	36,000
McKesson - Calgary	300	36,000
Procurity	12	3,000
Kohl & Frish	50	12,000
Value Drug Mart Wholesale	64	12,000
Wal-Mart	39	3,000
Total		113,000

In November, following the official launch of the campaign, PIBE experienced an overwhelming response and demand for additional promotional items from individuals and companies across Alberta. In response to this, PIBE printed an additional run of promotional materials as outlined below:

- 12,000 additional point of sale (POS) fliers to accommodate the inclusion of Overwaitea Foods in the campaign;
- 6,560 8” x 11” posters to accommodate the demand from a variety of other companies;
- 401 posters for a variety of requests; and
- 3,430 POS items were sent out to meet individual requests.

A grand total of 155,262 promotional items were distributed to meet the needs of the campaign.

F. Design of Micro-Website

PIBE was tasked with creating, designing and developing a micro-website for the *Finding Balance* campaign. The purpose of the website was to provide visitors with information on the campaign, how to check their medications, keep active, learn about home safety and connect visitors with relevant programs. The website was connected with InformAlberta, which is a database that collects information about a variety of programs across Alberta so visitors could search for falls prevention-related programs in their communities. The website, www.findingbalancealberta.ca also provided media links, news stories, resources and a list of ways on how to reach *Health Link Alberta* for more individualized information.

From October 15 – December 15th, the total number of visits to the website was 1,915 with 5,741 page views. The traffic sources for the site show the following: 66% of visitors coming from direct traffic; 25% of visitors were referred from other sites; and 8% from search engine results. The average time spent viewing the site was 2:25 min.

G. Video and Radio Advertisement Production

In the months leading up to the campaign, a video shoot was organized to produce a television commercial for *Finding Balance*. The production made use of local resources and talent from within the province. For instance, an Edmonton seniors' recreation facility was used as the location for the shoot; a local seniors organization - SEESA (South East Edmonton Seniors Association) - provided seniors as actors for the commercial; one physician and one pharmacist from Edmonton volunteered their time as actors; a physiotherapist was present to ensure safety procedures were practiced and a video crew from White Iron Productions in Calgary filmed and edited the commercial. As a result, three different versions were developed and aired across the province during November for Seniors' Falls Awareness Month.

Additionally, upon request, a video presentation piece was adapted from the original TV commercial spot for broadcast in 73 different waiting rooms of medical clinics, doctors' offices and laboratories throughout the province, with the support of PHSN Alberta.

The radio advertisement developed for *Finding Balance* was similar in style to the television commercial in that local talent and producers were also used. For instance, the same voices, messaging and music were used for the radio commercial as the television commercial to ensure creative consistency throughout the campaign. In the end, one radio commercial was produced, and three different musical versions developed and aired on Newcap stations across Alberta during November.

H. Media Buying Strategy

In executing the advertising media buy for the *Finding Balance* campaign, PIBE was able to focus its marketing efforts on the campaign's agreed target audience; healthy males and females aged 55+ or the "well" seniors. This degree of precision simply can't be achieved without the power of an effective advertising media buy, making it the cornerstone of any awareness campaign.

Wherever possible, sponsorship arrangements with the selected media outlets were sought, often doubling the amount of advertising received. For example, the Global Television and Newcap radio

proposals built in a “bonus structure” in which they added complimentary airtime based on the ACICR’s non-profit status (see below for additional details).

In the case of Shaw Television, the advertising received was at no cost to the ACICR. Shaw programming carried 1,248 TV advertisements in its four broadcast regions - Calgary, Edmonton, Medicine Hat and Lethbridge. Even at a conservative estimated price of \$100/advertisement, this represents a donation of \$124,800.00 to the overall campaign.

PIBE also sought to reach well seniors in aboriginal and ethnic communities with the advertising media buy as well, spending 5% of the total budget, or \$3,920.00, on various multicultural media.

In summary, TV, Radio and Print (periodical and weekly publications) were used in the campaign’s media mix. A full breakdown of the media budget, mediums and the exact number of advertisements bought are detailed in Appendix Four.

Re-examining or verifying the value of the advertising/media buys after the campaign concludes is an important dimension for any post-campaign analysis. In its simplest form, the process takes the dollars spent and compares it to the amount of advertising received. And while this year’s budget cannot accommodate a full post-campaign analysis, by examining some of the details, PIBE can make generalizations about the value of the advertising campaign as a whole. Because the recall survey results indicated television was the primary message delivery medium and because the station produces a mini-audit automatically, the details are included below for information purposes.

Upon examination of the actual Global broadcast occasions, the following numbers were achieved over the course of the campaign:

		Occasions	Value
PAID	Global Edmonton	26	\$ 12,138.00
	Global Calgary	41	\$ 12,741.00
BONUS	Global Edmonton	66	\$ 12,930.00
	Global Calgary	35	\$ 13,192.00

VALUE	Total Paid	67	\$ 24,879.00
	<i>Total Bonus</i>	<i>101</i>	<i>\$ 26,122.00</i>
	Total Value		\$ 51,001.00

From the tabulation above, we can determine that ACICR received \$2.05 in advertising for every dollar spent, an extremely positive return by any measure.

I. Media Relations – Stage One

Finding Balance was officially launched on the steps of the Alberta Legislature on November 3rd, 2008. PIBE helped to organize this media event, which was attended by more than 70 seniors from Edmonton, Westlock and Vegreville, who were there to show their support for the campaign. The speakers at the program launch event were: Premier Ed Stelmach; Health and Wellness Minister Ron Leipter; Seniors and Community Supports Minister Mary Anne Jablonski; Dr. Noel Grisdale, President of the AMA; Dr. Don Voaklander, Director of the ACICR; and Roger Laing, Executive Director of the Seniors Association of Greater Edmonton (SAGE) as the MC. All primary local media, with the exception of the Edmonton Sun, attended the launch event, resulting in a total of 11 print and broadcast articles.

Please see Appendix Five for a complete list of earned media across Alberta.

J. Media Relations – Stage Two

Stage two of the media component for *Finding Balance* was incorporated into the overall campaign strategy to reach the broadest scope of media across Alberta. Media outlets unable to attend the official launch event in Edmonton were provided with information about *Finding Balance* and local spokespeople, where available, to provide interview opportunities and generate additional media coverage.

During stage two, efforts were also extended with the media who were in attendance at the launch, helping to lengthen media coverage past the official launch.

In summary, a total of 26 media outlets in Calgary; 7 media outlets in Red Deer; 24 media outlets in Edmonton; 53 media outlets in Northern Alberta and 48 in Southern Alberta were contacted. As a result, a total of 75 stories and interviews with an estimated earned media value of \$183,640.00 were obtained.

See Appendix Five for more details.

K. Provincial Campaign

The initiatives that took place around Alberta included:

- Promotional materials were sent to each of the Alberta Health Regions.
- Television advertisements were broadcast on Global TV throughout Alberta.
- Radio advertisements were aired on local radio stations around the province using the Newcap network.
- Print advertisements were booked through the Alberta Weekly Newspaper Association to reach seniors, particularly in smaller communities.
- As outlined earlier, the launch media conference was held on the steps of the Alberta Legislature.

L. Supporting Activities

Throughout the province, a wide variety of activities were undertaken to support, or in response to the *Finding Balance* campaign. Some examples of these activities include:

Presentations and information sessions:

- A series of falls prevention presentations were given by ACICR and partners:
 - *Finding Balance – Prevent a Fall Before it Happens*. One-hour interactive presentation given to seniors at:
 - Dr. Turner Seniors’ Lodge in Fort Saskatchewan - ACICR and Home Living Programs, Alberta Health Services.
 - Jewish Seniors’ Drop-In Centre in Edmonton - ACICR and Glenrose Rehabilitation Centre.
 - Fort Saskatchewan Public Library - ACICR and Home Living Programs, Alberta Health Services.
 - Gibbons Seniors’ Centre – ACICR.
 - Edmonton Native Seniors’ Centre - ACICR and Glenrose Rehabilitation Centre.
 - Presentation on Seniors’ Falls/*Finding Balance* for *Can We Get Old Here? Age-friendly Community Design* Alberta Health Services workshop Edmonton – ACICR.
 - *Finding Balance: The Latest in Falls Prevention*. Geriatric Grand Rounds, presented live at the Glenrose Rehabilitation Hospital Edmonton and through telehealth sites across Alberta - ACICR and Glenrose Rehabilitation Centre.
- A series of falls prevention presentations were given by East Central Health (ECH):
 - At the Vegreville Rotary Club to promote the *Finding Balance* launch, and as a result the Rotary Club provided funds for the seniors to rent a bus to attend the media launch in Edmonton.
 - To the Regional Alberta Council on Aging and advocated for physical activity programming to prevent falls.
 - At various Flu Clinics/Wellness Fairs in the region to promote *Finding Balance*; accompanied by handouts to promote physical activity and indoor walking programs in respective towns. These included: Tofield, Viking, Holden.
 - Presented *Finding Balance* to 150 seniors who met for an all day event at the Seniors Fair in Andrew hosted by the County of Lamont.
- A series of falls prevention presentations were given by Chinook Health:
 - In collaboration with the Seniors Wellness coordinator from FCSS Readymade Seniors Centre at the Nobleford Seniors Centre.
- Between October and January the Alberta Physiotherapy Association (APA) presented a series of falls prevention “town hall” meetings with physiotherapists across the province.
- Community Health Promotion Services in Medicine Hat set up a mini Falls fair at the local Seniors Centre. A staff person from their physiotherapy department taught group demonstrations of exercises to do at the kitchen table that would increase strength and balance. They also organized smaller discussion groups on chronic conditions, occupational therapy, how to fall proof the home, and diet

and bone strength. They plan on taking this mini fair throughout their area to the other senior's centers.

Displays:

- There was a prominent display at the AMA's Representative Forum meeting in September (100-125 physicians) with slides of posters screened during meeting breaks.
- The AMA continues their efforts to display materials and highlight the algorithm at other non-AMA medical meetings where AMA has a presence (January's regular conference for rural physicians; February's regular conference for family physicians).
- The Alberta Physiotherapy Association displayed and distributed campaign material, so much so that a number of clinics and hospitals asked for more, and continue to do so.
- Chinook Health set up a display at the Health Living Trade show.
- Glenrose Rehabilitation Hospital set up display in their main foyer for three weeks. The display included brochures and campaign POS.
- Community Health Promotion Services in Medicine Hat set up a display at the Flu vaccine clinics, and set up a *Finding Balance* display at the Alzheimer's forum evening.

Some of the other activities across the province included:

- A media conference in Lethbridge declaring November as *Seniors' Falls Prevention Month*.
- Alberta Health and Wellness wrote two separate articles that were distributed to AHW employees and other government staff.
- East Central Health developed a skit to perform at a Regional Population Health meeting regarding Falls Prevention.
- Alberta Physiotherapy Association distributed posters and flyers, in quantity to 221 physiotherapy clinics and 20 hospital sites.
- Community Health Services in Medicine Hat used *Finding Balance* photos in their advertising.
- Articles were included in all AMA publications (MD Scope consecutive articles, Alberta Doctors' Digest, President's Letter)
- There was a link on the welcome page of the AMA's website to *Finding Balance* and the algorithm on www.findingbalancealberta.ca
- The AMA organized special mailings to Alberta clinical managers (administrators in larger medical clinics) and business managers of primary care networks (PCN's).
- For callers on hold, the AMA's telephone system had a recorded message promoting key messages and basic information about the campaign.

4. Research Results

A. Public Opinion Survey

In July 2008 a pre-campaign benchmark was conducted by Janet Brown Consulting to gauge perceptions, knowledge and behaviour related to concerns about, and risks of, injury due to falls among Alberta seniors. A total of 358 interviews with Albertans aged 50 to 80 were completed.

A post-campaign survey was conducted in January 2009 to assess the impact of the *Finding Balance* campaign on these measures. A total of 372 telephone interviews were conducted with Albertans aged 50 to 80 years, including 120 with Edmonton CMA residents, 115 with Calgary residents and 137 with

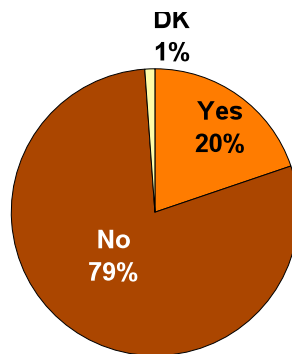
respondents in other regions of Alberta in randomly selected households. Interviews were conducted between January 22nd and January 28th, 2009. In July 2008,

To evaluate differences or similarities in responses between different subsets of the population, the results for each question have been cross tabulated by the following variables in the computer tables: region (Edmonton, Calgary vs. other Alberta), gender, age of respondent, household size, education level, employment status, household income, awareness of the “*Finding Balance*” campaign, preventing falls, perception of personal health and marital status. Results are weighted by region, gender and age to ensure correct representation.

The following points highlight the data collected in January 2009 and, where appropriate, compares it to data collected in July 2008.

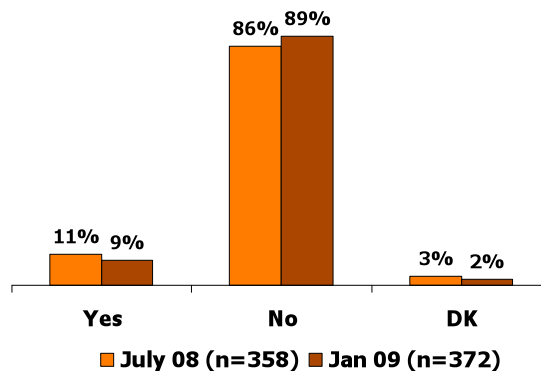
- Following the completion of the *Finding Balance* communications campaign, one in five (20%) Alberta seniors indicated that they had seen or heard some communications about preventing seniors from falling. Women were particularly likely to recall communications about preventing seniors from falling (25% versus 15% of men).

Percentage of Seniors Aware of Communications on “Preventing Seniors from Falling”



- One in ten (11%) Alberta seniors recalled seeing or hearing something about the *Finding Balance* communications campaign.

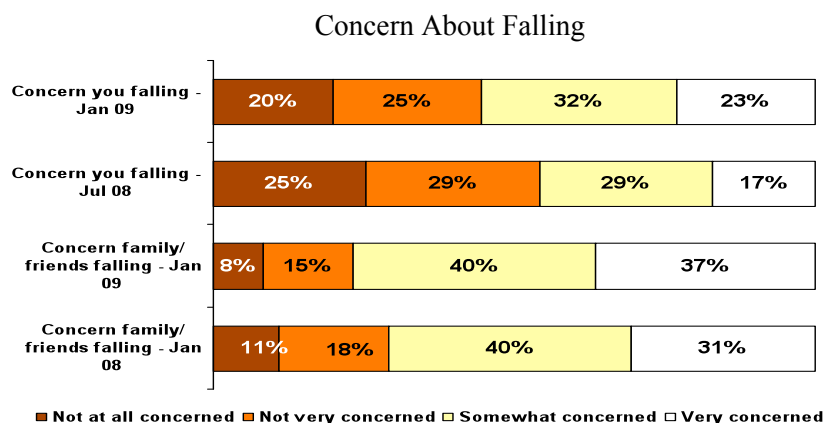
People Aware of *Finding Balance*



- One-third (33%) of Alberta seniors who were aware of communications about preventing falling recalled a television ad. Newspaper stories (16%) and newspaper ads (13%) had the next highest recall.

Where	%
n=	73
Television ad	33%
Newspaper story	16%
Newspaper ad	13%
Magazine news story	12%
Television news story	11%
Magazine ad	11%
Conversation with doctor	8%
Brochure/ Pamphlet	7%
Conversation with seniors	5%
Radio ad	3%
Poster	3%
Newsletter	2%
Other	8%

- Alberta seniors ages 65 to 80 were more likely to recall a newspaper ad than were Alberta seniors ages 50 to 64 (25% versus 4% respectively).
- The proportion of Alberta seniors who were personally concerned about having a bad fall has risen significantly since July 2008 (55%, up from 46%). The proportion who were worried about a friend or family member having a bad fall has also risen significantly (77%, up from 71%).
- Just over half (55%) of Alberta seniors said they were very or somewhat concerned about the possibility they might have a bad fall. And a much higher proportion (77%) was very or somewhat concerned about family or friends having a bad fall.



- In keeping with seniors’ growing concern about having a bad fall, there has been an increase in the proportion of Alberta seniors who were taking preventative measures to prevent falls (64%, up from 54%).

What Are You Doing?

Top Responses	Jul 08	Jan 09
n=	193	239
Preventative measures in the home (NET)	32%	20%
Exercise (NET)	28%	25%
Being cautious/ pay attention to what I’m doing/ think before I do things	21%	16%
Be careful where I walk/ avoid bad sidewalks	8%	10%
Preventative measures in the winter (NET)	7%	19%
Proper footwear/ comfortable/ flat footwear (inside & out)	6%	18%

- Interestingly, Alberta seniors who were aware of the *Finding Balance* campaign were more likely to say they were exercising in order to reduce the risk of falling than were Alberta seniors who were not aware of the campaign (44% versus 23% respectively).
- Awareness of the *Finding Balance* slogan (9%, down from 11%) and the fact that falls are the leading cause of injuries resulting in hospitalization (43%, down from 44%) were virtually unchanged since July 2008.
- A large majority of Alberta seniors reported exercising at least a few times a week (79%) and reviewing their medications with their doctor or pharmacist (71%).
- There was a decline in Alberta seniors who said they exercise daily (39%, down from 46%). This is likely due to the fact that it’s more difficult to exercise in winter months. There was a significant increase in the proportion of Alberta seniors who said they regularly review their medications with their doctor or pharmacist (71%, up from 59%), but this may be due to the fact that a larger proportion of Alberta seniors in the January survey were on medication.
- More than half (56%) of Alberta seniors believed seniors need to hear more about the risk of falls and measures they can take to prevent falling.

For a complete review of the research completed on *Finding Balance* 2008, please see Appendix Six.

B. Online Partner Feedback Survey

Members of the Advisory Committee were invited to complete a brief questionnaire following the completion of the program. Responses were received from 39 individuals. The list below details some of those survey results.

- When asked if the respondent coordinated any activities, 48% responded yes. Those activities included presentations, displays, handing out information and promotional items, sending emails, participating in the media interviews and attending the media launch.
- 61% of survey respondents indicated they personally heard or saw *Finding Balance* advertisements and communications. Of those people, 33% of respondents saw this info on TV; however, 20% also stated they did not know where they saw it.
- 69% of respondents indicated they personally heard or saw communications on Seniors' Falls Prevention Month. Of those people, 25% saw this information in the newspaper (other), 22% in the Calgary Herald and 18% in Apple Magazine.
- When asked if the respondent used any of the *Finding Balance* materials, 66% said yes. Over 73% said they used the posters.
- When asked about www.findingbalancealberta.ca, 43% of the respondents referred people to the website.
- Only one-third of respondents had suggestions for improving the program for 2009. Some of those suggestions include improving brochures, distributing materials earlier, making the material accessible to the general public and making the website more user friendly.

A complete report on the partner survey can be found in Appendix Seven.

5. Recommendations

Upon completion of the 2008 campaign, the *Finding Balance* team would like to recommend the continuation of the campaign for 2009. That campaign would build on the success of last year's achievements, and continue to grow and expand on what was started last year. It is also recommended, as the research indicates, that the campaign should continue to target the same demographic as 2008 rather than re-adjusting our focus to 'frail seniors' in 2009.

The following are recommendations for a future campaign:

A. Sponsorship

We recommend developing a sponsorship matrix to create a clear framework for fundraising. We would also like to advocate increased sponsorship dollars from \$200,000 in 2008 to \$250,000 in 2009. This increase in funding will allow the campaign room to grow, while extending its advertising reach and frequency.

To achieve the highest degree of success in 2009, we would like to recommend debriefing closely with some of our major sponsors to learn from their professional experience, as well as their experience with *Finding Balance* thus far. For instance, working with the AMA to discuss the 2008 campaign, we would like to know what initiatives they perceived as successful and what initiatives might have been done differently to achieve maximum impact. Additionally, we recommend working with the Alberta Physiotherapy Association to have them more involved in future campaigns.

B. Civic Proclamations

We believe using civic proclamations as a tactic to achieve our goals helped to extend the reach into a significant number of communities across Alberta. For 2009, we recommend a similar strategy, but would suggest contacting municipalities at an earlier date to achieve maximum support in November.

C. Visual Identity & Messaging

To ensure our messaging continues to resonate with our target audience, we feel that tightening our content to be more inclusive of preventative measures within the audience's environment is needed. The research indicated that some success has been achieved with messages that promote reducing falls risk at home and we want to continue with this momentum and encourage people to continue these actions into next year's campaign. We also recommend considering an update of our visual identity for 2009.

Additionally, we would recommend creating promotional pieces such as fridge magnets and calendars with the updated *Finding Balance* key messages on them. These items would be given away to seniors in November and would provide a reminder for them throughout the year about the importance of falls prevention.

D. Micro-Website

We recommend the ongoing maintenance and expansion of the website, www.findingbalancealberta.ca. An increase in resources and content, along with consistent maintenance would allow the website to continue to be a useful tool throughout the year, while being especially effective during the campaign.

We will look to include a survey that helps users determine if they are at risk of a fall, as well as include more tools to increase website usage and referrals by healthcare professionals. Additionally, in the future we will continue to use plain language, consistency of terminology and consider increasing the font size on the website.

E. Advertising

After reviewing the post-campaign research, we recommend slightly altering our advertising strategy for future campaigns. Primarily, we would omit radio in the media mix, since research indicated only 3% of our target audience who recalled *Finding Balance* did so via radio ads. As such, we would recommend moving the radio funding to television advertising, increasing our media buy in television to achieve the maximum impact. As research indicated, 33% of people who recalled the *Finding Balance* messages watch TV.

We propose continuing to advertise with the Alberta Weekly Newspapers Association and seniors publications across the province. As the research indicated, 16% of people who recalled the *Finding Balance* message did so from a newspaper ad and 11% from a magazine.

F. Earned Media

To achieve the maximum impact within the earned media portion of the *Finding Balance* campaign, it is recommended that we expand the group of individuals we are using as our spokespersons.

We recommend developing a larger network of spokespersons prior to the campaign to represent all facets of seniors' falls prevention including physicians, members of the Alberta Seniors' Falls Prevention Network, (i.e. physiotherapists, pharmacists, occupational therapists, etc.), Primary Care Networks, and other professionals.

We also propose gathering our spokespersons together for a conference call or meeting before the launch of the campaign to ensure consistent message delivery throughout the earned media initiative. We would supply each person with an information package to effectively and consistently communicate the agreed key messages of *Finding Balance* 2009.

We support continuing to use a Government of Alberta location for the launch news event, but suggest using a different location than the steps of the legislature, due to logistical and environmental concerns.

Finally, we also strongly recommend using a professional media tracking system into the overall budget to ensure that, at the end of the campaign, we have an accurate record and inventory of where earned media stories were obtained throughout the province.

G. Provincial/Local Activities

For future campaigns, we propose incorporating additional events in November around the province in support of *Finding Balance*. For instance, 'Keep Active' events, such as yoga/tai chi demonstrations, could be held in other parts of Alberta throughout the month, outside of the main media conference to better inform our target audience across the province. These events would help to draw local attention to *Finding Balance* and would also be a great media opportunity.

H. Research

For any future campaigns, we recommend continuing to organize and implement a series of focus groups to ensure our messages, visual identity and overall theme of the campaign resonates with our target audiences. Moving forward, the number of focus groups will be less than the number of groups in 2008, but for research purposes we advocate collecting audience data and testing any new message and creative via this method.

6. Summary

Throughout the course of this campaign, and particularly during the implementation phase in October and November 2008, the opportunity to bring *Finding Balance* to life across Alberta became a reality. Whether it was via the distribution process, the micro-website or media efforts, we successfully relayed the key messages of ‘Keep Active’ and ‘Check Your Medications’ to our audience through a variety of outlets and sources. The additional media coverage obtained further reinforced the falls prevention message, into December in some instances. With the help of an Advisory Committee and a dedicated ACICR staff, the execution of *Finding Balance* was nearly flawless.

After reviewing the results of the post-campaign research, which examined the campaign and its effectiveness, audience perceptions and the tactics used to communicate key messages, it is now known what impact the campaign had on seniors across the province. Of particular note when looking ahead, is that one in five Alberta seniors indicated they had seen or heard some communications about preventing seniors from falling. These figures are encouraging, especially in the first year of this relatively inexpensive campaign, but they also clearly exemplify that much more work still needs to be done in relaying the importance of falls prevention.

When planning for future campaigns, we need to consider that lasting change, especially within a demographic such as this, happens only in the long-term. After all, very rarely does change happen overnight. In 2009, we recommend that the *Finding Balance* campaign retain the same ethos as 2008, but aim to include more stakeholders and communities, while capturing the attention of new individuals around Alberta on the importance of seniors’ falls prevention now and in the years to come.

It has been a pleasure for PIBE to work on this campaign and we look forward to building on the campaign’s initial successes.

Appendix One

Finding Balance

2008 Campaign Sponsors

- Alberta Centre for Injury Control & Research – www.acicr.ualberta.ca
- Alberta Health and Wellness – www.health.alberta.ca
- Alberta Medical Association – www.albertadoctors.org
- Alberta Physiotherapy Association – www.albertaphysio.org
- Global – www.globaltv.com
- Newcap Radio Alberta – www.ncc.ca

2008 Campaign Supporters

- Alberta Centre for Active Living – www.centre4activeliving.ca
 - Alberta Centre for Injury Control & Research – www.acicr.ualberta.ca
 - Alberta Centre on Aging – www.aging.ualberta.ca
 - Alberta College of Occupational Therapists – www.acot.ca
 - Alberta Health and Wellness – www.health.alberta.ca
 - Alberta Health Services – www.albertahealthservices.ca
 - Alberta Medical Association – www.albertadoctors.org
 - Alberta Pharmacists' Association – www.albertapharmacy.ca
 - Alberta Physiotherapy Association – www.albertaphysio.org
 - Alberta Seniors and Community Supports – www.seniors.gov.ab.ca
 - Alberta Therapeutic Recreation Association – www.alberta-tr.org
 - College and Association of Registered Nurses of Alberta – www.nurses.ab.ca
 - Dietitians of Canada (Alberta Region) – www.dieticians.ca
 - Health Link Alberta – www.healthlinkabierta.ca
 - Osteoporosis Canada (Alberta Chapter) – www.osteoporosis.ca
 - Seniors Association of Greater Edmonton – www.mysage.ca
-

Civic Proclamations - November as Seniors Falls Prevention Month

Mun Code	Status	Municipality
0003	City	City of Airdrie
0043	City	City of Brooks
0046	City	City of Calgary
0048	City	City of Camrose
0525	City	City of Cold Lake
0098	City	City of Edmonton
0132	City	City of Grande Prairie
0200	City	City of Leduc
0206	City	City of Lloydminster
0217	City	City of Medicine Hat
0292	City	City of St. Albert
0347	City	City of Wetaskiwin
0418	Specialized Municipality	Municipality of Jasper
0302	Specialized Municipality	Strathcona County
0012	Municipal District	County of Athabasca No. 12
0015	Municipal District	County of Barrhead No. 11
0020	Municipal District	Beaver County
0506	Municipal District	M.D. of Big Lakes
0382	Municipal District	M.D. of Bighorn No. 8
0502	Municipal District	Birch Hills County
0383	Municipal District	Brazeau County
0053	Municipal District	Cardston County
0377	Municipal District	Clearwater County
0376	Municipal District	Cypress County
0107	Municipal District	M.D. of Fairview No. 136
0111	Municipal District	M.D. of Foothills No. 31
0481	Municipal District	M.D. of Greenview No. 16
0191	Municipal District	Kneehill County
4353	Municipal District	Lac La Biche County
0193	Municipal District	Lac Ste. Anne County
0195	Municipal District	Lacombe County
0198	Municipal District	Lamont County
0222	Municipal District	County of Minburn No. 27
0235	Municipal District	County of Newell No. 4
0511	Municipal District	M.D. of Northern Lights No. 22
0496	Municipal District	Northern Sunrise County
0512	Municipal District	M.D. of Opportunity No. 17
0255	Municipal District	Ponoka County
0258	Municipal District	M.D. of Provost No. 52
0263	Municipal District	Red Deer County
0287	Municipal District	M.D. of Smoky River No. 130
0290	Municipal District	M.D. of Spirit River No. 133
0299	Municipal District	County of Stettler No. 6
0305	Municipal District	Sturgeon County
0314	Municipal District	County of Thorhild No. 7
0323	Municipal District	County of Two Hills No. 21
0329	Municipal District	County of Vermilion River
0336	Municipal District	M.D. of Wainwright No. 61
0346	Municipal District	Westlock County
0348	Municipal District	County of Wetaskiwin No. 10

0353	Municipal District	M.D. of Willow Creek No. 26
0480	Municipal District	Woodlands County
0482	Municipal District	Yellowhead County
0011	Town	Town of Athabasca
0387	Town	Town of Banff
0014	Town	Town of Barrhead
0016	Town	Town of Bashaw
0017	Town	Town of Bassano
0019	Town	Town of Beaumont
0021	Town	Town of Beaverlodge
0024	Town	Town of Bentley
0030	Town	Town of Black Diamond
0031	Town	Town of Blackfalds
0034	Town	Town of Bon Accord
0035	Town	Town of Bonnyville
0039	Town	Town of Bow Island
0040	Town	Town of Bowden
0044	Town	Town of Bruderheim
0047	Town	Town of Calmar
0050	Town	Town of Canmore
0052	Town	Town of Cardston
0056	Town	Town of Carstairs
0058	Town	Town of Castor
0070	Town	Town of Cochrane
0075	Town	Town of Coronation
0082	Town	Town of Daysland
0086	Town	Town of Devon
0088	Town	Town of Didsbury
0091	Town	Town of Drayton Valley
0532	Town	Town of Drumheller
0095	Town	Town of Eckville
0100	Town	Town of Edson
0101	Town	Town of Elk Point
0106	Town	Town of Fairview
0108	Town	Town of Falher
0119	Town	Town of Fox Creek
0131	Town	Town of Grande Cache
0141	Town	Town of Hanna
0143	Town	Town of Hardisty
0146	Town	Town of High Level
0147	Town	Town of High Prairie
0148	Town	Town of High River
0180	Town	Town of Innisfail
0183	Town	Town of Irricana
0194	Town	Town of Lacombe
0202	Town	Town of Legal
0212	Town	Town of Manning
	Town	Town of Mayerthorpe
0216	Town	Town of McLennan
0219	Town	Town of Millet
0224	Town	Town of Morinville
0232	Town	Town of Nanton
0240	Town	Town of Onoway
0241	Town	Town of Oyen

0247	Town	Town of Peace River
0248	Town	Town of Penhold
0249	Town	Town of Picture Butte
0250	Town	Town of Pincher Creek
0254	Town	Town of Ponoka
0264	Town	Town of Redcliff
0266	Town	Town of Rimbey
0268	Town	Town of Rocky Mountain House
0280	Town	Town of Sedgewick
0281	Town	Town of Sexsmith
0289	Town	Town of Spirit River
0293	Town	Town of St. Paul
0297	Town	Town of Stavely
0298	Town	Town of Stettler
0301	Town	Town of Stony Plain
0310	Town	Town of Sylvan Lake
0318	Town	Town of Tofield
0321	Town	Town of Turner Valley
0322	Town	Town of Two Hills
0325	Town	Town of Valleyview
0327	Town	Town of Vegreville
0328	Town	Town of Vermilion
0333	Town	Town of Vulcan
0343	Town	Town of Wembley
0004	Village	Alberta Beach
0008	Village	Village of Andrew
0038	Village	Village of Botha
0081	Village	Village of Czar
0087	Village	Village of Dewberry
0090	Village	Village of Donnelly
0112	Village	Village of Foremost
0113	Village	Village of Forestburg
0368	Summer Village	S.V. of Island Lake South
0354	Summer Village	S.V. of Yellowstone


Total

138

Finding Balance 2008 Creative Samples


Front






Keep Active!



Exercise for strength and balance

Finding Balance



www.findingbalancealberta.ca

Check your medications!



Talk to your doctor or pharmacist

Finding Balance











www.findingbalancealberta.ca


Back

Prevent a fall 
before it happens 

Anyone can fall, but as you age the risk increases. Falls are the leading cause of serious injuries in older adults. Every year, 1 in 3 Alberta seniors will fall. The good news is that you can take steps to *prevent falls*.

Strength, Balance & Falls



- Regular physical activity and exercise can increase muscle strength, improve balance and help prevent falls.
- Ask your doctor or health care provider about the best type of exercise program for you.
- Do at least 30 minutes of activity every day.
- Walk, dance, swim or take an exercise class.



Tell your doctor or healthcare provider if you have had a fall.

For more information call Health Link Alberta toll free 1-866-408-LINK (5465)


www.findingbalancealberta.ca

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Finding Balance 2008 Creative Samples


Front

Check your medications!



Talk to your doctor or pharmacist


Finding Balance



ALBERTA MEDICAL ASSOCIATION Patients First® Alberta Global NewCap RADAR INJURY CONTROL


www.findingbalancealberta.ca

Keep Active!



Exercise for strength and balance


Finding Balance



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www.findingbalancealberta.ca

Appendix Four

ACICR - Finding Balance - Media Buy

	2008														Description	Total Cost (N)	% of Budget	
	October				November					December								
	3	10	17	24	31	7	14	21	28	31	7	14	21	28				
Weekly Newspapers Alberta Weekly News Paper Association					36										36 Insertions	\$ 525.74 /insertion	\$ 18,926.76	23%
Television																		
Interstitial Advertising -Shaw Cable					448	448	448	448							1792 Spots	\$ - /spot	\$ -	
Global Edmonton					6	5	5	5	5						26 Spots	\$ 482.70 /spot	\$ 12,550.25	15%
Global Calgary					8	8	8	8	7						39 Spots	\$ 311.23 /spot	\$ 12,138.00	15%
Radio																		
Alberta Rural Radio (Newcap)					160	160	160	160							640 Spots	\$ 41.50 /spot	\$ 26,560.00	32%
Health Publications																		
Apple Magazine								1							1 Insertions	\$ 3,200.00 /insertion	\$ 3,200.00	4%
Seniors Publications																		
Kerby News								1							1 Insertions	\$ 2,219.50 /insertion	\$ 2,219.50	3%
Seniors Calgary									1						1 Insertions	\$ 1,900.00 /insertion	\$ 1,900.00	2%
Seniors Edmonton								1							1 Insertions	\$ 1,900.00 /insertion	\$ 1,900.00	2%
Ethnic Radio																		
CFWE Aboriginal Radio					8	8	8	8							32 Spots	\$ 30.00 /spot	\$ 960.00	1%
CKER Radio (6 Languages)					20	20	20	20							80 Spots	\$ 17.00 /spot	\$ 1,360.00	2%
Ethnic Print																		
Sing Tao SATURDAY Edition					1	1	1	1							4 Units	\$ 400.00 /unit	\$ 1,600.00	2%

NOTE: 1) Rates and costs shown are as of November 4, 2008
 2) Italicized rates are averaged spot costs

TOTAL COSTS \$ 83,314.51

Appendix Five

Earned Media - Calgary

Media	Type	Confirmed Hits
Calgary Herald	Print	1
CBC TV Calgary	TV	1
CFCN CTV News	TV	1
CityTV	TV	1
Global News Health Reporter	TV	1
OMNI TV	TV	1
Shaw Cable	TV	1
Total		7

Earned Media - Edmonton

Media	Type	Confirmed Hits
Global	TV	1
Global Morning	TV	1
CTV Edmonton Noon News	TV	1
Citytv – Breakfast Television	TV	1
790 CFCW	Radio	1
Edmonton Journal	Print	1
Edmonton Sun	Print	1
Metro Edmonton	Print	1
Shaw Cable	TV	1
Edmonton Seniors	Print	1
Edmonton Examiner	Online	1
Total		11

Earned Media - Red Deer

Media	Type	Confirmed Hits
Red Deer Advocate	Print	1
Red Deer Express	Print	1
Shaw TV (Red Deer)	TV	1
Total		3

Earned Media - Northern Alberta

Media	Type	Confirmed Hits
Athabasca Advocate	Print	1
Athabasca 850 AM	Radio	1
Barrhead Leader	Print	1
Bonnyville CJED	Radio	1
Bonneville Nouvelle	Print	1
Cold Lake Sun	Print	1
Devon Dispatch	Print	1
Drayton Valley Big West Radio	Radio	1
Edson - CFXE	Radio	1
Edson Weekly Anchor	Print	1
Elk Island Triangle (St. Michael)	Print	1
Fort Saskatchewan Record	Print	1
Grand Prairie - Big Country 93.1	Radio	1
Grand Prairie - Daily Herald Tribune	Print	1
Jasper Booster	Print	1
Lac St. Anne Community Voice	Print	1
Leduc Representative	Print	1
Lloydminster - CITL TV	TV	1
Millet Pipestone Flyer	Print	1
Peace River Record Gazette	Print	1
St. Albert & Sturgeon Gazette	Print	1
Saint City News	Print	1
St. Paul - CHLW	Radio	1
St. Paul Journal	Print	1
Stony Plain Reporter / Spruce Grove Examiner	Print	1
Tofield Mercury	Print	1
Vegreville News Advertiser	Print	1
Vermillion Standard	Print	1
Wetaskwin Times Advertiser	Print	1
Whitecourt Star	Print	1
Whitecourt XM 105	Radio	1
Total		31

Earned Media - Southern Alberta

Media	Type	Confirmed Hits
Airdrie City View	Print	1
Airdrie Echo	Print	1
Bashaw Star	Weekly	1
Carstairs Courier	Print	1
Castor Advance	Print	1
Didsbury Review	Print	1
Drumheller Mail	Print	1
Global Lethbridge	TV	1
High River Times	Print	1
Innisfail Province	Print	1
Medicine Hat News	Print	1
Mountainview Gazette	Print	1
Okotoks Western Wheel	Print	1
Olds Albertan	Print	1
Rocky Mountain House Mountaineer	Print	1
Stettler Independent	Print	1
Sundre Round-Up	Print	1
The Drumheller Valley Times	Weekly	1
The Eagle/1140 AM	Radio	1
The Lethbridge Herald	Print	1
The Pincher Creek Echo	Weekly	1
The Strathmore Standard	Weekly	1

Total**22****Grand Total****74**

**Alberta Centre for Injury
Control & Research (ACICR)**

**Finding Balance
Communications Campaign Tracking
Wave II**

February, 2009

jb janet brown consulting

Methodology

Background

The Alberta Centre for Injury Control & Research (ACICR) launched a broad-based public awareness campaign called *Finding Balance* in August 2008. The campaign was targeted at Alberta seniors and was aimed at preventing falls.

In July 2008 a pre-campaign benchmark was conducted in order to gauge perceptions, knowledge and behaviour related to concern about and risk of injury due to falls among Alberta seniors. A post campaign survey was conducted in January 2009 in order to assess the impact of the *Finding Balance* campaign on these measures. This report summarizes data collected in January 2009 and compares it to data collected in July 2008.

Data Collection

A total of 372 telephone interviews were conducted with Albertans aged 50 to 80 years, including 120 with Edmonton CMA residents, 115 with Calgary residents and 137 with respondents in other regions of Alberta in randomly selected households. Interviews were conducted between January 22nd and January 28th, 2009. In July 2008, a total of 358 interviews with Albertans aged 50 to 80 were completed.

Analysis

To evaluate differences or similarities in responses between different subsets of the population, the results for each question have been cross-tabulated by the following variables in the computer tables:

- Region (Edmonton, Calgary vs. other Alberta);
- Gender;
- Age of respondent;
- Household size;
- Education level;
- Employment status;
- Household income;
- Awareness of the "Finding Balance" campaign;
- Preventing falls;
- Perception of personal health; and
- Marital status.

Results are weighted by region, gender and age to ensure correct representation.

Research Highlights

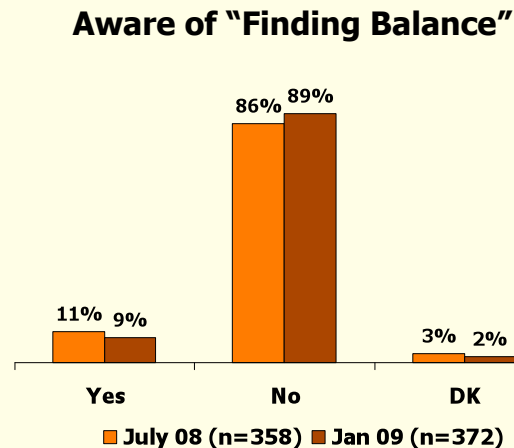
- Following the completion of the *Finding Balance* communications campaign, one in five (20%) Alberta seniors indicated that they had seen or heard some communications about preventing seniors from falling. Women are particularly likely to recall communications about preventing seniors from falling (25% versus 15% of men).
- One-third (33%) of Alberta seniors who recall seeing some communications about preventing seniors from falling say they remember seeing a television ad. One in six (16%) recall seeing a newspaper story and 13% recall seeing a newspaper ad.
- The proportion of Alberta seniors who are personally concerned about having a bad fall has risen significantly since July 2008 (55%, up from 46%). The proportion who are worried about a friend or family member having a bad fall has also risen significantly (77%, up from 71%).
- In keeping with their growing concern about having a bad fall, there has been an increase in the proportion of Alberta seniors who are taking preventative measures to prevent falls (64%, up from 54%).
- More than half (56%) of Alberta seniors believe seniors need to hear more about the risk of falls and measures they can take to prevent falling.
- Awareness of the *Finding Balance* slogan (9%, down from 11%) and the fact that falls are the leading cause of accidents resulting in hospitalization (43%, down from 44%) are virtually unchanged since July 2008. Of note though is that more seniors in Edmonton are aware that slips or falls are the leading cause of accidents than are seniors in Calgary (54% versus 40% respectively).
- A large majority of Alberta seniors are exercising at least a few times a week (79%) and reviewing their medications with their doctor or pharmacist (71%).
- There has been a decline in Alberta seniors who say they exercise daily (39%, down from 46%). This is likely due to the fact that it's more difficult to exercise in winter months. There has also been a significant increase in the proportion of Alberta seniors who say they regularly review their medications with their doctor or pharmacist (71%, up from 59%), but this is due to the fact that a larger proportion of Alberta seniors in the current survey are on medication.

Awareness of *Finding Balance*

One in ten (11%) Alberta seniors recall seeing or hearing something about the *Finding Balance* communications campaign. This is similar to the percentage measured in July 2008 (9%).

Four in ten (41%) Alberta seniors who are aware of the *Finding Balance* campaign say they are not sure what it's about. Others believe it's about exercise and keeping fit (20%), balancing between personal and professional life (20%), or the health care system (19%).

Those who have not heard of *Finding Balance*, but offer a guess about the purpose of the campaign, mention that it might be about healthy lifestyle (12%), a balanced lifestyles (11%), or balancing health services with costs (11%).



IF YES ...

Top Responses	Jul 08	Jan 09
n=	40	34
Health conditions (obesity/ diabetes/ depression)	17%	3%
Appropriate health care/ good health care system	14%	19%
Finding balance between personal and professional life	11%	20%
Exercise/ keeping fit	10%	20%
Healthy eating/ nutrition/ balance in diet	7%	12%
Don't Know	31%	41%

IF NO OR DK...

Top Responses	Jul 08	Jan 09
n=	330	338
Balanced lifestyle/ balance in your life	11%	11%
Healthy lifestyle	10%	12%
Balancing care/ service with cost or premiums paid	8%	11%
Balance between health needs and the ability to pay	7%	5%
Balance between private and public health care	6%	7%
Don't Know	36%	36%

- Q1. Have you ever seen or heard anything about a health care campaign with the slogan "Finding Balance"?
- Q2a. **IF YES ...** What health concern does the "Finding Balance slogan refer to? (note: slightly modified WII)
- Q2b. **IF NO OR DK/NA IN Q.1 OR DK/NA IN Q.2b, ASK ...** What do you think a health care campaign with the slogan "Finding Balance" might be about? We're just looking for your best guess.

Leading Cause of Accidents

Two in five (43%) Alberta seniors are aware that slips or falls are the leading cause of accidents that result in hospitalization among seniors. This proportion is unchanged since July 2008.

Interestingly, more seniors in Edmonton are aware that slips or falls are the leading cause of accidents than are seniors in Calgary (54% versus 40% respectively).

Just over half (55%) of Alberta seniors say they are very or somewhat concerned about the possibility they might have a bad fall. And a much higher proportion (77%) are very or somewhat concerned about family or friends having a bad fall.

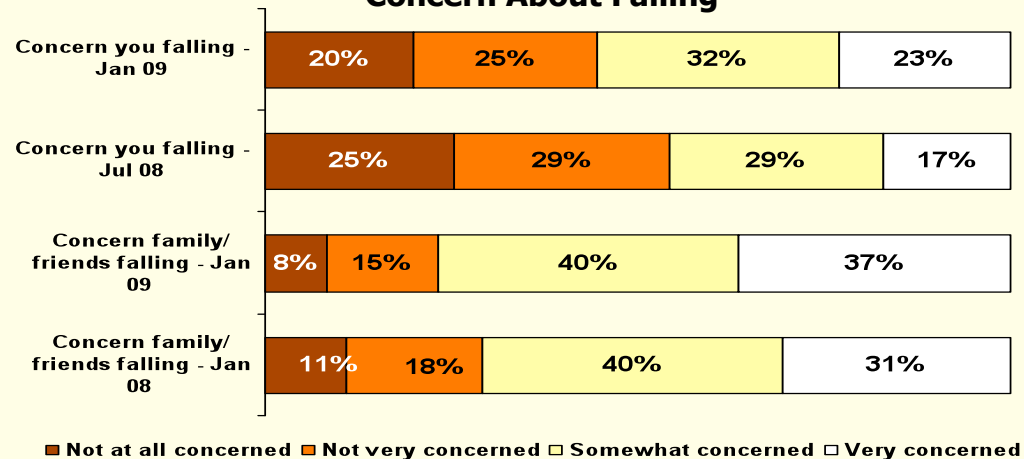
There has been a significant increase in the proportion of Alberta seniors who are personally concerned (46% versus 55%) and concerned about others falling (71% versus 77%) since July 2008.

Women are more likely to be concerned they might have a bad fall than are men (65% versus 44%).

Leading Cause of Accidents

Top Responses	Jul 08	Jan 09
	n= 358	372
Slips/ falls	44%	43%
Motor vehicle accidents (NET)	19%	19%
Health problems (NET)	8%	8%
Carelessness/ lack of focus on what they're doing	5%	6%
Slow reflexes/ poor reaction time	5%	3%

Concern About Falling



- Q3. What do you think is the leading cause of accidents that results in hospitalization among Alberta seniors? We're just looking for your best guess.
- Q4. In fact, falling is the leading cause of accident that leads to hospitalization for seniors in Alberta. How concerned are you personally about the possibility of having a bad fall? Would you say you are ...
- Q5. How concerned are you about the possibility of one of your close friends or family members having a bad fall? Would you say you are ...

Ways to Reduce the Risk

One-third (31%) of Alberta seniors believe that the most important thing a person can do to reduce the risk of falls is to be careful, pay attention, and watch what you are doing. Others suggest having proper footwear (21%) and healthy living (20%) can reduce the risk of falling.

Compared to July 2008, Alberta seniors are more likely to mention proper footwear (up from 7%) and preventative measures in winter (up from 8%) as important ways to reduce the risk of falling.

Most Important

Top Responses	Jul 08	Jan 09
n=	358	372
Be careful/ pay attention/ watch what you are doing	44%	31%
Healthy living (NET)	21%	20%
Preventative measures in the home (NET)	21%	12%
Preventative measures in the winter (NET)	8%	14%
Use aids (cane/ walker) to keep balance/ use scooter	8%	9%
Have proper footwear/ proper fitting/ stable footwear	7%	21%

Q6. What do you think are the most important things a person can do to help reduce your risk of falling?

Preventative Measure

Just under two-thirds (64%) of Alberta seniors indicate they are doing something to prevent falls, and this proportion has risen significantly since July 2008 (up from 54%).

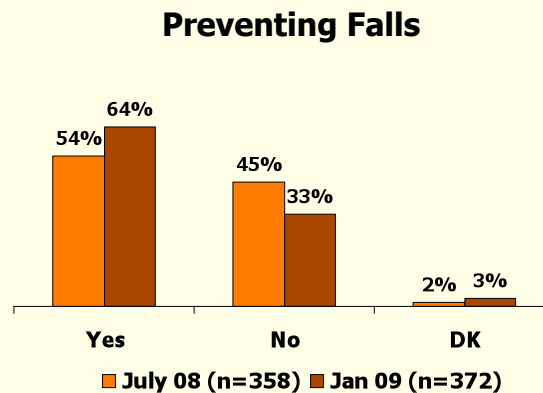
Women are particularly likely to be doing something to help prevent falls (74% versus 55% men).

When those taking precautions are asked what they are doing, the most common answers are exercising (25%), taking preventative measures at home (20%), taking preventative measures in winter (19%), and wearing proper footwear (18%).

Interestingly, Alberta seniors who are aware of the *Finding Balance* campaign are more likely to say they are exercising in order to reduce the risk of falling than are Alberta seniors who are not aware of the campaign (44% versus 23% respectively).

The proportion who mention taking preventative measures in winter and wearing proper footwear has risen significantly since July 2008 – likely due to the fact this survey was administered in the Winter.

What are you Doing?



Top Responses	Jul 08	Jan 09
n=	193	239
Preventative measures in the home (NET)	32%	20%
Exercise (NET)	28%	25%
Being cautious/ pay attention to what I'm doing/ think before I do things	21%	16%
Be careful where I walk/ avoid bad sidewalks	8%	10%
Preventative measures in the winter (NET)	7%	19%
Proper footwear/ comfortable/ flat footwear (inside & out)	6%	18%

- Q7. Are you currently doing anything to help prevent falls?
 Q8. **IF YES ...** What are you doing to help prevent falls?

Health

Approximately two in five (39%) Alberta seniors report they are exercising daily. Another two in five (40%) say they are exercising a few times a week.

The proportion who are exercising daily has fallen since July 2008 (down from 46%). However, this may be due to the fact that it is more difficult to exercise during the winter months.

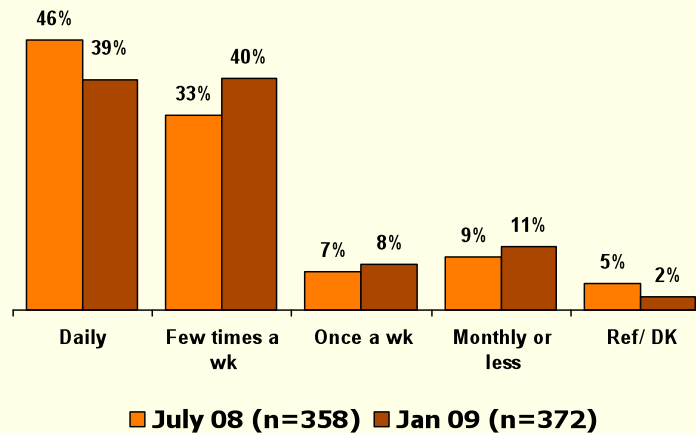
Seven in ten (71%) Alberta seniors are reviewing their medications with a doctor or pharmacist. This has risen significantly since July 2008 (up from 59%). However, this increase is due to the fact that a higher proportion of seniors in the sample are taking medications than in July 2008.

Women are particularly likely to review their medications with doctors or pharmacists (77% versus 65% men).

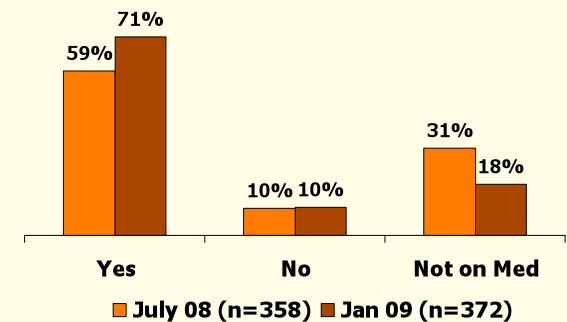
Overall self-reported fitness levels are consistent to the benchmark wave (July 2008). Almost four in five (79%) Alberta seniors say they have excellent, very good, or good overall fitness.

Interestingly, Calgary seniors are more likely to say their fitness level is very good or excellent compared to other Alberta seniors (50% in Calgary versus 36% Edmonton and the rest of Alberta).

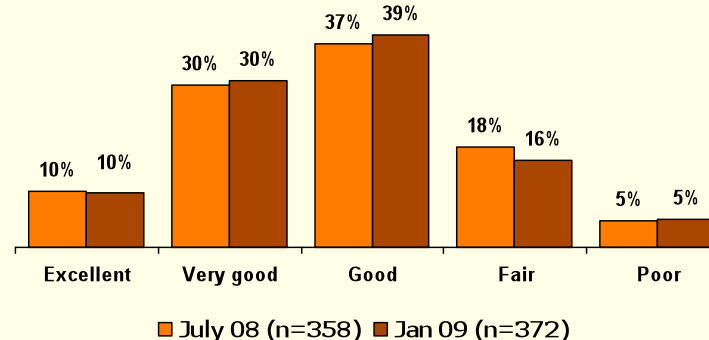
Exercise



Review Medications?



Overall Fitness



- Q9. Typically how often do you exercise? Daily, A few times a week, Once a week, or Monthly or less often?
- Q10. Do you regularly review your medications with your doctor or pharmacist?
- Q11. In general, would you say your overall fitness is ...

Awareness of “Preventing Seniors From Falling”

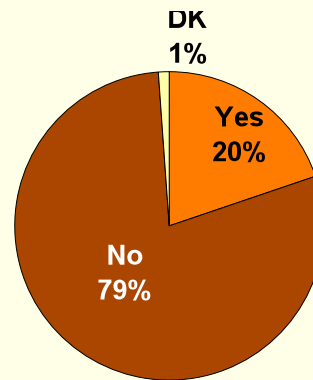
One in five (20%) Alberta seniors have seen, read or heard something about preventing seniors from falling in the past few months.

Women are more likely to be aware of communications about preventing seniors from falling than are men (25% versus 15% respectively).

One-third (33%) of Alberta seniors who are aware of communications about preventing falling recall a television ad. Newspaper stories (16%) and newspaper ads (13%) have the next highest recall.

Alberta seniors ages 65 to 80 are more likely to recall a newspaper ad than are Alberta seniors ages 50 to 64 (25% versus 4% respectively).

Aware of “Preventing Seniors From Falling”



IF YES ...

Where	%
n= 73	
Television ad	33%
Newspaper story	16%
Newspaper ad	13%
Magazine news story	12%
Television news story	11%
Magazine ad	11%
Conversation with doctor	8%
Brochure/ Pamphlet	7%
Conversation with seniors	5%
Radio ad	3%
Poster	3%
Newsletter	2%
Other	8%

Q12. *Over the past few months, have you seen, read or heard anything or news stories about preventing seniors from falling?*

Q13. **IF YES ...** *Where did you read, see or hear information about preventing seniors from falling?*

Messages of “Preventing Seniors From Falling”

Almost one-quarter (23%) of Alberta seniors who recall communications about preventing falling believe the key message was about exercising, staying fit and keeping active.

Almost one in five (18%) mention ‘being careful’ and 16% mention ‘prevent falling’.

Alberta seniors ages 65 to 80 are more likely to mention ‘being careful’ than were Alberta seniors ages 50 to 64 (34% versus 6% respectively).

Most Important Messages

Jul 08	
n=	73
To exercise/ stay physically fit/ keeping active	23%
To be careful/ to be very careful/ think safely	18%
Prevent falling/ falling awareness	16%
Having proper home equipment	11%
Clearing the sidewalks	10%
Have someone look after the seniors/ notify people in emergency falls	7%
Proper medicine/ prescriptions/ frequent medical check	6%
Seniors (esp. with weak bone density) are prone to falling	5%
Wear proper shoes with grip	2%
Other	8%
Don't know	7%

Q14. Thinking about the information you read, saw or heard about preventing seniors from falling, what do you think were the key messages? In other words, what do you think were the single most important messages it was trying to convey?

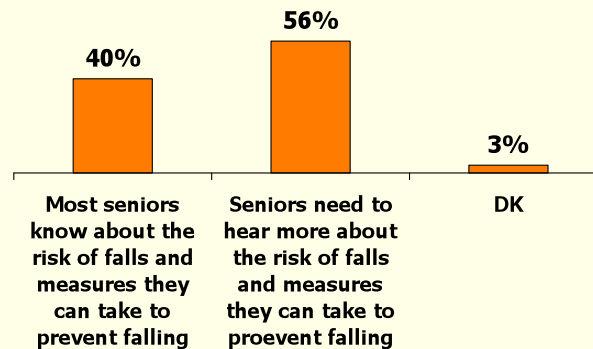
Awareness of “Preventing Seniors From Falling”

More than half (56%) of Alberta seniors believe seniors need to hear more about the risk of falls and measures they can take to prevent falling.

When asked what other type of health and safety concerns that they would like to have more information on, most Alberta seniors couldn't think of anything specific (70%). Others mentioned medication advice (7%), education on sickness (6%), and assistance living (6%).

When asked who they thought was the sponsor of the information about preventing seniors from falling, approximately two in five (43%) Alberta seniors said the Government in general (26%), or the Government of Alberta (17%) in particular. A third (33%) were not sure who sponsored the communications.

Closest to Your Opinion



Who Paid or Sponsored

	%
n=	372
Government (unspecified)	26%
Government of Alberta	17%
Alberta Medical Association	1%
Global Television	1%
Other	19%
Don't know	33%

Other Health and Safety Concerns

Top Responses	Jul 08
n=	372
Proper prescription/ medication advice/ info on drug interaction	7%
Programs/ education on sicknesses	6%
Assistance living/ info on proper activities when alone	6%
More info on nutrition/ proper diet/ exercise programs	5%
None	70%
Don't know	3%

- Q15. Please tell me which of the following statements is closest to your own opinion.
- Q16. Other than the prevention of falling, are there any other health and safety concerns for seniors that you would like to have more information on?
- Q17. Again, thinking about the information you read, saw or heard about preventing seniors from falling, who do you think paid for or sponsored the information?

Demographics

Marital Status	Jul 08	Jan 09
n=	358	372
Single, never been married	8%	9%
Married or living together as a couple	65%	66%
Widowed	12%	7%
Separated	3%	2%
Divorced	12%	15%
Refused	1%	2%

Education	Jul 08	Jan 09
n=	358	372
Less than high school	-	2%
Some high school	9%	7%
Graduated high school	20%	20%
Some post secondary excluding university	13%	18%
Graduated post secondary excluding university	16%	12%
Some university	9%	9%
University bachelor degree	20%	22%
Graduate degree	13%	10%
Refused	1%	1%

Age Group	Jul 08	Jan 09
n=	358	372
50 to 54	29%	29%
55 to 64	39%	39%
65 to 80	33%	33%

Gender	Jul 08	Jan 09
n=	358	372
Male	50%	50%
Female	50%	50%

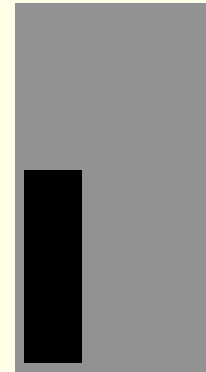
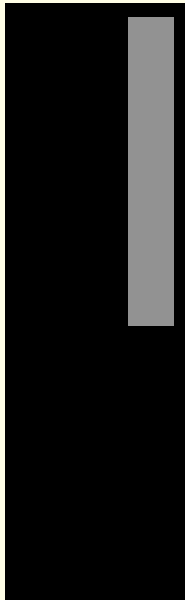
Employment Status	Jul 08	Jan 09
n=	358	372
Employed full-time	39%	39%
Employed part-time	8%	11%
Homemaker	4%	5%
Retired	41%	39%
Unemployed	3%	4%
Other	5%	4%
Refused	<1%	<1%

People in Household	Jul 08	Jan 09
n=	358	372
One	26%	24%
Two	49%	50%
Three	12%	12%
Four or more	11%	14%
Refused	1%	1%

People in Household Under the Age of 18	Jul 08	Jan 09
n=	265	372
None	85%	86%
One	9%	7%
Two	4%	3%
Three or more	2%	3%
Refused	1%	1%

Income	Jul 08	Jan 09
n=	358	372
Under \$20,000	7%	11%
\$20,000 to \$34,999	10%	11%
\$35,000 to \$49,999	10%	9%
\$50,000 to \$59,999	9%	6%
\$60,000 to \$74,999	11%	6%
\$75,000 to \$99,999	11%	9%
\$100,000 or greater	21%	20%
Don't know/ refused	15%	19%

Computer Tables





janet brown consulting ltd.

807, 339 – 10th Avenue S.E. Calgary, Alberta T2G 0W2
phone (403) 265-7845 mobile (403) 863-3392
planetjanet@shaw.ca

FINDING BALANCE - PARTNER FEEDBACK SURVEY

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Q1. Did you coordinate any activities (such as presentations, special events, etc.) about Finding Balance or November is Seniors Falls Prevention Awareness Month?

	TOTAL =====
Total =====	39
Yes	19 48.7%
No	20 51.3%

Q1b. Please list those activities.

	TOTAL =====
Total =====	19
Presentations/info sessions	13 68.4%
Set up displays/posters	6 31.6%
Handed out brochures	4 21.1%
Participated in media interview (magazine/newspaper/TV)	3 15.8%
Sent out e-mails	3 15.8%
Went to launch at the Legislature	2 10.5%

Q2. Other than activities you organized, did you participate in any other activities about Finding Balance or Seniors Falls Prevention Awareness Month (such as seniors' fairs, media interviews)?

	TOTAL =====
Total =====	39
Yes	15 38.5%
No	24 61.5%

Q2b. Please list those activities.

	TOTAL =====
Total =====	15
Participated in media interview (magazine/newspaper/ TV)	8 53.3%
Set up displays/ posters	3 20.0%
Presentations/info sessions	3 20.0%
Sent out e-mails	1 6.7%
Handed out brochures	1 6.7%
Went to launch at the Legislature	1 6.7%
None/no comment	2 13.3%

Q3. Did you personally see or hear any of the advertising (television, radio, newspaper) for the Finding Balance campaign?

	TOTAL =====
Total =====	39
Yes	24 61.5%
No	15 38.5%

Q3b. Which advertising did you see and where did you see or hear it?

	TOTAL
=====	=====
Total	24
=====	
Global TV	8 33.3%
Calgary Herald	4 16.7%
Newspaper (other)	3 12.5%
Radio ad	3 12.5%
Edmonton Journal	2 8.3%
Kerby News	2 8.3%
Apple magazine	2 8.3%
TV (non specific)	1 4.2%
Bus ads	1 4.2%
Shaw TV	1 4.2%
CTV	1 4.2%
E-mails	1 4.2%
Poster	1 4.2%
Newsletter	1 4.2%
Don't know	5 20.8%

Q4. Did you personally see or hear any news stories about the Finding Balance campaign or Seniors Falls Prevention Awareness Month?

	TOTAL =====
Total =====	39
Yes	27 69.2%
No	12 30.8%

Q4b. Where did you see or hear them?

	TOTAL =====
Total =====	27
Newspaper (other)	7 25.9%
Calgary Herald	6 22.2%
Apple magazine	5 18.5%
Edmonton Journal	2 7.4%
CTV	2 7.4%
Poster	2 7.4%
Global TV	1 3.7%
Newsletter	1 3.7%
CBC TV	1 3.7%
City TV	1 3.7%
Don't know	4 14.8%

Q5. Did you use any of the Finding Balance materials (leaflet/POS and posters) during November?

	TOTAL =====
Total =====	39
Yes	26 66.7%
No	12 30.8%
Not stated	1 2.6%

Q5b. Which ones did you use and how did you use them?

	TOTAL =====
Total =====	26
Posters	19 73.1%
Leaflets	11 42.3%
POS	4 15.4%
Other mention	3 11.5%

Q6. Did you refer anyone to the Finding Balance website at www.findingbalancealberta.ca?

	TOTAL =====
Total =====	39
Yes	17 43.6%
No	22 56.4%

Q6b. Why not?

	TOTAL =====
Total =====	22
Clients unable to access (no access to Internet)	5 22.7%
Did not have opportunity	5 22.7%
Not appropriate	3 13.6%
Not aware of website	1 4.5%
Other mention	2 9.1%
No comment	4 18.2%
Don't know	2 9.1%

Q7. Please provide your suggestions for improving the Finding Balance materials (leaflet/POS, posters and website).

	TOTAL
	=====
Total	39
=====	
Improve posters/ brochures	5 12.8%
Make website more user friendly	1 2.6%
Distribute materials earlier	1 2.6%
Make materials accessible to general public	1 2.6%
Other mention	5 12.8%
Nothing/no comment	26 66.7%

Q8. Did you notice an increase in questions or interest from the general public about falls prevention during November?

	TOTAL =====
Total =====	39
Yes	14 35.9%
No	25 64.1%

Q8b. Please comment on the types of questions or interest you noticed.

	TOTAL =====
Total =====	14
Raised awareness in general during the month	5 35.7%
People mentioned seeing the advertising	5 35.7%
People did not realize it was such a big problem	2 14.3%
No comment	4 28.6%