



## Activity: Fall Prevention Month Guerilla Marketing

About the Fall Prevention Month Guerilla Marketing events:

In 2010, falls in Ontario led to:

- 41,702 hospital admissions and 400,591 emergency visits
- \$2.8 million in costs to the economy

For the Fall Prevention Month, we are hoping to raise the profile of Fall Prevention by communicating our key message to the greater public: “It takes a community to prevent a fall; we all have a role to play”. We are hopeful that the different guerilla marketing ideas put forward in this document will grab your attention as well as the attention of the public you decide to engage.

Please let Lindsay Toth at [lindsay@onf.org](mailto:lindsay@onf.org) know of your plans for Fall Prevention Month.

### How does it work?

We have come up with a couple ideas to help you get started with planning your Fall Prevention Month Guerilla Marketing event:

#### **1.** Staging the effects of a fall:

Stage a scene where a fall has just occurred. Here are a few pictures to stimulate your creativity:





## **2.** “Watch your step” chalk inscriptions on curbs:

Use sidewalk chalk to highlight trip hazards in your neighbourhood: pot holes, crevasses, curbs, uneven surfaces, etc. Consider including our hashtag for Fall Prevention month: #PreventFalls2015

I’m in! What’s next?

Planning considerations:

### **1.** Think about the purpose of your event:

- Are you seeking to raise awareness on the burden of falls and the need for fall prevention? Consider distributing resources found in the “Information for Older Adults” section of the toolkit, or using chalk or banners to visibly display the Fall Prevention Month logo
- Are you hoping to promote an event and inform your area on the services you provide? Consider handing out invitations to a free exercise class or schedules of the regular activities you provide. Feel free to create your own banners and flyers, as well as to co-brand the event.

### **2.** Be careful not to create a tripping hazard: Consider using caution tape to surround your display

**3. Choose a good location:** Successful guerilla marketing events are held in places with large volumes of traffic. Here are a few location ideas:

- street corner
- mall
- retirement home
- restaurant

*Please note that you may need to check with local authorities that you are able to occupy public spaces*

**4. Engage local media:**

A media release template is included in the “Promotional Materials” section of the toolkit.

**5. Take pictures and share via social media:**

#PreventFalls2015

## Impact evaluation

Please do your best to estimate the number of people who viewed or interacted with your guerilla marketing event and communicate that number to us by completing the following survey:

<http://goo.gl/forms/R5DMmgcuHv>. Here are a few different ways you can estimate the number of people who viewed your guerilla marketing event:

- Count the number of flyers you distribute (if applicable)
- Have a person standing by the display hold a hand tally counter to keep track of the number of people who stop by
- Estimate pedestrian traffic on the street or intersection you have chosen to set out your display (for instance, here are estimates of pedestrian traffic at a number of intersections in Toronto: <http://www1.toronto.ca/wps/portal/contentonly?vgnextoid=417aed3c99cc7310VgnVCM1000003dd60f89RCRD>)