



at the Centre for Health Promotion  
University of Toronto

*Implementing THCU's Ten Step Evaluation Model*

## **Remembering When:**

### **A Summative Evaluation of Falls and Fire Prevention Workshops**

*November 14, 2006*



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## **Acknowledgements**

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## **Disclaimer**

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## Background

In response to the growing percentage of seniors in the general population, many health units have invested resources in injury and fire prevention programs. Older adults (age 65 plus) are twice as likely to be killed or injured by fire or falls; thirty percent of people age 65 plus are victims of falls each year.

In the fall of 2002, the Peel Adult Injury Prevention Network launched *Remembering When*, a series of educational workshops aimed at providing seniors with the knowledge, skills and resources to make their home environment safer and to link them with fire and falls prevention resources in the community.





# Clarify Your Program

The *Remembering When* workshop was a modified version of a program originally developed jointly by the U.S. National Fire Protection Association and Centres for Disease Control. Peel Region **activities** that supported the workshop included educational resources, a video on fire safety, and falls prevention pamphlets available in five languages.

## Goals

The goal of the program was:

“To enable seniors to live safely at home as long as possible by building their capacity to prevent fires, falls and injuries.”

## Population of Interest

The population of interest was seniors (age 65 plus) living independently in their homes.

## Project Objectives

The objectives of the program were:

### Process

- to provide seniors with referrals to organizations and sources of support to help them live in their homes safely.

### Outcome

- to increase seniors' awareness of the high risk practices and conditions contributing to fires, falls and preventable injuries.
- to increase seniors' knowledge of measures they can take to prevent fires and falls.
- to increase the number of seniors adopting preventive measures to prevent fires and falls.

## Define Activities and Outputs

The workshops were offered in communities throughout Peel Region in 2002. They were facilitated by staff from the Region of Peel Health Department and Fire Departments. Over 500 seniors attended these sessions, which were promoted through ads in the community newspaper and posters at local seniors' centres. Wherever possible, the workshops were held in conjunction with other events at seniors' centres to enable participation.

The workshop presentation emphasized eight fire prevention messages and eight falls prevention messages (e.g., use only throw rugs with non-skid backing). Display tables with print resources on fire, pedestrian and home safety were set up at the event along with a trivia contest (“remember when..?”) and prize draws. Free food and musical entertainment were also provided.

The link between program outcomes and activities was considered plausible because the program had already been widely adopted and evaluated in the U.S and some parts of Canada. Evaluation indicators were established later in the process.

## 2 STEP

# Engage Stakeholders

An eight-person advisory committee of Peel Adult Injury Prevention Network members coordinated both the program and the evaluation. The Network wanted an evaluation that provided some idea of the impact of the program on the knowledge, awareness and behaviours of seniors, as well as ideas for modifying and expanding the program in ways that better met their needs.

The Peel Adult Injury Prevention Network is a coalition of 23 community agencies, including the local Fire Departments, Canadian Red Cross, Canadian National Institute for the Blind (CNIB), Peel Health, Peel Region Community Care Access Centre, St. John's Ambulance, The Royal Canadian Legion and other seniors' centres.

## 3 STEP

# Assess Resources for the Evaluation

The total program budget was \$124,000. Approximately \$9,500 was spent on evaluation.

Funding for *Remembering When* was provided by the Falls Prevention Initiative, a grants program jointly administered by Health Canada and Veterans' Affairs Canada. Funds for the project were administered by Peel Health on behalf of the Peel Adult Injury Prevention Network.

The budget for the evaluation breaks down as follows:

### *Remembering When* Evaluation Budget

Item	Cost
Facilitators for focus groups	\$5,000.00
Collation/analysis of workshop evaluation forms	\$1,000.00
Collation/analysis of focus group data	\$2,000.00
Generation of reports on focus groups	\$1,000.00
Workshop evaluation form reproduction	\$200.00 (approx)
Refreshments for focus group	\$300.00
<b>Total evaluation budget</b>	<b>\$9,500.00</b>

Another, often overlooked, resource is the time available for the evaluation.

*Remembering When* staff provided the following time estimates for their evaluation-related activities

### **Estimated Time Spent on Evaluation Activities (per workshop unless otherwise indicated)**

<b>Activity</b>	<b>Estimated Time (Hours)</b>
Design/review of evaluation forms	2 hours
Distribution/collection of forms at event	.5 hours
Collation/analysis/report writing	5 hours
Presentation of data to stakeholders for review/discussion	.5 hours
Summary report writing (for entire project)	5 hours
<b>Total</b>	<b>13 hours</b>

# 4 STEP

## **Design the Evaluation**

A post-test only evaluation design was chosen. This choice was driven by:

- The stakeholder desire for information on impact;
- The stakeholder desire for information on how to improve the program;
- The limited available time and resources;
- The fact that the program already been widely adopted and evaluated in the U.S. and some parts of Canada; and
- A desire to avoid over-burdening seniors with information collection.



## 5 STEP

# Determine Appropriate Methods of Measurement and Procedures

Draft versions of all instruments were reviewed by the Network. Pilot-testing was not conducted due to time and resource limitations.

The Network selected two methods for evaluating the impact of *Remembering When*:

1. An evaluation form completed by participants at the end of the workshops, and;
2. A series of focus groups conducted three months after the workshops.

The evaluation form<sup>1</sup> included:

- 18 open and closed-ended (five point Likert scale) items about quality and usefulness of each component of the workshop; and
- A series of questions asking participants to identify changes they will make to reduce their risk of falls or fires as a result of information received at the workshop.

The focus groups<sup>2</sup> included two parts:

- Part One: Eight questions related to overall impression of the event, lessons learned, changes made after attending the workshop, barriers to and ‘enablers’ for making changes.
- Part Two: Six questions asking participants to identify services and supports.

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<sup>1</sup> A copy of the workshop evaluation form, a modified version of the form used to by the original program developers in the U.S., is provided in Appendix A.

<sup>2</sup> The focus group protocol is provided in Appendix B

## 6 STEP

# Develop the Workplan, Budget and Timeline for Evaluation

The workshop evaluation form was developed in-house by staff of Peel Health. Successive drafts were reviewed by the Adult Injury Prevention Network Coordinating Group before the final version was approved for distribution.

The focus group protocol was developed by external consultants hired by the Network through an rfp process. As was the case with the workshop evaluation form, drafts of the focus group protocol were reviewed and approved by the Network Coordinating Group.

## 7 STEP

# Collect the Data Using Agreed Upon Methods and Procedures

280 (of 500 participants) workshop evaluation forms were submitted. A prize incentive was offered to encourage completion.

A total of nine focus groups were held throughout Peel Region in the spring and fall of 2003. These sessions were attended by 68 seniors (49 females and 19 males). The focus groups were conducted by a facilitator and a recorder. Responses were transcribed onto flipcharts by the recorder.

The completion of the workshop evaluation forms was lower than expected. One of the possible reasons for this is that some of the workshops had large numbers of participants with limited English literacy skills.

## 8 STEP

# Process and Analyze Data

The workshop evaluation forms were collated and analyzed in-house by Peel Health. Transcripts of the focus group sessions were typed, collated and analyzed by the external consultants.

## 9 STEP

# Interpret and Disseminate Results

Ongoing summaries of the workshop evaluation results were shared with the Adult Injury Prevention Network. The focus group consultants produced two reports summarizing the results of the focus groups and providing recommendations for improving the sessions. Focus group results were presented at a meeting of the Network in the fall of 2003.

Feedback on the workshops was overwhelmingly positive. Participants especially appreciated the participatory, interactive nature of the workshop. Findings about impact and ways to improve workshops are summarized below.

## Impact

- Almost all of the seniors who completed evaluation form expressed the intent to make at least one change to improve their safety.
- About one-third of focus group participants reported having done so.
- The two most common lessons learned cited by participants involved securing or removing scatter rugs to avoid tripping, and safe cooking tips, such as using a timer when cooking on the stove.

- Several participants commented on the usefulness of the leg exercises taught at the workshop.
- A number of participants noted that they already knew much of the information presented, however, most viewed it as a helpful ‘refresher’ course.
- Several participants shared the brochures and pamphlets distributed at the event with other seniors who did not attend the workshop. Thus, it appears that there was at least a small degree of information ‘spillover’.

## Ways to Improve Workshops

Participants provided a number of practical ideas for improving the quality and usefulness of future events. Suggestions included:

- Changing the way prizes are awarded (make it ‘fairer’)
- More participatory
- More question and answer sessions
- More prizes
- More displays
- Broadening focus to include other health-related topics, in particular exercise, nutrition and stress management.



## Take Action

Information from the evaluation was used to guide the location and content of future workshops as well as the development of other strategies to promote seniors’ safety. In response to feedback provided from the evaluation, adjustments were made to the length of some components of the workshop. In addition, subsequent workshops included information on other topics requested by the seniors, including elder abuse, fraud prevention and medication use.

## For More Information

For more information on the Remembering When project, please contact

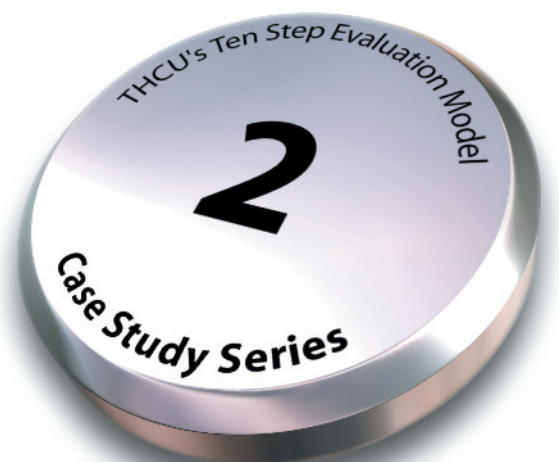
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# Appendices for THCU's 10 Step Evaluation Model

## Case Study 2: Appendices



# Appendix A: The Adult Injury Prevention Network

Remembering When - Fire and Fall Prevention Program  
 South Common Community Centre

**Please take a few minutes to answer this survey. Your responses are confidential and will be used to improve the program, and other services provided by members of the AIPN.**

1. Are you a veteran: Yes:  No:
2. Gender: Male:  Female:

		Quality <small>(1=excellent 2=good 3=average 4=fair 5=poor)</small>					Usefulness <small>(1=most 2=useful 3=average 4=fair 5=least)</small>				
3.	The fire presentation	1	2	3	4	5	1	2	3	4	5
4.	Fitness Stretch	1	2	3	4	5	1	2	3	4	5
5.	The falls presentation	1	2	3	4	5	1	2	3	4	5
6.	Mississauga Swing Band	1	2	3	4	5	1	2	3	4	5
7.	Video show	1	2	3	4	5	1	2	3	4	5
8.	Displays	1	2	3	4	5	1	2	3	4	5
9.	Food	1	2	3	4	5	1	2	3	4	5

10. What NEW changes will you make after this presentation to prevent falls?
- a.  Exercise regularly
  - b.  Avoid rushing
  - c.  Clear clutter
  - d.  Light up your paths
  - e.  Take care in slippery places
  - f.  Use rubber backed throw rugs
  - g.  Tread carefully along stairwells
  - h.  Wear well-fitted non-slip shoe

11. Other safety messages or facts learned in the falls presentation:

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12. What NEW changes will you make after this presentation to prevent fires?

- a.  Use deep ashtrays
- b.  Give space heaters space
- c.  Cook with caution
- d.  If clothing is on fire, stop, drop and roll
- e.  Install / retest smoke alarms
- f.  Plan and practice your escape from fire
- g.  Know your emergency numbers
- h.  Plan your escape around your abilities

13. Other safety messages or facts learned in the fire presentation:

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14. Did you learn something new from the pedestrian safety presentation?

Yes:  No:

Comments:

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15. Did you enjoy 'The Antics of Harold and Stanley' video show?

Yes:  No:

Comments:

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16. Have you attended a previous Remembering When event? Yes:  No:

17. Can we contact you for further comments on this event? Yes:  No:

Name: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

18. Do you have any other comments?

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Thank you for your feedback.

Please hand in this form to receive a gift package

# Appendix B: Moderator’s Guide, Focus Group Questions, and Summary of Results

## Introduction/Preamble:

Good morning/afternoon. On behalf of the Peel Adult Injury Prevention Network, I would like to welcome you to our focus group on the Remembering When program. My name is X, and I will be your facilitator for this focus group session. Before we get started, could each of you please introduce yourselves to the group?

(Participants introduce themselves).

Thank you for agreeing to take part in this focus group. This is one of four sessions we are organizing for participants in the Remembering When events over the past year.

We are conducting this focus group for three reasons:

1. To better understand the impact of the Remembering When sessions on
  - participants, such as what people learned at the events, or what home safety
  - measures people adopted as a result of taking part in the events.
2. To collect information about how the Remembering When program could be improved
3. To collect information about safety issues affecting seniors in Peel Region that will help the Adult Injury Prevention Network to develop appropriate programs and services that meet the safety needs of seniors in the communities it serves.

This focus group is an opportunity for you to share your feedback about the Remembering When program and to identify the safety needs and issues that are important to you, so I encourage you to share your ideas. Remember that there are no ‘right’ or ‘wrong’ answers, so please feel free to be totally honest.

All of your comments are completely confidential. Your name will not be associated with any comments you make. As you can see, X will be recording all of your comments on the flipchart. We will be combining this information with the ideas collected at the other three focus groups.

It’s important that everyone has an opportunity to share their ideas. So I may call upon you to discuss your views, or ask that you allow someone else to speak who may not have had an opportunity to share their ideas.

Do you have any questions or concerns before we start?

## Focus Group Questions:

### Part 1: *Remembering When* Event

1. What are your overall impressions of the *Remembering When* event?
2. What did you learn as a result of taking part in the session?
3. What, if any, changes did you make to reduce your risk of falls, fires and other injuries as a result of taking part in the session?
4. What, if anything, has prevented you from applying some of the injury prevention tips presented at the session?
5. What would help you to follow the suggestions for preventing injuries presented at the session?

#### *Probes for Question 5 (if needed)*

- home safety audits
- resources to implement home safety measures
- assistance with installing home safety devices (e.g., bathtub grip bars)

6. What did you like about the *Remembering When* session?
7. What, if any, changes would you make to improve the quality and usefulness of the *Remembering When* sessions?

#### *Probes (if needed):*

- format of session
- content/topics covered
- educational materials
- entertainment (Swing Band)
- food/refreshment
- location/venue
- time/length of session
- *for Caledon residents only: How often would you like to see these events offered in your community?*

8. Is there anything else about the *Remembering When* session you'd like to add?

## Part 2: Needs Assessment for Future Injury Prevention Initiatives

9. What services and supports do seniors in Peel Region require in order to avoid falls, burns and other preventable injuries.
10. What information about home safety and injury prevention would you like to receive?
11. In the past, have you ever received information about injury prevention that you found to be unclear or confusing? Why?
12. How would you like to see this information presented to seniors?

### *Probes (if needed):*

- radio/television PSAs
- internet/website information
- pamphlets
- posters
- community events

13. Where would you like to receive this information (location)?
14. Is there anything else you'd like to add?

Thank you very much for taking the time to participate in this focus group. Your feedback is very important to us.

Participants were drawn from a sample of workshop attendees who indicated their interest in taking part in a subsequent evaluation. A standardized, fourteen item questionnaire and moderator's guide was used to facilitate the focus groups. A copy of the questionnaire is provided in Appendix A.

# Results

## Overall Impressions of ‘Remembering When’

As was the case with the previous focus groups held to assess ‘Remembering When’ sessions, the feedback from participants was overwhelmingly positive. ‘Remembering When’ continues to be regarded as an informative, entertaining approach to educating seniors about falls and injury prevention. Typical comments included:

- very informative
- well done
- would give it a 10 out of 10
- perfect

When asked to identify specific things they liked about the event, participants noted the food, entertainment and information displays. In particular, the seniors band continues to be regarded as a ‘highlight’ of ‘Remembering When’. The medication record distributed at the event was viewed as particularly useful, and seniors appreciated the fact that copies of the record were mailed to seniors attending an event where there weren’t enough copies to go around.

The workshop presenters were generally well received. However, some seniors felt that the traffic safety presentation contained too many statistics and was difficult to follow. Another participant felt that one of the presenters at the Brampton workshop ‘talked down to the seniors’.

## Falls, Fire and Injury Prevention Information Learned at ‘Remembering When’

Participants recalled a wide range of practical information they learned at ‘Remembering When’. Even though much of the information was not new to participants, the session was widely regarded as a useful ‘reminder’ that seniors need to be vigilant about injury risks.

Information seniors recalled from the workshop included:

- dangers related to scatter mats
- the importance of having safe footwear (i.e., not ‘flip flops’)
- how to avoid kitchen fires
- shower mats and safety grips are important
- vacuum cords are a tripping hazard
- hold on to handrails when going up or down stairs
- make eye contact with drivers when crossing the street
- need to locate and maintain carbon monoxide detectors and fire extinguishers

Removing scatter mats from the floor and the importance of safe, secure footwear were the two injury prevention tips cited by participants at the focus groups. As was the case at the previous round of focus groups, seniors also cited the importance of staying active and physically fit in order to prevent falls and injuries.

Even though two of the focus groups took place over two months after the workshops, participants were able to recall injury prevention tips without any prompting. This suggests that *'Remembering When'* is an effective means of imparting information about falls and injury prevention to seniors.

### **Changes Made as a Result of Attending 'Remembering When'**

To better understand the impact of 'Remembering When' on the attitudes and behaviours of seniors, participants were asked to describe any direct actions they had taken to prevent falls and injuries as a result of attending the workshop. Roughly half of the participants noted that they had made changes as a result of the information presented at the workshop. Examples include:

- threw out scatter rugs or ensured they had rubber backing
- installed bars in the tub
- used a seat in the tub
- threw out floppy slippers
- lowered the temperature in the hot water tank
- use support (wall, step, chair, etc.) to put on shoes and clothes
- bought non-slip rubber shower mats
- more careful when going up and down the stairs
- replaced step ladder with a sturdier ladder with good handles

The number of seniors who reported acting on the information presented at the workshop is higher than the results obtained at the previous round of focus groups, when one-third of participants noted that they had made changes as a result of *'Remembering When'*. This result should be interpreted with caution, however, given that the sample of focus group participants may not be representative or reflective of the seniors attending the sessions. Unlike the previous focus groups, participants did not report sharing the information provided at *Remembering When* with other seniors, suggesting that the information 'spillover' effect anticipated in the last evaluation report may not be fully realized.

### **Suggestions to Improve 'Remembering When'**

Several of the suggestions for improving future sessions focused on room set-up. In particular, seniors felt that the absence of tables at one of the events made it difficult for them to eat lunch and take notes. Seniors at another focus group suggested that future sessions adopt a different method of serving lunch to avoid participants rushing and jostling one another for the food.

The need for the session organizers to remind participants not to talk loudly and interrupt the presenters during sessions was also noted. Several seniors who attended one of the Mississauga workshops complained that they had difficulty following the presentations as a result of other participants carrying on conversations.

A number of participants suggested that the content of 'Remembering When' be expanded to cover other topics. Prescription drug use and nutrition (e.g., Canada's food guide, tips for cooking for one person) were of particular interest to participants. Several seniors were also interested in receiving information about programs or services they could access. The suggestion for an expanded range of topics beyond injury prevention is noteworthy in light of the fact that many participants appear to be attending repeat sessions of 'Remembering When'.

Some participants were mindful of the fact that not all seniors were able or willing to attend large-scale events in the community. To increase access to 'Remembering When', it was suggested that the organizers consider presenting more workshops to smaller numbers of seniors in residential settings such as retirement or nursing homes.

Two participants expressed concern about the presence of individuals selling home safety devices at the events. They questioned whether or not 'Remembering When' was a 'public service' or a front for selling home safety products. While seniors at other focus groups appreciated the opportunity to learn about and purchase home safety products at 'Remembering When' sessions, event organizers should be conscious of maintaining a balance between the educational and product promotion components of the workshops.

### **Future 'Remembering When' Sessions: Desired Locations and Frequency**

Participants suggested a number of convenient and accessible locations for future workshops. These included:

- Bolton Community Centre
- Wellness Centre of Bolton
- South Common Mall (Mississauga)
- River Grove Community Centre
- YMCA
- Living Arts Centre
- Knightsbridge Seniors Residence
- Seniors clubs in ethnoracial communities: Italian, Filipino, Asians, Sikhs
- seniors apartment buildings
- local libraries

Participants noted that future workshops should be held in wheelchair accessible facilities with kitchens. The network of community centres across Peel Region was suggested as a possible location. Some participants felt that public libraries may be appropriate, although they may lack the necessary kitchen facilities.

### **Other Ways of Providing Injury Prevention Information to Seniors**

While participants favoured the continuation of ‘Remembering When’ sessions, they were mindful of the fact that not all seniors are physically able to attend workshops. Participants provided a number of suggestions for ensuring that all seniors in the community had access to injury and falls prevention information. These included:

- mailings to seniors’ homes (pamphlets, booklets) to reach isolated seniors
- use of caregivers and home visitors to distribute information
- include injury prevention tips on websites: Peel Health, Health Canada, etc.
- broadcast ‘Remembering When’ sessions on community cable TV

One important finding emerging from the focus groups concerns the limitations of community newspapers as a means of promoting ‘Remembering When’ sessions and injury prevention in general. Participants noted that community newspapers are not distributed at most seniors’ residences in the community. As a result, many seniors do not have easy access to this source of information.

### **Beyond Information: Enabling Seniors to Prevent Falls/injuries**

Several of the questions posed at the focus group sessions went beyond the ‘Remembering When’ sessions to identify services and supports that would help seniors to prevent falls and injuries. Examples of suggestions provided by participants included:

- reserving front seats in buses for seniors
- free removal of snow and ice from sidewalks in front of residences where seniors live
- more information about support services available to seniors in the community (e.g., better promotion of eligibility criteria for Trans Help in Mississauga)
- financial assistance covering the costs of scooters

One of the more innovative suggestions involved educational sessions for bus drivers and other individuals serving seniors. These sessions would focus on the special needs of seniors in order to raise awareness of steps that could be taken to increase seniors’ safety (e.g., giving seniors more time to get on and off buses).

Participants at all of the focus groups noted the importance of instituting a ‘buddy system’ ensuring that seniors have friends or family members checking in on a regular basis. The consequences of failing to do so were noted at the Brampton focus group, where participants described the plight of an elderly woman who was hospitalized after remaining stranded in her bathtub for five days as a result of a fall.

## **Injury Prevention Issues in the Community**

To gain understanding into the prevention needs of seniors living in Peel Region, focus group participants were also asked to identify the key risk conditions in their respective communities. As was the case at the previous focus groups ice and snow build-up on local sidewalks and heavy traffic were the risk factors for injuries mentioned most frequently by participants. Examples include:

- speed of traffic at Allan Drive and Highway 50 (in Bolton)
- quick traffic signals at Erin Mills and Eglinton
- drivers tailgating seniors in scooters crossing at intersections
- bus drivers not giving seniors enough time to enter/exit buses.

## **Recommendations for Future Workshops**

Based on the information by participants at the focus group, the following recommendations are put forward for consideration by the Adult Injury Prevention Network:

1. Additional ‘Remembering When’ events should be organized, as the response to the workshops was overwhelmingly positive. However, the content of the sessions should be expanded to cover other health issues, such as nutrition and medication use. Based on information provided at the focus groups, it appears that a number of seniors are attending multiple workshops. Rather than repeat the same information to the same participants, session organizers should use the sessions as an opportunity to address other health issues of concern to seniors.
2. Explore the possibility of offering a smaller scale version of the workshop at seniors residences in order to reach seniors who may not be inclined to attend the large community-based workshops.
3. Ensure that all sessions are equipped with tables so participants are able to take notes and better manage the food and refreshments provided.
4. Consider taping ‘Remembering When’ sessions for broadcast on Community Cable TV in order to increase access for seniors unable to attend events in person.
5. Consider ways of reaching service providers working with seniors, such as bus and taxicab drivers in order to educate these individuals about the special needs of seniors, as well as steps that can be taken to help seniors prevent falls and injuries.
6. Follow-up with all workshop participants is needed to maximize the value of the information provided at ‘Remembering When’ sessions . This could include an assessment of individual support needs and requirements.