

Campaign Toolkit

NO | FALLS MINNESOTA

Helping Minnesotans prevent falls.

February 2022



This **NO|FALLS Minnesota** campaign is a multi-organizational collaboration led by **Juniper**, a program of [Trellis](#).

The collaboration includes the **Minnesota Department of Health, Minnesota Board on Aging, Minnesota State Fire Marshal, Minnesota Association of Area Agencies on Aging** and 70+ Juniper network program providers in community-based and health care organizations.

Funding provided through a grant from the federal Administration on Community Living.
Campaign characters produced by Pollen Midwest. Illustrations by Madelyn Kozlowski.



Why do a NO|FALLS campaign in Minnesota?

Preventing falls is an important issue for the health and well-being of older adults.

- Minnesota ranks 4th in the nation on deaths of older adults from falls.¹
- Every 11 seconds an older adult is treated in the emergency room for a fall.²
- 95% of hip fractures are caused by falls.³

How does Juniper help?

Working with a network of community partners, Juniper offers classes to help older adults build strength, improve balance, increase active movement and prevent falls. Accessible to Minnesotans of all ages and abilities, these classes are available both in-person and online, free or at low cost.

**Direct participants to yourjuniper.org/no-falls.
Find toolkit materials at toolkits.yourjuniper.org**

A fall can have a devastating effect on a person's quality of life and carries a high cost for both the individual and our systems of care.

But falls are not inevitable; they are not a normal part of aging.

¹ cdc.gov/falls/data/fall-deaths.html/

² ncoa.org/article/falls-prevention-programs-saving-lives-saving-money-infographic

³ cdc.gov/homeandrecreationalafety/falls/adulthipfx.html

How can you help?

Use this toolkit to help spread the word!

The following pages provide images and sample text that you can use in multiple communication channels. Use them “as is” or as a starting point to create your own messaging.

Juniper Class Descriptions

Below are brief descriptions of the classes Juniper offers to help Minnesotans prevent falls. Longer descriptions can be found on the yourjuniper.org website.

A Matter of Balance

Examine your environment and other factors to reduce your risk and fear of falling. This group discussion class will support you in increasing your activity to keep you independent. [More](#).

Stay Active and Independent for Life

This ongoing exercise class helps you increase strength, balance and fitness and incorporate active movement into your everyday life. [More](#).

Stepping On

Hear from a variety of experts to learn to manage medications, address sensory issues (vision, hearing) and eliminate hazards in your home. Increase. And learn some easy and fun balance and strength exercises. [More](#).

Tai Ji Quan: Moving for Better Balance Beginner

Improve your balance, strengthen your muscles with gentle tai ji quan (also known as tai chi) movements. This class will help you stay mobile and independent. [More](#).

Advanced

An advanced version of the Tai Ji Quan: Moving for Better Balance class, this class deepens the practice of tai ji quan. [More](#).



How to access these materials

There are three ways to access the materials in this toolkit:

- All materials are available via Juniper’s website at toolkits.yourjuniper.org/no-falls
- Any image found below can be directly accessed by clicking on the link below it.
- All assets can be downloaded as a batch in a .zip file by clicking one of the “download all materials” links located in the upper right corner on each page.

Questions?

Please contact:

Julie Roles

VP of Communications and Advocacy, Trellis

651-917-4648

jroles@trellisconnects.org



Flyers and Posters

[Download all materials](#)

Flyers and posters can be used in a number of ways:

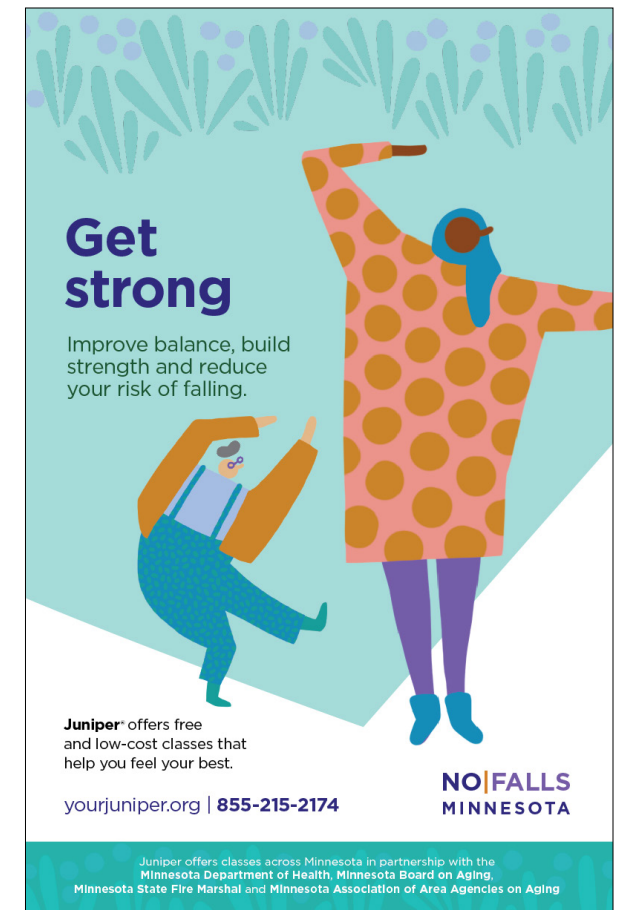
- Hang copies around buildings in common areas
- Slip under resident doors
- Place in internal mailboxes
- Include with direct mailings
- Put a stack at the front desk and in other places where people pick up information

You can access three versions of the posters, each in color and black & white.



[Flyer A 8.5x11_color.pdf](#)

[Flyer A 8.5x11_b&w.jpg](#)



[Poster A 11x17_color.pdf](#)

[Poster A 11x17_b&w.jpg](#)

Flyers and Posters

[Download all materials](#)



[Flyer_B_8.5x11_color.pdf](#)
[Flyer_B_8.5x11_b&w.jpg](#)



[Poster_B_11x17_color.pdf](#)
[Poster_B_11x17_b&w.jpg](#)



[Flyer_C_8.5x11_color.pdf](#)
[Flyer_C_8.5x11_b&w.jpg](#)



[Poster_C_11x17_color.pdf](#)
[Poster_C_11x17_b&w.jpg](#)

Class Flyers

[Download all materials](#)

Promote specific classes using these customizable flyers. Formatted in 8.5 x 11 size, they can be placed around buildings, under doors, in mailboxes and throughout well-trafficked areas to increase class awareness. They're also great attachments for emails.

The organization that is providing the class generally uses these flyers, provided in PowerPoint format for easy use.

JUNIPER
Your Health. Your Community.

A Matter of Balance

Take charge
of your environment
and your life

Join this eight-session class.
Learn to improve your balance, build strength and feel your best — so you can do the things you want to do.

You'll meet new friends and find support and encouragement to take action to prevent falls — one of the greatest dangers to your independence.

For information or to register, contact:

[date]
[location]
[cost]
[contact]

Juniper is a statewide network that helps people manage chronic health conditions, prevent falls, and foster well-being.
yourjuniper.org
Toll Free 1.855.215.2174

NO|FALLS MINNESOTA [Provider logo]

This program is sponsored, in part, under the Federal Older Americans Act through a contract from a Minnesota regional Area Agency on Aging under an Area Plan approved by the MN Board on Aging.

[ClassFlyer Balance 8.5x11.pptx](#)

Class Flyers

[Download all materials](#)



SAIL
Stay Active &
Independent for Life

Get strong, improve balance and feel good

Join this class and find your fitness routine

- It works... you'll be stronger, feel better and increase your independence
- It's safe... the instructors are experienced and skilled, and exercises have been tested with older adults.
- It's fun... you'll meet others and make new friends.

For information or to register, contact:

[contact] [date]
[location] [cost]



JUNIPER is a statewide network that helps people manage chronic health conditions, prevent falls, and foster well-being.
yourjuniper.org
Toll Free 1.855.215.2174



[Provider logo]

This program is sponsored, in part, under the Federal Older Americans Act through a contract from a Minnesota regional Area Agency on Aging under an Area Plan approved by the MN Board on Aging.

[ClassFlyer_SAIL_8.5x11.pptx](#)



Stepping On

Stay active, safe and independent

You'll find support and companionship in this small group class

The class will examine the impact of vision, hearing, footwear and medications on safety and develop ways to manage the risk.

For information or to register, contact:

[contact] [date]
[location] [cost]



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Toll Free 1.855.215.2174



[Provider logo]

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[ClassFlyer_SteppingOn_8.5x11.pptx](#)



Tai Ji Quan
Moving for
Better Balance

Stay mobile, independent and engaged with others


Slow, flowing movements that relax the mind and build the body

You'll improve balance, strengthen your muscles and reduce the risk of falling


Each session includes gentle warm-up, core forms and cool-down exercises.

For information or to register, contact:

[contact] [date]
[location] [cost]



JUNIPER is a statewide network that helps people manage chronic health conditions, prevent falls, and foster well-being.
yourjuniper.org
Toll Free 1.855.215.2174



[Provider logo]

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[ClassFlyer_TaiJiQuan_8.5x11.pptx](#)

Email

[Download all materials](#)

Help get the word out to your audiences by connecting through email:

- Create an email to send to your lists using the graphics from this toolkit.
- Include messaging about this campaign in your existing newsletter and email communications.
- Don't forget about internal communications! Let your employees know about the program too.



[Email_A_1200x1030.png](#)

Sample Text

Move more easily, sleep better and reduce your risk of falling! Juniper offers free and low-cost classes to help increase strength, balance and fitness so you can enjoy more activity in your everyday life.

Learn how Juniper classes can help you feel your best at yourjuniper.org or by calling 855-215-2174.

Email

[Download all materials](#)



[Email_B_1200x1030.png](#)

Sample Text

Increase your self-confidence and self-control!
Juniper offers free and low-cost classes to help increase your activity, build strength and improve balance to reduce your risk of falling.

Learn how Juniper classes can help you feel your best at yourjuniper.org or by calling 855-215-2174.



[Email_C_1200x1030.png](#)

Sample Text

Take charge of your health and life! Juniper offers free and low-cost classes to help you live well, get fit and prevent falls.

Learn how Juniper classes can help you feel your best at yourjuniper.org or by calling 855-215-2174.

Social Media

[Download all materials](#)

There are three ways you can help amplify this campaign on social media:

- Like, comment and share Juniper's posts and tweets from your Facebook and Twitter accounts.
- Create your own social media posts using the graphics and text provided in this toolkit. Please be sure to tag @yourjuniper so we repost and comment on your messages.
- Allow Juniper to boost your Facebook posts to your page followers by providing advertiser access. This would require no financial involvement from you. Contact Julie Roles at jroles@trellisconnects.org to learn more.

Juniper will be messaging this campaign on its Facebook and Twitter accounts on the following dates:

- Tue, Feb 15, 9 a.m.
- Tue, Feb 22, 9 a.m.
- Tue, Mar 1, 9 a.m.

We will also do additional pulses for this campaign. Follow-up details will be provided at a later date.

Social Media

[Download all materials](#)



[Social_A_1080x1080.png](#)



[Social_A_1200x675.png](#)

Sample Posts - Get Strong

Small moves can reap big rewards! Whether in-person or from the comfort of your own home, Juniper’s free and low-cost classes can help you increase strength, balance and fitness so you can enjoy more activity in your everyday life. Learn more at yourjuniper.org #NoFallsMN

Move more easily, sleep better and reduce your risk of falling! Juniper offers free and low-cost classes to help increase strength, balance and fitness so you can enjoy more activity in your everyday life. Learn more >> yourjuniper.org #NoFallsMN

“Before Juniper, I’ve never been able to maintain an exercise program for more than a year!”— Juniper class participant. A Juniper class can help you increase your strength, balance and fitness so you can enjoy more activity in your everyday life. Learn more about these free and low-cost classes at yourjuniper.org #NoFallsMN

Want to be able to keep up with your grandchildren? A Juniper class can help you increase your strength, balance and fitness so you can enjoy more activity in your everyday life! Learn more about Juniper’s free and low-cost classes at yourjuniper.org #NoFallsMN

According to the CDC, Minnesota ranks #4 in the country for deaths from falls. Learn how Juniper’s free and low-cost classes can increase strength, balance and fitness so you can enjoy falls-free activity in your everyday life. More at yourjuniper.org #NoFallsMN [Source: cdc.gov/falls/data/fall-deaths.html]

Social Media

[Download all materials](#)



[Social_B_1080x1080.png](#)



[Social_B_1200x675.png](#)

Sample Posts - Improve Balance

Take a step toward better stability! Whether in-person or from the comfort of your own home, Juniper’s free and low-cost classes can help you increase your activity, build strength and improve balance to reduce your risk of falling. Learn more at yourjuniper.org #NoFallsMN

Increase your self-confidence and self-control! Juniper offers free and low-cost classes to help increase your activity, build strength and improve balance to reduce your risk of falling. Learn more >> yourjuniper.org #NoFallsMN

“Juniper classes really fill a need. Falls are a huge danger for me. My class is very important to me having a normal life.”—Juniper class participant A Juniper class can help you increase your activity, build strength and improve balance to reduce your risk of falling! Learn more about these free and low-cost classes at yourjuniper.org #NoFallsMN

Want to travel and freely move about? We can help you increase your activity, build strength and improve balance! Learn more about Juniper’s free and low-cost classes at yourjuniper.org #NoFallsMN

Did you know that every 11 seconds an older adult is treated in the emergency room for a fall? Don’t let that be you! Learn how Juniper’s free and low-cost classes can help increase your activity, build strength and improve balance to reduce your risk of falling. More at yourjuniper.org #NoFallsMN [Source: ncoa.org/article/falls-prevention-programs-saving-lives-saving-money-infographic]

Social Media

[Download all materials](#)



[Social_C_1080x1080.png](#)



[Social_C_1200x675.png](#)

Sample Posts - Feel Good

Make the move toward getting active! Whether in-person or from the comfort of your own home, Juniper’s free and low-cost classes can help you live well, get fit and prevent falls. Learn more at yourjuniper.org #NoFallsMN

Take charge of your health and life! Juniper offers free and low-cost classes to help you live well, get fit and prevent falls. Learn more >> yourjuniper.org #NoFallsMN

“My Juniper class literally keeps me going! I’ve had lots of physical therapy and recognize every little thing in the class as beneficial to me leading a normal life.”— Juniper class participant A Juniper class can help you live well, get fit and keep doing the things you love! Learn more about these free and low-cost classes at yourjuniper.org #NoFallsMN

Want to keep doing all the things you love to do? A Juniper class can help you live well, get fit and prevent falls! Learn more about Juniper’s free and low-cost classes at yourjuniper.org #NoFallsMN

95% of hip fractures are caused by falls. There are ways you can prevent this! Learn how Juniper’s free and low-cost classes can help you live well, get fit and prevent falls. More at yourjuniper.org #NoFallsMN [Source: [cdc.gov/homeandrecreationalafety/falls/adulthipfx.html](https://www.cdc.gov/homeandrecreationalafety/falls/adulthipfx.html)]

Social Media

[Download all materials](#)

Juniper

Website: yourjuniper.org and yourjuniper.org/no-falls

Facebook: [@yourjuniper](https://www.facebook.com/yourjuniper)

Twitter: [@yourjuniper](https://twitter.com/yourjuniper)

Minnesota Department of Health

Facebook: [@mnhealth](https://www.facebook.com/mnhealth)

Twitter: [@mnhealth](https://twitter.com/mnhealth)

Minnesota Board on Aging

Facebook: [@MnAging](https://www.facebook.com/MnAging)

Twitter: [@MinnAging](https://twitter.com/MinnAging)

Minnesota State Fire Marshal

Facebook: [@StateFireMarshal](https://www.facebook.com/StateFireMarshal)

Twitter: [@MnDPS_SFM](https://twitter.com/MnDPS_SFM)

Minnesota Association of Area Agencies on Aging

Facebook: [@m4aorg](https://www.facebook.com/m4aorg)

Senior LinkAge Line

Facebook: [@SeniorLinkAgeLine](https://www.facebook.com/SeniorLinkAgeLine)

Sample Text - Credits

Juniper classes are offered across Minnesota by [Trellis](#). The [Minnesota Department of Health](#), [Minnesota Board on Aging](#), [Minnesota State Fire Marshal](#) and [Minnesota Association of Area Agencies on Aging](#) are collaborators in the NO|FALLS Minnesota campaign.

Additional Graphics

[Download all materials](#)

These additional graphics can easily be inserted into websites, newsletters, bulletins and other communication pieces.

These .png files are intended for use in digital applications. If you would like a high-resolution .jpg version for print usage, please contact Julie Roles at jroles@trellisconnects.org.



[Graphic_A_160x600.png](#)



[Graphic_A_300x250.png](#)



[Graphic_A_300x600.png](#)

Additional Graphics

[Download all materials](#)



[Graphic_B_300x600.png](#)



[Graphic_B_160x600.png](#)



[Graphic_B_300x250.png](#)



[Graphic_C_300x250.png](#)



[Graphic_C_160x600.png](#)



[Graphic_C_300x600.png](#)

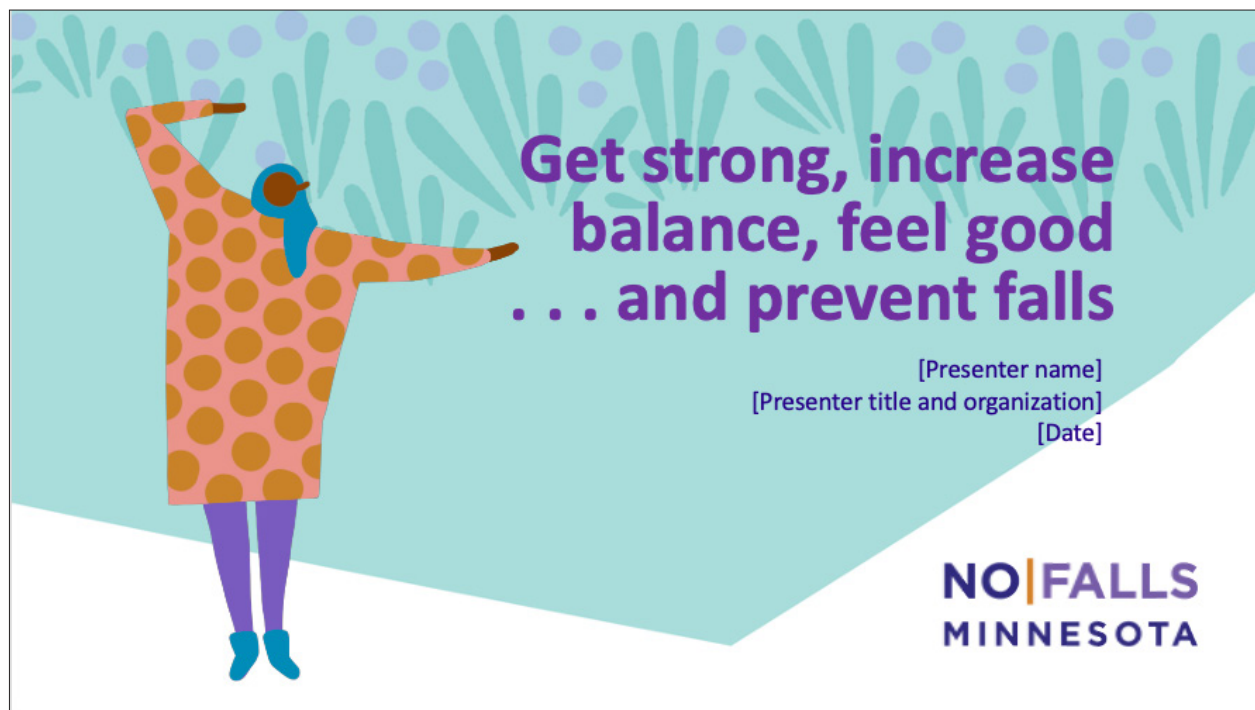
Presentation

[Download all materials](#)

This PowerPoint presentation provides an overview of falls prevention, including:

- Why it matters
- How to check your risk
- Simple ways to reduce risk
- Resources for next steps

Use the presentation to inform people in your network about falls prevention or reach out to Juniper at info@yourjuniper.org to request a Juniper presenter.



[NoFalls_Presentation.pptx](#)



Thank you!

Your use of this toolkit will help
Minnesotans prevent falls and
get on with their lives!



1-855-215-2174 (TTY 711)
info@yourjuniper.org | yourjuniper.org