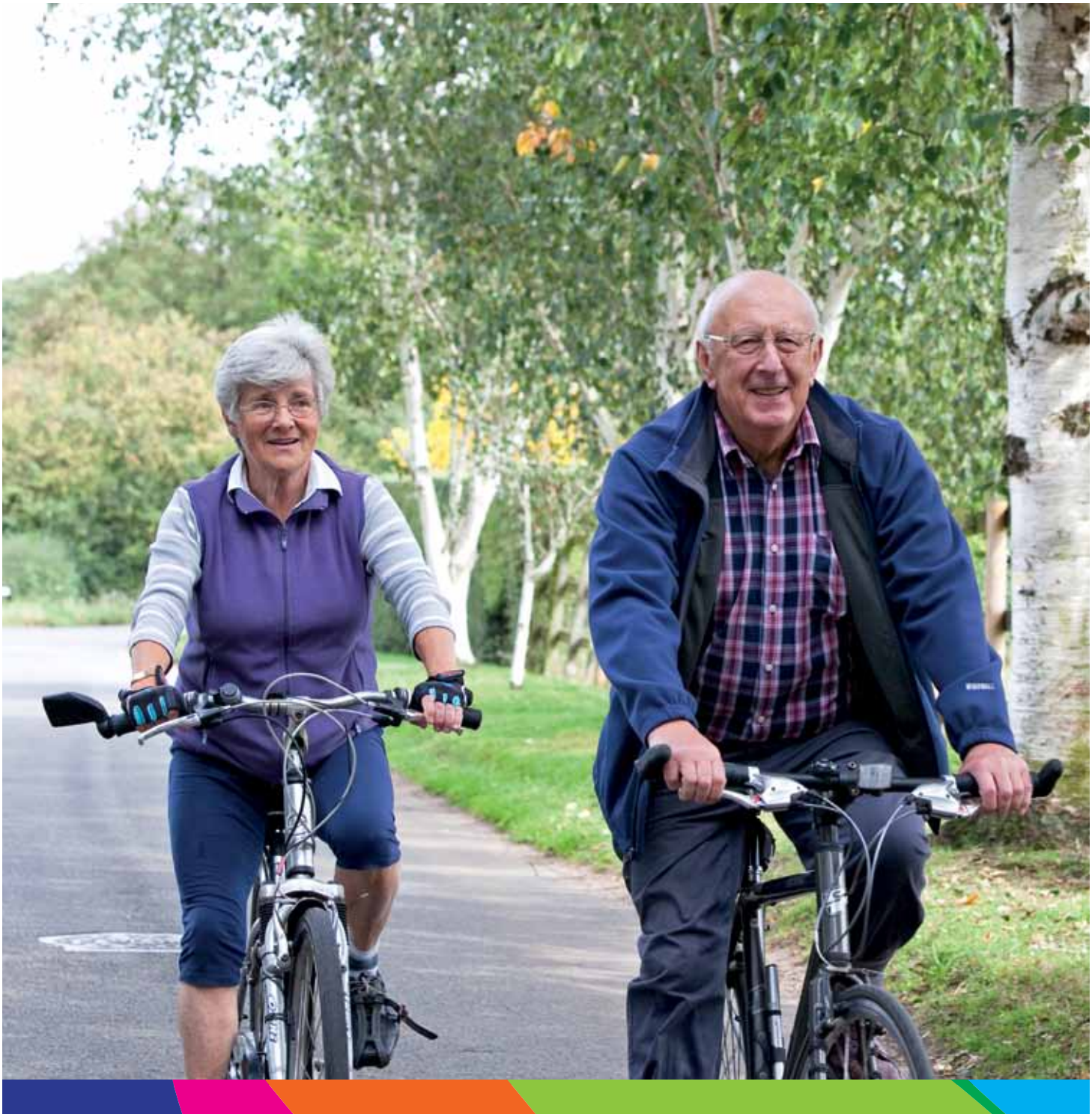
Falls Awareness Week: action pack

Boost your bones 18–22 June 2012





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Introduction

You'd be forgiven for thinking that falls are a part of ageing – something that 'just happens' as you get older. Most people do.

And it's not surprising when they happen so often – about 30 per cent of over-65s and 50 per cent of those over 80 will fall every year. But, there are many simple things that older people can do to prevent a fall and its potentially devastating consequences, if only we can get the message across.

Through local events and national media coverage, Falls Awareness Week offers an opportunity for older people, relatives and carers to find out more about falls and take part in local classes and services that can help to prevent them.

Many event holders also find their Falls Awareness Week activities lead to developments in their projects and services, such as new partnerships, programmes or ongoing staff training.

Here's what some of our previous event holders have to say:

'It is great fun and very rewarding. People are so pleased with the help and advice.'

'Well worth doing, both for team-building purposes and improving communication links with other services and service users.'

'A previous theme of the falls week related to travelling on public transport. From this we have built good relations with local bus companies and have held information stalls in the local main bus station each year. This is a great way to reach older people, many of whom use public transport as a means to get around.'

Falls Awareness Week offers an opportunity for older people, relatives and carers to find out more about falls and take part in the local classes and services that can help prevent them.

How to use the action pack

This action pack will give you examples of the types of organisations that get involved and the activities they run, to inspire you with ideas for your own event. It also details how to register your event and receive support from Age UK to enable you to take part.

You'll find event ideas and tips and comments from past event holders throughout the pack, so we encourage you to read through the whole thing before you start planning your event.

Last year, more than 1,000 events were held, reaching an estimated 55,000 older people. We hope you will join us to make Falls Awareness Week 2012 the most successful to date.

For further information, template resources and to register your event online, visit **www.ageuk.org.uk/fallsweek**

You can also contact us by email at **falls@ageuk.org.uk** or by phone on **0800 169 87 87.**

You can also find details of your local Age UK at **www.ageuk.org.uk/about-us/local-partners/**

You can use the pack to:

- draw up a checklist for planning
- read about what others have done
- create your own resources
- photocopy materials for use at your event
- find out how to order advice leaflets
- get support from Age UK and order free promotional materials by registering your event.



Boost your bones

Every year, Falls Awareness Week has a different theme.

Some event holders find this useful to focus their activities or put a new 'spin' on the topic. It also shapes our national media work and helps us to raise awareness of the different risk factors that can cause a fall.

Bone health is a particularly important issue when it comes to falls prevention. As we get older our bone strength naturally deteriorates, putting us at greater risk of fracture if we do fall. So, as part of Falls Awareness Week 2012, we'll be promoting the things that older people can do to maintain healthy bones and reduce the risk of osteoporosis and fractures, including the following.

Exercise

In addition to improving strength and balance to reduce the risk of falls, weight-bearing exercise is one of the best ways to maintain healthy bones. It can be an effective form of pain relief for people with osteoporosis and is especially important for post-menopausal women, who have a higher rate of bone tissue loss than men and are at greater risk of developing the disease.

Weight-bearing exercise is any kind of physical activity that supports the weight of your own body, including:

- walking
- climbing stairs
- tai chi
- dancing.

The new physical activity guidelines for older adults recommend that activities to improve strength and balance are undertaken on at least two days a week, in addition to 150 minutes of moderate intensity activity that can be built up throughout the week.

Weight-bearing exercise is one of the best ways to maintain healthy bones and reduce the risk of falls.



Eating a balanced diet and getting enough vitamin D

A balanced diet, including foods rich in calcium, is particularly important for maintaining healthy bones – but without the right amount of vitamin D our bodies are unable to absorb it.

This is an important issue for older people who are unable to get out regularly, as about 90 per cent of our vitamin D is normally obtained from sunlight. We should all aim to get ten minutes of sun exposure to our face and arms without sunscreen once or twice a day, every day, between May to September, taking care not to burn.

Getting nutrients naturally from diet or sunlight exposure is preferable to taking dietary supplements. However, this may be a necessary step for some people. For example, individuals who cannot tolerate dairy foods will find it difficult to get enough calcium from their diet. Those who are unable to get out into the sun will also be unable to produce enough vitamin D.

People should be advised to talk to their GP about vitamin D supplements if they:

- are over 65 years old
- are living in residential care
- are vegans or vegetarians who choose not to consume eggs or fortified spreadable fats
- wear full-body dress or avoid sunshine for cultural, religious or other reasons
- are unable to go outdoors.

Vitamin D can also be found in:

- fortified spreadable fats and breakfast cereals
- oily fish, such as salmon, sardines and mackerel (with the bones mashes in)
- egg yolk.

Good sources of calcium include:

- milk
- hard cheeses, such as cheddar
- baked beans
- green leafy vegetables
- nuts
- sardines
- fortified soya milk.

You'll find activity ideas and resources to help you promote these messages further in the action pack.



Twelve facts about falls, fractures and bone health

1

About 30 per cent of over 65s will fall in a year, rising to approximately 50 per cent for those aged 80 and over.

2

Seventy-five per cent of falls are not reported.

3

Falls destroy confidence, increase isolation and reduce independence, with 9 per cent of older people who fall becoming afraid to leave their homes in case they fall again.

4

In the UK, one in two women and one in five men will suffer a fracture at some point after the age of 50, mainly because of poor bone health.

5

About 300,000 fragility fractures occur in the UK annually, including 89,000 hip fractures.

6

For women, the risk of sustaining a hip fracture is greater than the risk of developing breast cancer.

7

The combined annual cost of hospital and social care for patients with a hip fracture in the UK was calculated in 2011 by the National Osteoporosis Society as £2.3 billion, or more than £6 million a day, in the UK.

8

Three million people in the UK are estimated to have osteoporosis.

9

Each year, fractures in patients aged 60 years and over account for more than 1.5 million hospital bed days in the UK.

10

Ten per cent of hip-fracture patients will die within one month of their fracture, 30 per cent will die within a year and there are 13,800 hip fracture-related deaths a year in the UK.

11

Women who sit for more than nine hours a day are 50 per cent more likely to have a hip fracture than those who sit for less than six hours a day.

12

A tailored exercise programme can reduce an individual's risk of falling by up to 50 per cent.

1–2 C Todd, D Skelton. (2004) *What Are the Main Risk Factors for Falls amongst Older People and What Are the Most Effective Interventions to Prevent These Falls?* Copenhagen, WHO Regional Office for Europe (Health Evidence Network report. Available at: www.euro.who.int/document/E82552.pdf

3 Spotlight survey for Help the Aged 2008, unpublished

4-8 *National Osteoporosis Society 25th Anniversary Report – A fragile future* (2011). Available at: www.nos.org.uk/document.doc?id=904

9 Calculated using Northern Ireland 2007/08 Hospital Inpatient Information (2010), data collected on discharges from non-obstetric and non-psychiatric hospitals in Scotland (SMR1/01, 2010), Health Solutions Wales, PEDW Statistics (2010) and National Osteoporosis Society, Your bones and osteoporosis: What every man, woman and child should know (2008). Available from: http://www.nos.org.uk/NetCommunity/Document.Doc?id=425 [accessed 27 July 2010].

10 Roche J et al. *Effect of comorbidities and postoperative complications on mortality after hip fracture in elderly people: prospective observational cohort study,* BMJ. 2005 December 10; 331(7529): 1374.

11 *Move it or Lose it,* International Osteoporosis Foundation, 2005. Available at: http://www.iofbonehealth.org/publications/move-it-or-lose-it.html

12 D. A. Skelton et al. (2003) *FaME (Falls Management Exercise): RCT on the effects of a nine-month group exercise programme in frequently falling community dwelling women aged 65 and over*

Engaging older people

‘Be careful how you approach the older person with regards to falls. They can be very reluctant to admit to any problems, and therefore reluctant to accept advice.’

While some older people welcome the opportunity to talk about their fall, there are many others who do not want to associate themselves with what is often seen as a sign of old age and frailty.

Research into communicating falls prevention messages shows that many older people will be more receptive to messages about maintaining independence and the benefits that interventions like exercise can bring, so the key is to be positive!

Our event holders suggest that the following approaches may help to engage successfully.

Peer-to-peer is best

Enlist the help of your previous or existing service users to spread the message and tell people about their positive experience. You could ask them to help out on your stall; take part in presentations, talks and exercise demonstrations you are holding; or use written case studies and photos with their permission.

Temptation is key

Have something to entice people through the doors or towards your stand. Once you’ve got their attention, it’ll be much easier to engage them in conversation. If you can’t get hold of any freebies, a free health check will be just as good. Team up with a partner organisation that can run blood pressure and diabetes tests or walking stick MOTs if you can’t do this yourself.

Make it fun

Make your event or activity as interactive as possible. Give participants a chance to get creative by holding a ‘wrong glasses’ activity using the template at the back of the pack, or encourage them to find out the facts for themselves by running a quiz or competition. Intergenerational approaches are a good way of maximising the fun, so you might want to get local schools or youth groups involved.

It’s the simple things that count

Never underestimate the value of tea and coffee or the opportunity to chat. This will not only get people through the doors but also may help them open up to you and other participants.

See the ‘Resources and useful websites’ section (page 22) for links to research publications on communicating falls prevention messages.

Team up with a partner organisation that can run blood pressure and diabetes tests or walking stick MOTs if you can’t do this yourself.



Event ideas

'Just have a go – from anything small, such as sharing information, to exercise classes or vision-loss training.'

Over the years, event holders have come up with all sorts of ways to promote falls prevention messages and celebrate Falls Awareness Week. Some choose to run information stands and stalls; others hold presentations and talks, and some quite literally make a song and dance out of it.

We've put together a menu of ideas and activities from previous events, as well as some case studies with further details, to help you get started. More information and links to the resources and tools mentioned can be found in the 'Resources and useful websites' section (page 22) and online at **www.ageuk.org.uk/fallsweek**

Health

Some of these activities are a great way to draw people in and initiate conversations about risk factors, as well as ways to prevent falls.

- **Health checks** (e.g. blood pressure and diabetes tests) – a local pharmacist, community nurse or member of the falls team might help you with this if you don't have the means to do it yourself.
- **Message in a bottle** – this is a scheme operated by charities and local authorities in many parts of the UK. It is used to alert emergency services to medications and allergies, and provides details of emergency contacts in the event of a call-out.
- **Recipes and food tasting** – can be used to highlight sources of vitamins and minerals that are particularly important for eye and bone health.

Falls specific

There are some activities you can incorporate into your event to make people aware of the risk factors for falls, as well as coping techniques.

- **FRAT** or Falls Risk Assessment Tool is a simple series of five questions that only takes a few minutes to complete. It can be used by non-health professionals to identify people living in the community who are at high risk of falls.
- **Backward-chaining** is a technique of getting down to the floor and up again safely. It is usually taught to older people as part of a falls prevention exercise programme to reduce the chance of a 'long lie' following a fall. A physiotherapist or health professional from your local falls service can demonstrate this at your event for you if it is something you're not familiar with.
- **Hazard-spotting** can be made into an interactive activity to highlight the risks of slips and trips within the home. Many event holders ask participants to 'spot the hazard' using simple visuals or illustrations. Some have even created their own life-size versions at outdoor venues, complete with curtains and step-ladders.
- **Sloppy slippers** are a good way of grabbing attention. If you have the funds, you can purchase new slippers and offer them in exchange for the old. If you don't have the funds, have some examples of 'unsafe' and 'sensible' slippers on hand to highlight the risks.



Staff events

Many event holders use Falls Awareness Week as a backdrop to launch new falls programmes and strategies, running training sessions alongside this to provide a general understanding of falls among all colleagues who come into contact with older people.

Quizzes and competitions are a great way to engage everyone's interest. For more in-depth training, you could invite a falls prevention specialist from your local NHS trust along, or consider running sessions on other specialist topics, such as sensory deprivation.

Falls Awareness Week is also a great opportunity to celebrate and promote the success of your project or service. Invite your commissioner or director to attend your event so they can see for themselves what an impact you're having and what your clients or patients think.

Exercise

Exercise is a great way of showing the fun side of falls prevention, and the ways in which we can all stay active and independent. It's an activity that can be easily incorporated into most events, either through demonstrations and taster sessions, or with handouts showing illustrations of how to do simple strength and balance exercises at home.

Here are some ways of promoting exercise.

- Dancing can be an effective way to build leg strength and balance, and makes for a very popular falls awareness event. Why not hold a tea dance or get your participants line dancing?
- Playing games using a Nintendo Wii Fit console and Balance Board.
- Setting challenges to highlight the importance of progression and getting to the 'next level'. This can be done with all ages and abilities, and is a particularly accessible activity for care homes or organisations that work with frailer older adults. For example, by asking participants to stand on one leg for ten seconds (with assistance, if necessary), and gradually build up to longer or unaided attempts as they become stronger.
- Making use of local gyms, especially those with BalanceMaster and Power Plate machines, which are particularly effective in improving balance. You might be able to organise your event there or arrange for some free passes. Anyone with a diagnosis of osteoporosis who is considering using vibration therapy should discuss their plans with their doctor first.



Vision

There are many different factors linked to vision that can increase the risk of falls. Natural deterioration in eyesight as we age can make it difficult to see obstacles and negotiate steps or uneven ground, as can wearing the wrong glasses at the wrong time.

The following activities can help to raise awareness of the importance of having regular eye tests after the age of 60, especially to identify many of the sight problems that are treatable if caught early.

- **'Grimy glasses' lens clean** – team up with a local optician who may be able to provide you with some cleaning cloths and come along to give advice.
- **Domiciliary eye** tests are available free of charge to those unable to get to an optician's because of illness or disability. You could promote their availability or arrange for a local provider to attend your event.
- **The 'wrong glasses'** – use our template to highlight the importance of wearing the right glasses at the right time.
- **'Simspecs'** are glasses that simulate different eye conditions and can be used to highlight to both the public and professionals working with older people the difficulties that low vision can cause.

Bone health

These activities can help to promote messages around good bone health in addition to exercise sessions and food tastings. Holding your event outside (weather permitting!) will also contribute towards the recommended daily quota of sunlight and vitamin D.

- **Questionnaires** – the National Osteoporosis Society runs an online Healthy Bones Questionnaire with personalised information and details of the factors that can increase the risk of fragile bones. You can also download and print out a one-minute risk test from the International Osteoporosis Foundation. See the 'Resources and useful websites' section (page 22) for links.
- **Chocolate** – create a talking point too hard to resist, using different kinds of chocolate to teach older people about falls prevention and bone health: Crunchie for healthy bone and Aero for bone affected by osteoporosis.



Natural deterioration in eyesight as we age can make it difficult to see obstacles and negotiate steps or uneven ground.

Great ideas from Falls Awareness Week 2011

The Sin Bin

Over the last six years, Gentoo Living in Sunderland has been featuring the ever-popular Sin Bin at its Falls Awareness Week event: a place for people to discard unused or old items including walking sticks, glasses with outdated prescriptions and ill-fitting shoes and slippers that may be increasing their risk of falling.

Thanks to all the promotion prior to the event, the awareness session went extremely well in 2011, with large quantities of items brought in from residents, neighbours, family and friends. 'Sins' were exchanged for a free raffle ticket and, where possible, recycled, or in the case of the disused glasses, donated to charity.

House of Hazards

NHS Wakefield District worked in partnership with Wakefield Council, Age UK Wakefield District and Wakefield District Sight Aid to run an interactive 'House of Hazards' board as part of its event. The board was used to help older people identify the risks and positive actions that can be taken to reduce falls and feel safer in their own homes. The House of Hazards was so well received that it has since been used at other public events, group education sessions with older adults and community forums.

The Carers' Choir

Warrington Council ran its event with a number of other teams and organisations working in the area to support older people, including health advisers, fuel poverty partners, local wardens, housing advisers and organisations that provide aids and adaptations.

The event was held at a local church hall in an area with a high population of older people and close to two residential homes. The team had a great day, with many people commenting on the health services they didn't previously know about. But, by far the most popular and memorable part was entertainment in the form of the carers' choir.

Scary statistics

The Healthy Communities Group – preventing falls in North Lincolnshire has developed close relationships with its local PCT and ambulance service, which provide it with monthly reports on the number of people referred to hospital after having a fall. The group used this information at its event in 2011, and found that publicising the figure of 2,200 falls-related referrals that year was extremely effective in raising awareness and highlighting the widespread nature of the problem.

Using this local data in its ongoing work has enabled the group to identify and target 'hotspots', and also provide a benchmark to assess the impact of its work.

Food, glorious food

Nottinghamshire Healthcare used local community hospital reception areas to host its events, targeting patients and visitors, as well as people using the coffee bar and dining facilities. Recently discharged patients were also invited, giving them an opportunity to meet and discuss progress with staff and other patients, and to encourage ongoing participation in the exercise programmes.

Using statistics from the action pack, the organisers prepared a quiz and entered all correct answers into a prize draw for a food hamper containing items, donated by members of staff, specific to the annual theme. The hamper was placed on show during the event to encourage discussions about healthy eating, and to give clues for some of the quiz questions. It also included simple recipe ideas on how to prepare and cook the different foods.

In addition, the team had information boards and booklets available, used balance cushions and different outcome measures to give visitors an idea of their levels of balance, and topped off its event with a cake stand loaded with tempting treats to encourage people over.

Falls champions

The University Hospital Southampton Foundation Trust relaunched its Falls Champion programme with great success during Falls Awareness Week 2011.

The champions help to reduce falls among patients who are at high risk. They work across all wards including Neurology, Trauma, Orthopaedics and Medicine for Older People.

The trust held a training day for the champions, and staff attended from different sites to share information on NICE guidance, the recent National Patient Safety Agency alert and reporting of falls. The trust has since run a follow-up day that gave the champions a chance to provide input on the development of a new multi-factorial assessment tool, to determine a plan of care for patients at risk of falls. This gave the champions' ownership of the tool, confidence in using it and also facilitated the roll-out of the tool throughout the trust. As a result of the success and interest in the Falls Champion programme, the trust is continuing to develop it through regular meetings.

Discard items that may increase the risk of falls, for example, old walking sticks, outdated glasses and ill-fitting shoes and slippers.



On stage

Physiotherapists at NHS Lothian came up with an inventive way of maintaining attention and aiding memory loss by using role play rather than their normal mobility class. Members of the team enacted scenarios on lighting and wearing the right glasses, and ran discussions with patient groups to increase awareness of how vision problems can lead to falls.

Patients were given details of opticians that do home visits and told about vision aids, such as different magnifiers and audio books, as well as being provided with information on diet and lifestyle factors that can contribute to vision loss, such as smoking.

The Big Bus

Age UK Solihull had a strong presence in the town centre, hiring a converted mobile library and using a giant 'Falls Awareness Week' banner, which was produced without dates on, so it could be used again.

A variety of volunteers from different agencies, including pension advisers from the Department for Work and Pensions, were well briefed and on hand to provide information about the range of products and services available. Visitors were also given a chance to chat to the optician and have their glasses cleaned, to take part in a hydration quiz run by the specialist health visitor, to have their blood pressure taken and to have their ferrules (ring or cap on the end of a stick) replaced. Personal alarms were also promoted and particularly well received by some of the visiting carers.

The bus, together with the tables and displays outside, provided a great focal point, as well as a shelter and space to run different activities inside.





Top tips for your event

‘Start planning early and involve all local partners that have an interest in older people.’

The most frequent piece of advice we hear from event holders is to plan well in advance, know who you’re working with, and book them and your venues early.

Below are some other points to consider.

Equipment

If you’re holding a presentation or talk, make sure that everyone in the room is able to hear. Check sound and AV equipment if you’re using it. Consider lighting and colour choice on PowerPoint presentations – reduced vision may make it hard to follow the information presented. See the RNIB website for information on accessible formats **www.rnib.org.uk**

Use local statistics

These are great for media work and also in developing ongoing relationships, programmes and projects to reduce falls in your area. Some local ambulance services, hospitals or A&E departments will be able to give you the details of how many people call 999 or are referred to hospital because of a fall.

Nothing draws in the crowds like the word ‘free’, even if it’s just a ‘free walking stick MOT’ or exercise booklet. Previous event holders have given out drinking glasses to promote the importance of hydration and teamed up with local opticians to provide lens-cleaning cloths. If you can get hold of cloths, free vouchers or discounts at local coffee shops, this will draw attention to your event and might also encourage your visitors to get out with friends and family.

Make sure that you mention any freebies in press work you undertake to advertise your event.

Evaluate your success

Count your visitors if you can. Keep track of how many leaflets you started with and how many you ended up with. If you have time, ask people what they thought of the day and make some notes as you go along. Numbers of referrals made, either to your own service or others, will give you (and us) a good idea of visitors that went on to do something as a result of taking part in your event. This feedback will help you to plan future events and get ongoing support for your service.

We’ll also provide an evaluation form to hand out and send back to us freepost, so we can assess the overall impact of the week.

Suggestions from past event holders

- Use your organisation's logos on T-shirts and display materials, particularly if you work for the NHS: it makes you stand out from the street fundraisers and tells people you're not asking for money.
- Be prepared for the risk assessment when planning the venues.
- Plan for and be prepared for bad weather if you are holding your event outside.
- Get exhibitors on board early as many get requests to attend other functions.
- Ask for financial support in January or February when there could be a little left in someone's budget.
- Local celebrities are generally free and really interesting. We had an older gentleman who has worked with the Red Cross in Nepal to reduce blindness. He made the link between nutrition and eye health really powerfully – you could have heard a pin drop when he talked about it.
- Invite people directly, using personal invitations and reply slips.
- Encourage your regular participants to bring a friend.
- Aim to make the event lead to something else.
- Make contact with 50+ social groups as they enjoy visitors coming in with something different.
- Have information and contact details on hand for referrals.
- If you're developing your own resources, such as T-shirts, don't include dates on them so that they can be re-used.
- If food can be purchased it draws interest to the events.
- Remember: it doesn't have to be a big event to work!



Invite people directly to events, using personal invitations and reply slips.

Chosing your venue and promoting your event

‘Choose a comfortable, accessible venue where older people meet normally.’

Think about whether you want to target a place with a high footfall or get to a smaller group with some in-depth advice. Some previous event holders have found it easier and had a better response by choosing places where older people are likely to go, such as day centres, rather than manning stalls within their own organisations.

It’s also worth considering which day is best to hold your event. Some choose to run week-long activities; others concentrate on busy days and times, for example, market day or to coincide with other local events and activities.

You could also use the venues to publicise your event.

Additional promotional channels to consider include:

- local churches and faith groups
- talking newspapers
- past patients or service users
- older people’s forums and groups
- local authority event calendars and ‘What’s On’ web pages.

Once you’ve registered your event, we’ll also provide you with a template press release and tips on working with the media. You can use this or create your own to promote your event in the local newspaper and on the radio. Both should have online event calendars or ‘What’s On’ listings where you can post your event details.

Some of the popular venues for holding events and activities include:

- supermarkets
- bingo halls
- hospital settings: outpatients, community and day hospitals
- leisure centres
- community halls
- day centres
- GP surgeries
- church cafes
- hairdressers
- libraries
- pharmacies
- on buses or at bus stops and stations
- extra care or sheltered housing schemes.



Potential partners

‘Because the partner agencies we work with are all so supportive, it was a really positive experience for those people who attended.’

Working in partnership has many benefits: it can maximise what you are able to offer on the day and may lead to the development of new practices and projects or help to share the cost if you want to produce any of your own materials, such as joint information leaflets.

The following is a list of some of the different agencies that operate locally and get involved in Falls Awareness Week. You might like to consider approaching them to run a joint event, for information materials, or for help promoting your event.

Health teams and services

- Falls prevention teams and community nurses
- Ambulance services
- Opticians
- Pharmacists
- GPs

Contact your local Patient Advice and Liaison Service (PALS) or check NHS Choices to find out about services in your area. See the Resources and useful websites section (page 22) for links.

Charities

- Local Age UKs
- Parkinson’s UK local support groups
- Stroke Association local clubs and services
- Action on Hearing Loss local support and outreach services

See the Resources and useful websites section (page 22) for links.

Council teams and services

- Carers support services
- Sensory impairment teams
- Older people’s forums
- Home improvement agencies
- Leisure centres and gyms

Check your local council website for further information.

Other organisations

- Bus companies
- Faith groups
- Social clubs
- Extra care or sheltered housing schemes
- Telecare and community personal alarm schemes – these may be available through your local Age UK or council, or run by private companies in your area.





What next?

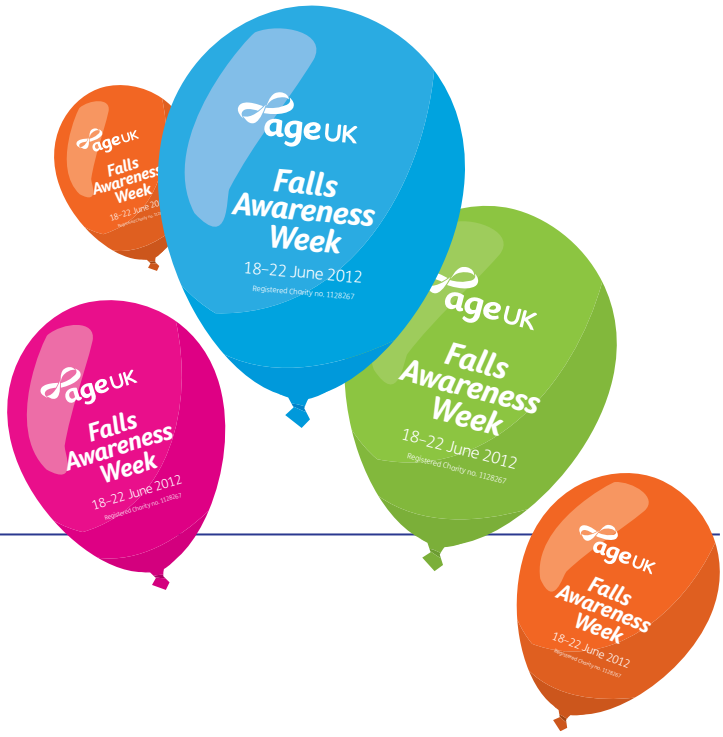
Once you've decided on the details for your activity, complete the registration form towards the back of the pack or online at **www.ageuk.org.uk/fallsweek** You can also use the form to order your promotional resources, including posters, banners and balloons.

With your permission, we will also upload your event details to our online map of events. You might also like to check this to see what else is going on in your area and to make contact with other event holders to team up or jointly publicise your events.

Registration closes on Friday 1 June 2012.

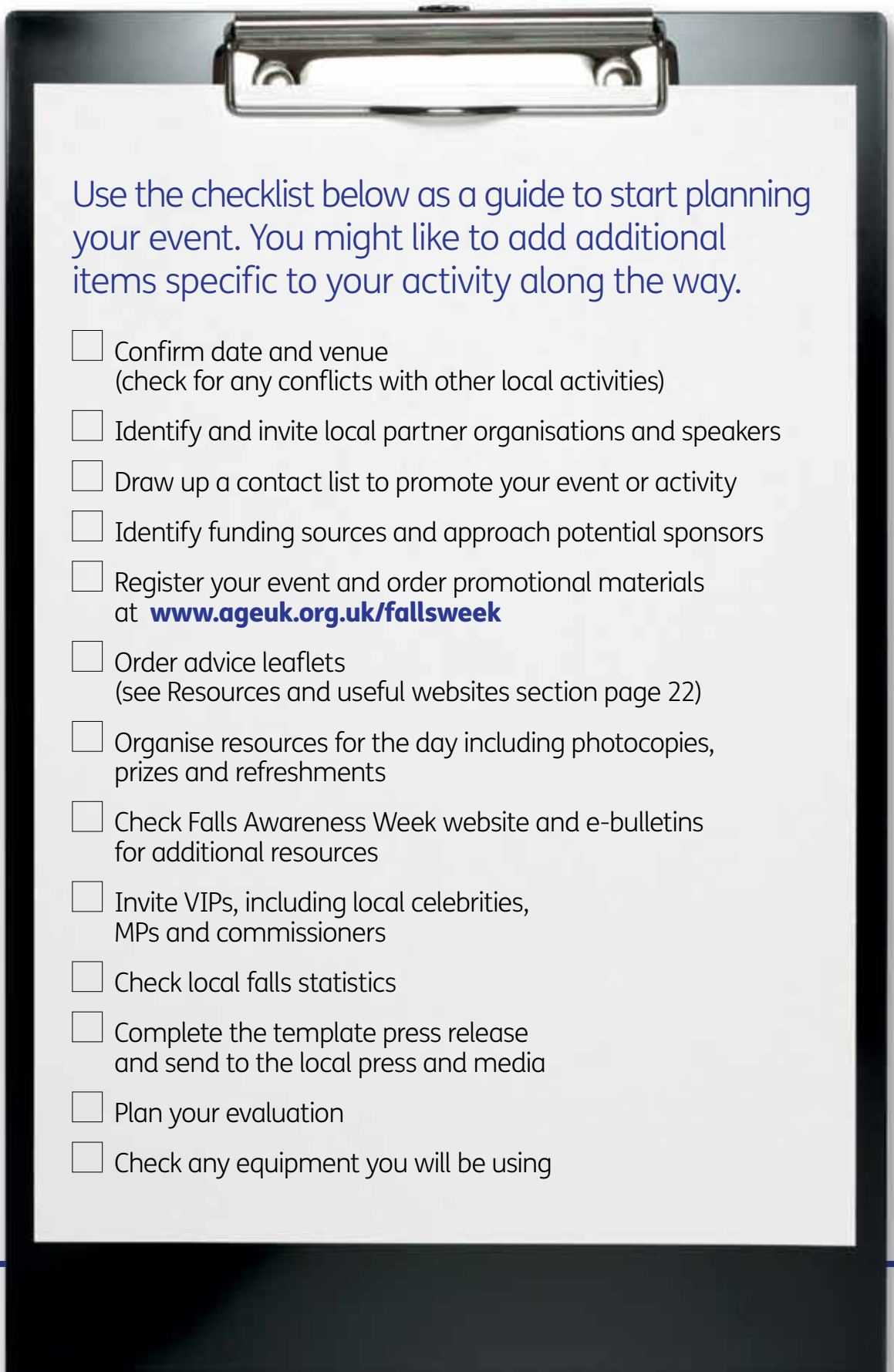
Once registered, you will start to receive our Falls Awareness Week e-bulletins containing:

- further tips and reminders
- information on additional resources
- a template press release and quick guide to working with the media
- details of the Falls Awareness Week webinar (online seminar) – this will discuss issues relating to falls and bone health and will be available for event holders to view in June 2012.



You can contact us by email at **falls@ageuk.org.uk** or by phone on **0800 169 87 87**.

Event checklist



Use the checklist below as a guide to start planning your event. You might like to add additional items specific to your activity along the way.

- ☐ Confirm date and venue (check for any conflicts with other local activities)
- ☐ Identify and invite local partner organisations and speakers
- ☐ Draw up a contact list to promote your event or activity
- ☐ Identify funding sources and approach potential sponsors
- ☐ Register your event and order promotional materials at **www.ageuk.org.uk/fallsweek**
- ☐ Order advice leaflets (see Resources and useful websites section page 22)
- ☐ Organise resources for the day including photocopies, prizes and refreshments
- ☐ Check Falls Awareness Week website and e-bulletins for additional resources
- ☐ Invite VIPs, including local celebrities, MPs and commissioners
- ☐ Check local falls statistics
- ☐ Complete the template press release and send to the local press and media
- ☐ Plan your evaluation
- ☐ Check any equipment you will be using

Resources and useful websites

Here you'll find details of some of the publications, resources and websites that may help you to run your event.

Age UK advice leaflets

Age UK produces a range of guides and advice leaflets, including *Staying Steady: Improving your strength and balance*, which can be ordered free of charge by calling Age UK Advice on **0800 169 65 65.**

Please order in advance and allow 21 days for delivery, due to the high volumes of orders we receive for Falls Awareness Week.

For a full list of our information guides and factsheets, visit **www.ageuk.org.uk/publications**

Bone health

Reading

- *Three Steps to Unbreakable Bones*, International Osteoporosis Society **http://tinyurl.com/unbreakablebones**

Advice leaflets

The National Osteoporosis Society produces a wide range of information leaflets, including

- *Introduction to Osteoporosis*
- *All About Osteoporosis*
- *Healthy Bones – Facts about food*
- *Exercise and Osteoporosis*

All leaflets are free of charge and available to download from **www.nos.org.uk/leaflets** or can be ordered by calling **0845 130 3076.**

Nutrition

- *A Feast for Your Eyes*, College of Optometrists **http://tinyurl.com/feastforyoureyes**
- *Recipes for Healthy Bones*, The International Osteoporosis Society **http://tinyurl.com/bonerecipes**



Order your Age UK information and advice leaflets by calling **0800 169 65 65.**

Exercise

Reading

The following are two essential publications from the Department of Health for anyone delivering physical activity and exercise for older adults:

- *Falls and Fractures: Exercise training to prevent falls* **http://tinyurl.com/exercisetraining**
- *UK Physical Activity Guidelines for Older Adults* **http://tinyurl.com/guidelinesolderadults** or full report *Start Active, Stay Active* **http://tinyurl.com/startactivestayactive**

Age UK exercise resources

Age UK produces two exercise resources for use at home.

- *Be Strong, Be Steady* (DVD)

A complete and progressive programme of chair-based and standing exercises suitable for frailer older adults that will help strengthen muscles, increase flexibility and improve balance: **£12 plus p&p.**

- *Strength and Balance Exercises for Healthy Ageing* (book)

A4 tabletop display aid demonstrating exercises to help maintain strength and balance, **£6 plus p&p.** Also available to download from **www.ageuk.org.uk/fallsweek**

To place an order for either resource, call **0800 169 65 65.**

Power Plate locator

Search for healthcare centres, as well as fitness clubs and studios, with a Power Plate machine in your area, using the online Plate Locator **www.powerplate.com/uk/locations**

Vision

Reading

- *Deteriorating Vision, Falls and Older People: The links* **http://tinyurl.com/visibility-falls-report**
- *The Importance of Vision in Preventing Falls,* British Geriatrics Society and the College of Optometrists **http://tinyurl.com/vision-in-falls**
- *Housing for People with Sight Loss: A practical guide to improving existing homes,* Thomas Pocklington Trust **http://tinyurl.com/sightlossguide**

Age UK vision and falls webinar

The Falls Awareness Week 2011 vision and falls webinar is available to view online and includes sessions on vision assessments in falls services, as well as advice on adapting physical activity and the physical environment for people with visual impairment. Visit **http://tinyurl.com/visionwebinar**

Accessible formats

The RNIB produces the following advice on making your information accessible, whether it's a leaflet or PowerPoint presentation **http://tinyurl.com/accessibleformats**

Simspecs

Visual Impairment North East (VINE) produces a set of spectacles which, when worn, can give some idea of what a visually impaired person may see. See **www.vine-simspecs.org.uk** for further details.

Falls and fracture risk assessment tools

- **FRAT (Falls Risk Assessment Tool)** Available from **www.ageuk.org.uk/fallsweek**
- **Backward-chaining** is a technique of getting on to the floor and up safely. Instructions and illustrations are available in Keeping Moving: Exercise and Parkinson's **http://tinyurl.com/keepingmoving**
- The IOF One-minute Osteoporosis Risk Test – available online and as a printable PDF from: **www.iofbonehealth.org/patients-public/risk-test.html**
- Healthy Bones Questionnaire – online only from **www.nos.org.uk**

Research publications and policy

The following three publications outline research on engaging older people with falls prevention and Age UK's campaign to improve access to evidence-based falls prevention services:

- *Fall Stop: Making falls prevention programmes more effective,* Help the Aged **http://tinyurl.com/fallstopreport**
- *Don't Mention the F-word,* Help the Aged **http://tinyurl.com/dont-mention-the-f-word**
- *Stop Falling: Start saving lives and money,* Age UK **http://tinyurl.com/stopfalling**

The following publications by the National Osteporosis Society contain useful information and statistics on preventing fractures and improving fracture services:

- *Protecting Fragile Bones,* National Osteoporosis Society **http://tinyurl.com/nos-protectingfragilebones**
- *National Osteoporosis Society 25th Anniversary Report – A fragile future* **http://tinyurl.com/nosreport**

Other useful websites

Action on Hearing Loss:
www.actiononhearingloss.org.uk

National Osteoporosis Society:
www.nos.org.uk

NHS Choices:
www.nhs.uk

PALS:
www.pals.nhs.uk

Parkinson's UK:
www.parkinsons.org.uk

Prevention of Falls Network Earth (ProFaNE):
http://profane.co

The Stroke Association:
www.stroke.org.uk

Syncope Trust and Reflex Anoxic Seizures:
www.stars.org.uk

Links to all of the following pages and resources are also available from **www.ageuk.org.uk/fallsweek**



The ‘wrong glasses’

Use the template (below) to create some fun with your very own ‘wrong glasses’.

You can make blank cut-outs and provide materials for participants to decorate at your event.

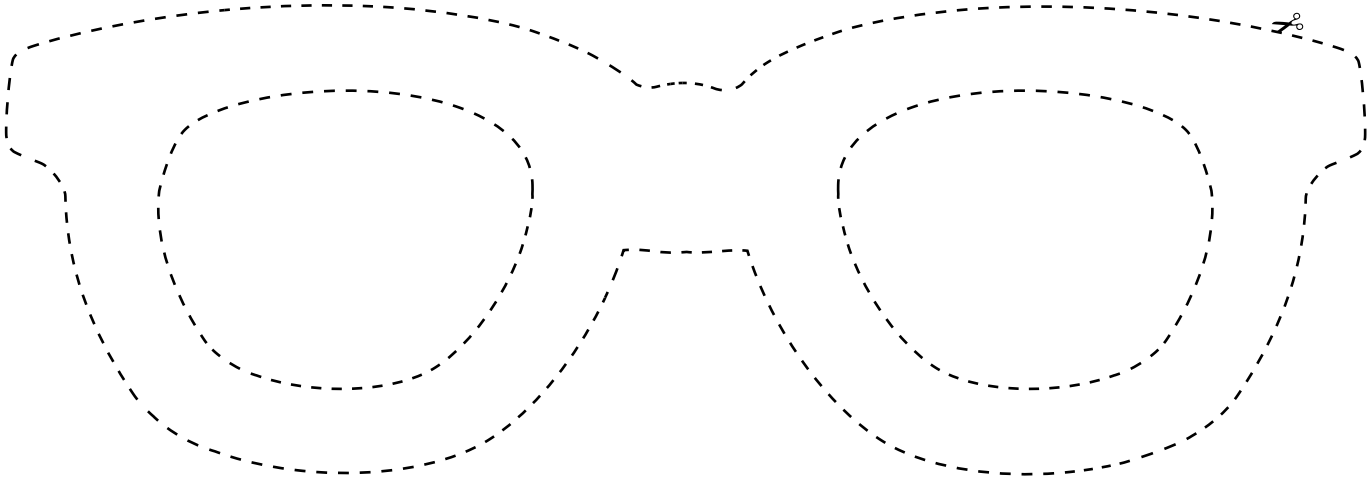
You could encourage attendees to take inspiration from well-known bespectacled celebrities and re-create their look. Make it an intergenerational activity by inviting grandchildren or a local youth group along.

You could also wear your home-made ‘wrong glasses’ for a photo stunt on the day. Contact your local newspaper with the time and details of your event so they can come along and cover your activities.

You can make blank cut-outs and provide materials for participants to decorate at your event. Remember to keep your own camera and take your own photos to share with us and send to the local press after the event, if they are unavailable on the day.



Photocopy or trace the template onto card, cut out and decorate. Use elastic or secure on to a stick to use at your event.



Word Search

S	V	O	S	T	E	O	E	F	I	S	H
M	I	L	K	C	A	L	C	I	U	M	A
B	T	S	U	N	L	I	G	H	T	E	R
S	A	L	O	I	L	Y	F	I	S	H	D
E	M	L	F	R	B	A	L	A	T	A	C
R	I	H	A	M	O	N	C	G	N	F	H
U	N	D	S	N	U	P	N	L	R	I	E
T	D	A	O	P	C	E	O	E	P	M	E
C	E	S	I	C	R	E	X	E	F	A	S
A	N	K	G	T	S	C	H	B	T	I	E
R	L	I	S	H	W	T	D	E	M	S	X
F	R	M	E	D	I	C	I	N	E	S	O

Osteoporosis
Oily fish
Hard cheese
Exercise
Fractures
Strength
Balance
Milk
Vitamin D
Sunlight
Calcium

Falls Awareness Week 2012 registration form

Please use the form below to tell us about your event or activity and to order promotional resources. **Orders received after 1 June will not be processed.** You must fill in all fields marked with *.

Your details

Title* First name*

Surname*

Email*

Job title*

We will use your email address to confirm registration, for resource updates and to send Preventing Falls e-bulletins.

Your organisation

Organisation's name*

Address*

Postcode*

Telephone (including area code)*

Website, Facebook and/or Twitter (if applicable)

By providing your email address you are agreeing to us contacting you in these ways. You may contact us at any time to unsubscribe from our communications by phoning **0800 107 8977.**

Event details

Title of event*

Date of event(s)*

Venue details (if different to above)

Name of venue*

Address*

Postcode*

Contact name*

Contact telephone*

Contact email*

Event description

Please enter a brief description of your event as you would like it to appear on the website, including who the event is aimed at, types of activity, start and finish times.*

For example:
Age UK Anytown will be running a drop-in service for older people, their friends, families and carers to find out how to prevent a fall and access local falls prevention services. Visitors will be invited to test their balance and take part in our 'wrong glasses' activity session. The event will run from 10am to 4pm. Refreshments available all day.

Please only enter details of events that take place at the venue registered overleaf. If you are holding events at other venues, please complete a separate registration form for each of these.

Is your event open to the public?* ☐ yes ☐ no

Information about public events will be published on our website and given out in response to event enquiries. If your event is not open to the public, we will only use details provided on this form to help us evaluate the success of Falls Awareness Week 2012.

Event listings may take up to two weeks to be uploaded to the website.

Ordering resources

Resources will be sent to your organisation address from 16 April 2012

	Quantity
A3 Falls Awareness Week poster (max. five per event)	
A5 Falls Awareness Week flyer (max. 20 per event)	
Balloons (max. 10 per event)	
Banner (one per event)	

Are you happy for us to direct people who enquire about physical activity and falls prevention projects and services in your area to you after Falls Awareness Week has finished? ☐ yes ☐ no

Return to:
Health Team – Service Development
Age UK
Tavis House
1–6 Tavistock Square
London WC1H 9NA

Improving later life



Tavis House
1–6 Tavistock Square
London WC1H 9NA
0800 169 87 87
www.ageuk.org.uk

Improving later life

Age UK is a charitable company limited by guarantee and registered in England (registered charity number 1128267 and registered company number 6825798). The registered address is Tavis House, 1–6 Tavistock Square, London WC1H 9NA. Age Concern England (registered charity number 261794) and Help the Aged (registered charity number 272786), and their trading and other associated companies merged on 1 April 2009. Together they have formed the Age UK Group, dedicated to improving the lives of people in later life. The three national Age Concerns in Scotland, Northern Ireland and Wales have also merged with Help the Aged in these nations to form three registered charities: Age Scotland, Age NI and Age Cymru. ID200234 02/12