

**NOTES FOR USE OF THE ‘ProFouND Falls Prevention Campaign Pack’**

ProFouND works closely with the European Innovation Partnership of Active and Healthy Ageing (EIP AHA A2) to disseminate good practice in falls prevention. As part of this commitment, the ProFouND Falls Prevention Campaign Pack is available for organisations to download and use to raise awareness and action – see <http://profound.eu.com/profound-falls-awareness-campaign-ideas-pack-2014/> October 1st is International Older Peoples Day and a good day to consider raising awareness about falls and their prevention in your local region. Our theme this year is that “Increasing activity levels and doing strength and balance exercises not only makes people feel better but can prevent falls”.

**Personalising the Pack for your organisation**

***Add your logo and Institution***

The ProFouND Falls Prevention Campaign Pack has spaces for organisations to add their logo and institutional information (on the front page, back page and footer of main text) and then disseminate amongst their colleagues.

***Translation***

You are encouraged to translate the pack into your local language, if appropriate. The text is editable so that it can be translated into a different language but retain the look and feel of the document (background etc). Please remember to ***update the field codes in the Contents Page*** as translation may change the pages that different sections relate to.

**Maintaining the credentials and ProFouND contact details**

**Please retain the ProFouND logo and website information** as the ProFouND website has many translated and local language resources that people can refer to or use in their Campaign in the ‘Resources’ Section.]

**Keeping ProFouND Informed**

**Join ProFouND –** <http://profound.eu.com/registration-agreement/>

**If you do translate the pack into a European Language** (other than English) please send ProFouND your translated pack so we can share good practice and upload onto our resources directory.

ProFouND Director contact: Prof Chris Todd via Jane McDermott j.mcdermott@manchester.ac.uk **Let the Press/Media know of your event**

An example press release is available overleaf - to tailor to suit your event or campaign in the future. Again we ask that you SHARE your successes in setting up National or Local Falls Awareness Events/Campaigns with us at profound.eu.com (contact information above).

**Press Release: Exercise to prevent falls and fractures, experts say at [ENTER NAME OF YOUR ORGANISATION]**

Boosting your activity levels and doing strength and balance exercises significantly reduces your risk of breaking a bone as a result of falling if you are over 60, according to experts from an international research group.

Falls are the leading cause of fatal injuries among older people, but experts from across Europe argue they should not just be written off as an unavoidable consequence of ageing.

Ahead of International Older People’s Day on 1 October ageing experts at The University of Manchester (insert your institution here) are advising people 60 plus to increase their exercise to reduce the risk of potentially fatal trips and falls.

The University of Manchester (your institution) is part of ProFouND: the Prevention of Falls Network for Dissemination - a European Commission-funded network aiming to provide the best falls prevention advice to help prevent falls among older people across Europe.

ProFouND is training exercise coaches across Europe to deliver training in their local regions and extend exercise programmes to reach some 84,000 older people by 2016.

Older people who have a history of falls, take 4 or more medications, who have problems walking, use a walking aid or have conditions such as a previous stroke, Parkinson’s disease, dementia or arthritis are at increased risk of falls.

Fear of falling, problems with continence, poor vision or strength and balance problems also heighten the risk.

(Add your expert) Dr Emma Stanmore, from The University of Manchester, said: “The golden rule to prevent falls and strengthen bones is to work on strength and balance. There are a number of options and perhaps Tai Chi exercises are the best known. But exercise programmes like the “Otago” and “Postural Stability” programmes are also widely available.
“We’d usually recommend someone with a history of falls or who has not been very active to visit their GP for prescribed exercises, which can start at their particular level of ability and be built up as they get stronger.

“This might involve squats to strengthen leg muscles and standing on one leg to practice balancing, with weights being added to improve bone density and muscle retention as they progress.

“These are things that everyone can do usually in their own home and make a world of difference.

“Many people wrongly think that falls are just a part of ageing and something to be expected as you get older but this is not true at all and exercise will make you less likely to fall.”

Falls cost the NHS £2.3billion a year (Add cost information from your country and/or local costs) and around a third of people over-65 and half of those over 80 will fall every year. Exercise can significantly reduce falls risk.

[Professor Chris Todd](http://directory.manchester.ac.uk/advanced.php?dn=cn%3DChris+Todd%2Bumanroleid%3D9203%2Cou%3DNursing+and+Midwifery%2Cou%3DSchool+of+Nursing%5C%2C+Midwifery+%26+Social+Work%2Cou%3DFaculty+of+Medical+%26+Human+Sciences%2Cou%3DPeople%2Co%3DUniversity+of+Manchester%2Cc%3DGB&employeeType=STAFF&action=read&form_input=Submit), overall project leader of the ProFouND network based at The University of Manchester, said: “There is now a strong body of evidence, which shows doing strength and balance exercises can protect against falls.
“ProFouND is supporting the European Innovation Partnership on Active and Healthy Ageing by making training material available across EU to help reduce the numbers of falls suffered by older people in Europe.

“In the last year we have trained 35 instructors in Europe who will themselves train many more exercise coaches to help older people exercise safely and dramatically reduce their risk of falling. Our instructors are now carrying out work in more European countries working towards an EU standard. Exercise leaflets have been translated into 14 languages with six more languages to go. Together the partnership hopes to make a real difference improving activity levels in later life and keeping people out of hospital for longer.”

Add a case study from your area if you have one. XX-year-old XXX, from Manchester, says she is living proof that activity levels can help. “Quote”.

Add event if you have one. E.g. Researchers from The University of Manchester will be holding a drop in coffee morning at the University on 2 October for people over 60 to get advice on exercising safely.

Top tips to increase your exercise levels if you are 60+

* Minimise the amount of time spent sitting and being sedentary.
* Aim to be active daily
* Try to do 150 minutes of moderate intensity activity in bouts of 10 minutes or more each week (so 10 minutes a couple of times each day)
* Try visiting your local library to find out about exercise classes close to you
* Many health authorities have information on sessions that aim to improve strength and balance, or look at the [NHS falls prevention page](http://www.nhs.uk/Conditions/Falls) on the internet.”

ENDS

Notes for editors

(Add your contact) For further information or to request an interview with Dr Stanmore or Professor Todd, please contact Alison Barbuti | Media Relations Officer | Faculty of Medical and Human Sciences |The University of Manchester | Manchester Academic Health Sciences Centre (MAHSC) Tel. +44 (0)161 275 8383 | Email: alison.barbuti@manchester.ac.uk

(Add your organisations details)

[ProFouND: The Prevention of Falls Network for Dissemination](http://www.profound.eu.com/) is an EC funded initiative dedicated to bring about the dissemination and implementation of best practice in falls prevention across Europe lead by the University of Manchester. ProFouND comprises 21 partners from 12 countries, and associate members from a further 10 countries. ProFouND aims to influence policy to increase awareness of falls and innovative prevention programmes amongst health and social care authorities, the commercial sector, non governmental organisations (NGOs) and the general public so as to facilitate communities of interest and disseminate the work of the network to target groups across EU. [http://www.profound.eu.org](http://www.profound.eu.org/)

[The European Innovation Partnership on Active and Healthy Ageing](http://ec.europa.eu/health/ageing/innovation/) was launched in April 2012. Europe is in a process of demographic ageing: more people get older, and fewer young people enter the labour market. To tackle this demographic challenge, the European Innovation Partnership on Active and Healthy Ageing (EIP-AHA) aims to increase the healthy lifespan of EU citizens by 2 years on average by 2020. EIP-AHA aims for a triple win: better quality of life, more sustainable systems for health and social care, and innovation, jobs and economic growth.

The EIP-AHA Action on Falls Prevention is made up of more than 70 organisations from all over the EU including universities and research groups, public authorities, health providers, industry, non-governmental organisations representing citizens, older people, patients and others interested in the field. The plan is to identify best practice and support the introduction of evidence based operational programmes for prevention of falls, early identification and minimisation of risk and good clinical management of people who fall.

The EIP-AHA on Falls Prevention is supported by two EC funded networks

[ProFouND: The Prevention of Falls Network for Dissemination](http://profound.eu.com)

www.profound.eu.com

[E-NO FALLS: European Network for FALL Prevention, Intervention and Security](http://www.e-nofalls.eu/)

[www.e-nofalls.eu](http://www.e-nofalls.eu)

International Day of Older Persons: On December 14, 1990, the UN General Assembly made [October 1 the International Day of Older Persons](http://www.who.int/ageing/events/idop_rationale/en/).