



Falls Awareness Campaigning

Fall int! – Improvements to reduce injuries
from falls among older people

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Västerbotten

The County of Västerbotten



55 432 km²
260 217 inhabitants
4.7 inhabitants/km²
15 communities
3 hospitals
39 primary care center

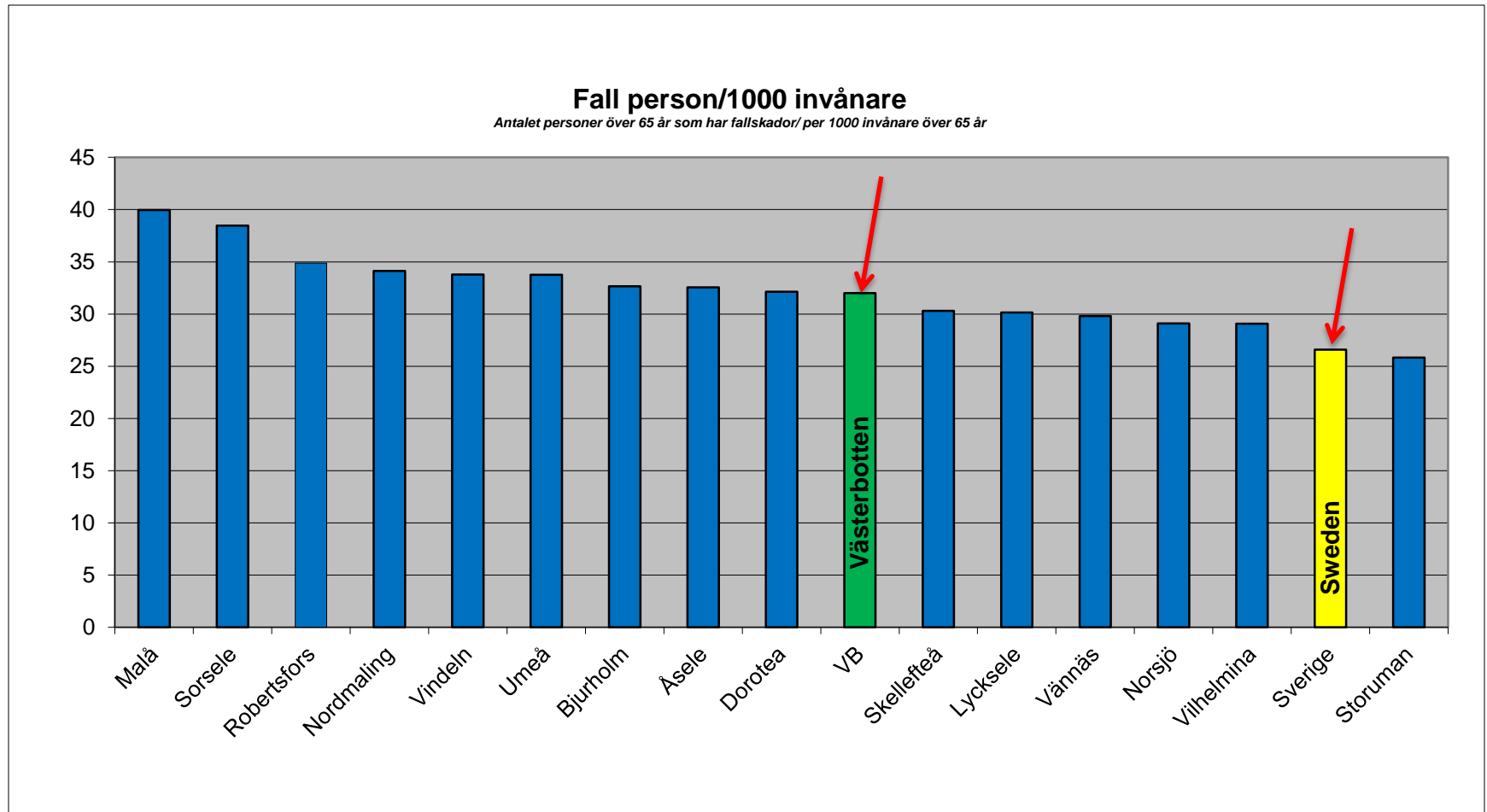


- Worse results in comparison to the rest of the country (older people)
- A trend for several years with poor results against the rest of the country
- We set up a working collaboration with: University of Umeå, County Council, R & D Welfare, Region Västerbotten. There was ongoing work with ProfouND
- Objective of reaching an average level for the country on fall injuries in 2017. The next goal is to have a minimum of fall injuries in 2020 compared with the national average

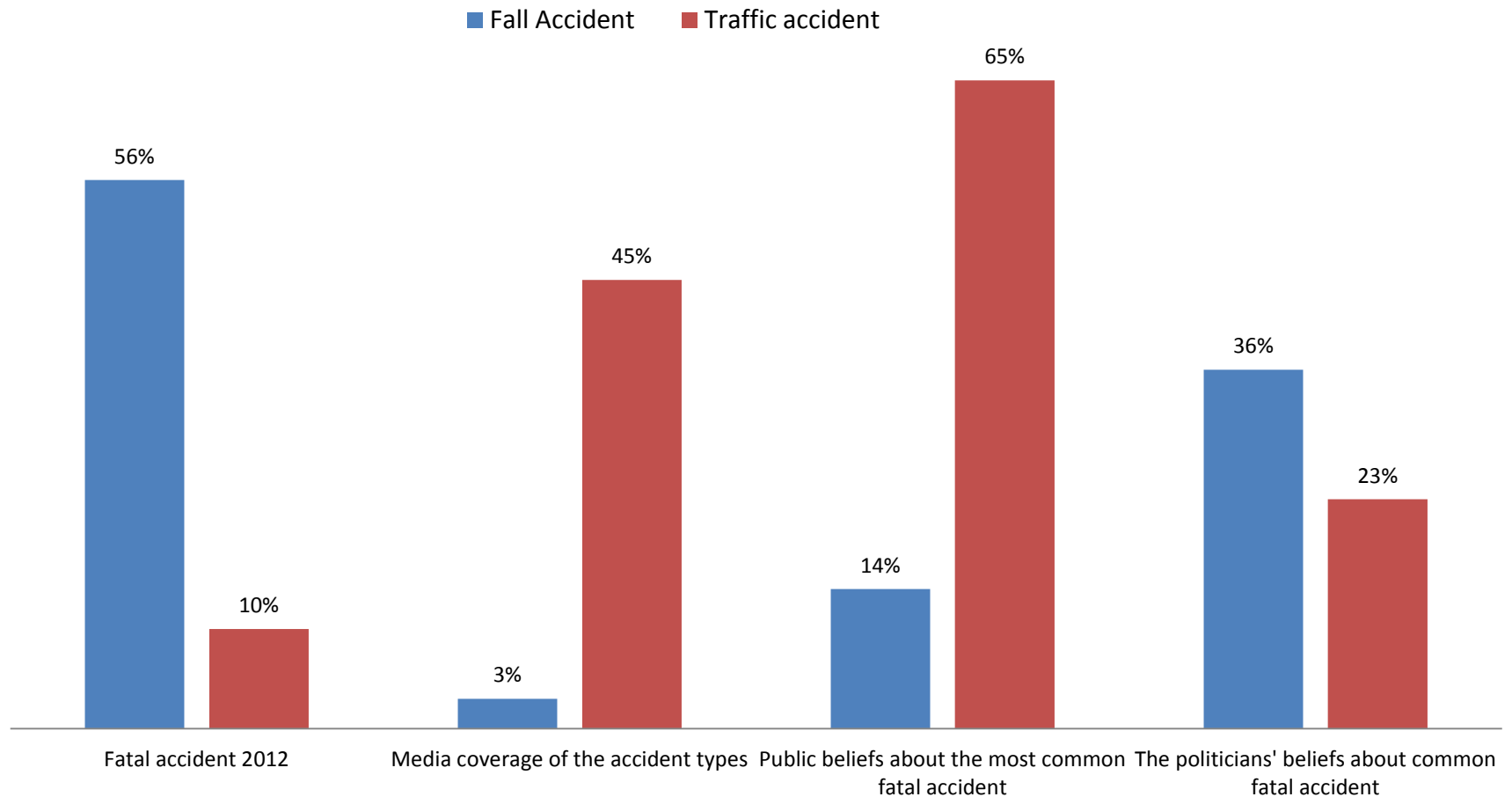


Open Comparison 2013

Persons with fall injuries per 1000 inhabitants aged 80 and older who entered the hospital, average values for the years 2010-2012



Media report and public beliefs about accidents with fatal outcome "all age groups" 2012-2013



Result of our analysis



Knowledge in society is limited

We knew.....

- Lots of action had already started
- We had to reach older people living in their own homes
- We had to create an awareness in society
- Concept to Campaign Week, Fall int! (AGE UK)
- Started on October 1st at FN:s international senior day



- Representatives from Sweden's municipalities and county councils, ProfouND, Civil Defense Association, Umeå University, R & D Welfare, Region Västerbotten.



Field trip to London



Copy paste of Age UK



- Free Materials
- Easy to participate
- Everything counts big and small
- Easy to register their activity online
- Regional responsibilities / workgroup
- We started a website and a twitter account as part of our communications plan

- Budget about 5600 Euro

- At least 125 activities in the county of Västerbotten with at least one activity in each municipality

A small selection of organizers: municipality, county council, adult education, university, R & D Welfare, Region Västerbotten, civil defense, pharmacy chain, sports shop, retirement homes

A small selection of activities: lectures, quiz, dissemination of material, balance test, discount on goods etc.

One other county in Sweden participated in the campaign

In action



Experiences

- Long-term planning
- Invite widely
- Complete concepts of activities
- Communication plan
- Important someone at the regional level coordinates
- Free material and resources to download

- Those who were already interested in the subject were probably the ones who first jumped at the idea

Outcome Fall int! 2014



- Almedalen #mattkanten
- About 157 activities
- Theme: sleep habits and sleep medicine
- There is more collaboration in the activities
- The interest seems to be high among those who do activities
- Swedish Governmental Social Welfare Department, the Association of Communities and Counties in Sweden National Level Association of prevention of accidents
- A meeting in Stockholm on 25th Nov (as part of a 2 day event about health of seniors in Sweden) information about ProFouND, falls campaigns and cascade training.
- Five other counties in Sweden participated in the campaign



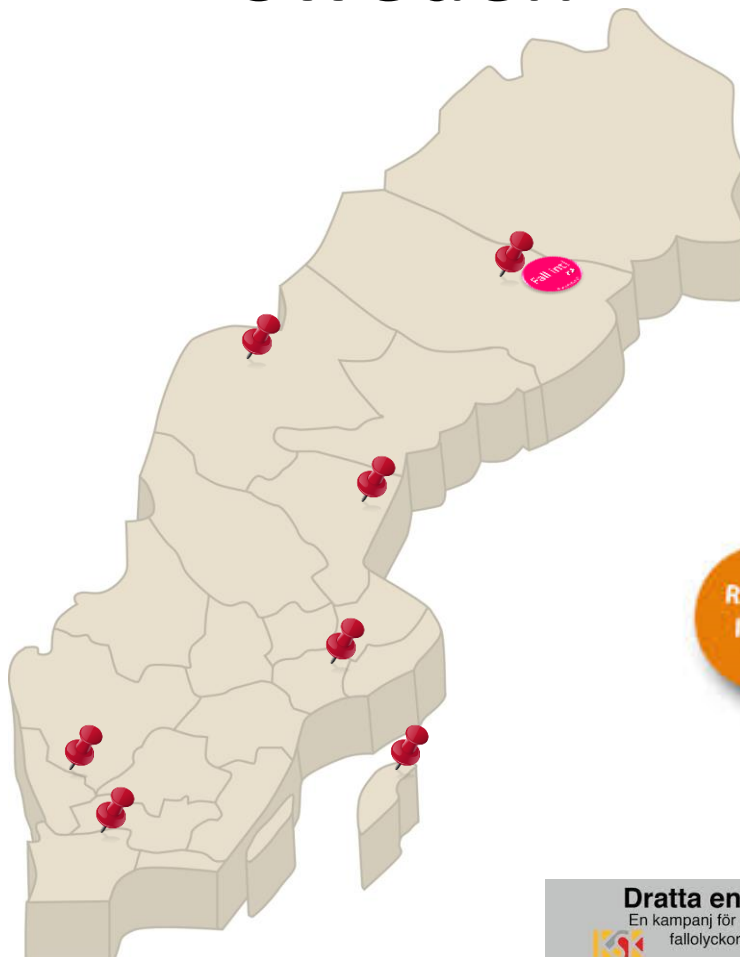
National Level Association of prevention of accidents

- National campaign “knock on wood” of accidents amongst older people. Focus - fire, theft, traffic accidents, cardiac arrests, falls and so on
- 5 Years, okt 1th
- 67 % of all communities participated 2014
- National press release
- More engagement and more new contacts
- 2015 a national falls awareness week



Falls awareness Campaign spreads in Sweden

STÅ PÅ  DIG



Dratta ente omkull!
En kampanj för att minska antalet
fallolyckor bland äldre

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