



NOTES FOR USE OF THE 'ProFouND Falls Prevention Press Release, Leaflet and Poster'

Dear ProFouND Partners,

The ProFouND 2015 Stay Strong Stay Steady Campaign focuses on active healthy ageing with an intergenerational theme – falls affect everyone - older and younger people working together to prevent falls. ProFouND works closely with the European Innovation Partnership of Active and Healthy Ageing (EIP AHA A2) to disseminate good practice in falls prevention.

We have prepared a new template press release for members of ProFouND to use to promote their work and raise awareness of the key messages for an intergenerational approach to falls prevention.

Please use this press release and translate into your language and to change so that it is suitable for local conditions and reflects local circumstances. Put your logo on the document, insert the name of your organisation and change the names of spokespersons to fit.

Please share the template (translated) and leaflet and poster with any partner organisations in your region or country who will promote falls prevention.

You may have a press office who will help you to contact the right people in the media.

Please can you do 3 things

- 1. Send a copy of the translated and completed press release that you use to me at emma.stanmore@manchester.ac.uk**
- 2. Can you (or your press office) tell me how many media organisations were contacted**
- 3. Can you (or your press office) collate any coverage that comes from the press release so that we can judge success and report back to EC. Copies of any coverage would be good if that is possible to add to the ProFouND report to the EC.**

Thank you very much and I hope all goes well with your media coverage on 1st October.

Emma

Dr Emma Stanmore: ProFouND Communication Manager

ProFouND Director contact: Prof Chris Todd via Jane McDermott
j.mcdermott@manchester.ac.uk

Press release: Europe-wide ‘Stay Strong and Stay Steady’ campaign to get the whole family involved in preventing falls among older people

Ahead of International Day of Older Persons (1 October) experts at **[ENTER NAME OF YOUR ORGANISATION]** The University of Manchester, are raising awareness of strength and balance programmes, which can halve the risk of falls and potentially prevent many thousands of injuries each year.

Falls are a serious problem that affect a third of people aged 65 and over every year, and are the biggest cause of accidental death for older people, costing the NHS over £2 billion a year **(Add cost information from your country and/or local costs if available or substitute for ‘with substantial costs to the health service’)**.

The effects of a fall go beyond the person who falls and can have a negative economic and emotional impact on the whole family. A fall can result in a loss of confidence and social isolation as well as increasing the family's worry about the health, safety, and mortality of the older person.

Often, older people feel that falls are unavoidable, but a wealth of evidence from experts across Europe has repeatedly shown that, in most cases, the cause is preventable and the new campaign is intended to get the whole family involved in promoting this message.

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 and healthy ageing advice to help prevent falls among older people across Europe.

Ahead of International Day of Older Persons on 1 October, ageing experts at The University of Manchester **(insert your institution here)** are leading a ‘Stay Strong, Stay Steady’ campaign to raise awareness in younger as well as older people of the key actions that can prevent falls, so that all generations are informed and take action.

(Add your expert) Dr Emma Stanmore, from The University of Manchester, said: “We are calling on older and younger people to work together to raise awareness of how to best prevent falls and promote healthy ageing”.

“Everyone can help to reduce this preventable and serious problem and the first step is to break the myth that falls are unavoidable. With some simple methods such as helping more older people to undertake regular strength and balance exercises, and safety checking their homes, over a million falls could be prevented each year.”

Professor Chris Todd, overall project leader of the ProFouND network based at The University of Manchester, said: “We know from the strong evidence how to prevent falls by targeting risk factors such as poor balance but the issue now is getting the message across to individuals at risk and their families and friends.

ProFouND is leading a European Falls Prevention Campaign across 12 countries to spread the important message about how falls can best be prevented.”

“We are providing materials on how to run success local campaigns and factsheets on key areas such as bone health and specific exercises so that the most up to date evidence is

accessible to all. We have also trained exercise instructors in 35 regions across Europe to promote the benefits of strength and balance exercises for older people to prevent falls.”

Families can get involved by:

- **Checking for strength and balance classes in your local area and promoting them to your older relative or friend**
- **Checking homes for hazards such as rugs, poor lighting and loose cables**
- **Encouraging annual eyesight and hearing checks**
- **Requesting a GP or pharmacist to review your relatives or friend’s medication every six months**
- **Encouraging a diet high in Vitamin D or time outside in natural sunlight to improve bone health (eating oily fish, eggs or take supplements)**
- **Being active together and encouraging physical activity– playing exercise video-games, gardening or shopping**
- **Planning family activities and active holidays together**

(Add a case study from your area if you have one) Ninety-year-old Robert, from Manchester, says he is living proof that increasing activity levels can help. “I was falling frequently and stopped going out until I was seen by a physiotherapist and took part in a strength and balance exercise programme. I am now stronger than I have been for years and have been able to go outside to see my friends again which I thought might never happen”.

(Add event if you have one) Researchers and health professionals from The University of Manchester are participating in a number of events related to the campaign including a celebration of International Older Person’s Day. This is taking place from 11am to 1pm in St Mary’s Parish Centre on Elbow Street, Levenshulme. This will include an information and wellbeing ‘marketplace’ followed by activities and workshops featuring dance, music, sports and games.

More information about how to effectively prevent falls can be found at www.ProFouND.eu.com

ENDS

Notes for editors

(Add your contact) For further information or to request an interview with Dr Stanmore or Professor Todd, please contact Jamie Brown | 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: jamie.brown@manchester.ac.uk

(Add your organisations details)

ProFouND: The Prevention of Falls Network for Dissemination is an EC-funded initiative dedicated to bring about the dissemination and implementation of best practice in falls prevention across Europe. Led by The University of Manchester. ProFouND comprises 21 partners from 12 countries, and associate members from a further ten 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 and the general public to facilitate communities of interest and disseminate the work of the network to target groups across the EU. <http://www.profound.eu.org/>

The European Innovation Partnership on Active and Healthy Ageing 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 two 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
www.profound.eu.com

E-NO FALLS: European Network for FALL Prevention, Intervention and Security
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.