



ProFouND: Prevention of Falls Network for Dissemination

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Prevention of Falls Network for Dissemination (ProFouND)

1st March 2013 – 29th February 2016

ProFouND Project Description

The ultimate objective of the EIP AHA is to add an average of two active healthy life years to the lives of European citizens by 2020. In so doing EIP AHA aims for a triple win of (i) improving sustainability and efficiency of health and social care, (ii) fostering conditions so citizens lead healthy active lives, and (iii) boosting the competitiveness of Europe's innovative technology, service and commercial sectors. The Prevention of Falls Network for Dissemination (ProFouND) has contributed to the achievement of these objectives by working in the area of falls prevention. Falls commonly cause disability, activity avoidance and reduced quality of life in older people. Specifically, the ProFouND thematic network has worked with stakeholders to ensure that evidence based fall prevention programmes were implemented and embedded in at least 10 countries (15 regions) with the aim of reducing falls by 2020 in these sites, thus contributing to the ultimate overall EIP AHA aims and the specific objectives of EIP AHA AG A2.

ProFouND has significantly widened access to evidence based best practice statements, online training and models of evaluation and dissemination, by ensuring information is tailored to specific settings, systems and environments and is easy to use and accessible in different languages. Through the use of the ProFouND Fall Prevention *App* (*PFNApp*), this information can be embedded into formats that allow local branding, ownership and priorities to be embraced and produced or printed according to needs. By fostering implementation of evidence based solutions using ICT, ProFouND has played a part in improving sustainability and efficiency of health and social care, providing environments and conditions in which people can age actively and healthily. Exercise or more specifically strength and balance enhancing exercises and activity, is one of the most effective interventions for falls prevention, has the potential for the widest reach and of course has many other positive outcomes to both physical and mental health and social engagement, over and above falls prevention. ProFouND has created a sustainable network of accredited exercise trainers by using a cascade model of training to create a cadre of qualified, accredited instructors across Europe. This is vital to ensure that exercise opportunities for older people with increased risk of falls cover a continuum of progressive strength and balance training. These exercise interventions can be used in multiple settings, from the rehabilitation setting to self-management or effective longer terms options in the community (group and home). The resultant network provides quality assurance of delivery, support in implementation, standardisation and ongoing evaluation of outcomes, which are embedded in this cascade training model to ensure sustainability and effectiveness.

We have worked with the Thematic Network E-NO FALLS to identify effective ICT solutions and disseminate them through an ICT Innovation Factory so that technology and falls stakeholders interact. Alongside E-NO FALLS we facilitated development of novel solutions and exploitation of European IP to assist its move to market. Finally, but certainly one of the most important outcomes of ProFouND, has been the engagement of a wide variety of partners to ensure there is an increase in public awareness campaigns to ensure that older people, health and social care professionals, policy makers and other stakeholders across

Europe understand that falls are preventable and so that older people are empowered to demand their right to access evidence based falls prevention solutions to maintain an active, independent life. ProFouND has been an ambitious programme, but the EIP AHA challenge needed ambitious solutions.

Outline

ProFouND has directly addressed the objectives of the EIP AHA AGA2 by creating a Thematic network with 20 partners from 11 countries and a further 13 associate members from a further 10 countries who have delivered a range of activities to disseminate best practice in falls prevention across Europe. ProFouND has embedded evidence based fall prevention programmes for older people at risk of falls using novel ICT solutions in more than 10 countries/15 regions, thus reducing falls incidence in those regions by 2020. Working with multisectoral stakeholders to achieve these objectives, using internet and ICT solutions to facilitate widespread implementation. A free to access resource library for health care professionals, an App to distribute tailored, customised up to date best practice guidance which is context and individual specific, a model of cascade training using face-to-face and e-learning approaches to create a cadre of accredited exercise trainers across Europe to implement exercise regimens that have been proven to reduce falls amongst older people.

Work Titles and Lead Beneficiary

WP Number	WP Title	Lead Beneficiary
1	Management, coordination, sustainability and meetings	University of Manchester, UK (UNIMAN)
2	Website construction and maintenance	National Centre for Scientific Research 'Demokritos', Greece (Demokritos)
3	Website resource content management	Norwegian University of Science and Technology, Norway (NTNU)
4	Toolkit and best practice guidance development	Robert Bosch Gesellschaft, Germany (RBMF)
5	Best practice exercise regimen network development	Later Life Training Ltd, UK (LLT)
6	Falls data definitions, measurement and harmonisation	University of Manchester, UK (UNIMAN)
7	ICT and Technology for Falls Network	Connected Health Alliance CIC, UK (ECHAlliance)
8	National and regional uptake, implementation and dissemination	European Association for Injury Prevention and Safety Promotion, Netherlands (EuroSafe)

ProFouND project objectives

ProFouND has delivered an EU wide approach to falls prevention through focussing on development of best practice implementation in ProFouND member regions, through working to achieve a number of crucial outcomes. Our wide range of partners have worked closely together to achieve our original objectives. Thus we have

- Created an **active online fall community** via a sustainable stakeholder platform <http://profound.eu.com>
- **Widened access and use of best practice** statements for different settings/organisations
- **Widened access and use of e-learning/virtual methods of training** for different settings/organisations/personnel within those organisations
- Promoted uptake and use of **the ProFouND Fall Prevention App (PFNApp)** which will allow regional, local and individual tailored best practice and evidence based information for patients
- **Increased the number of reference sites where best practice exercise training exists** to widen the reach of falls prevention exercise
- **Improved access to best practice models** and lessons learnt during implementation
- **Increased the number and reach of public campaigns on falls awareness**
- **Ensured that best practice solutions are embedded in service provision** in at least 10 countries/15 regions
- **Worked with E-NO FALLS and EIP AHA AGA2** to widen access and use of ICT for Falls

Impact Measures and Results

ProFouND has delivered a series of far reaching results which have delivered impact across the EU.

- We have developed and established the ProFouND website (<http://profound.eu.com>) which has over **300 evidence based best practice resources in falls prevention** available in upto 17 languages (Arabic, Austrian, Catalan, Dutch, English, Finnish, Flemish, French, German, Greek, Hungarian, Italian, Norwegian, Polish, Spanish, Turkish, Swedish)
- We have **translated Home exercise booklets for older people into 13 languages** for download from the ProFouND website (<http://profound.eu.com/?s=home+exercise+&category=&year=&month=&format=&go=&sortby=DESC>)
- We have **created a video version of Otago; Follow Me** is available to view online (<http://profound.eu.com/otago-3/>)
- We have a **community of 371 registered active users** on the ProFouND portal
- The ProFouND portal has attracted interest from both inside and outside of Europe, with over 30,000 views during 1/10/2014 – 1/03/2016 see *Figure 1. ProFouND portal visits*.

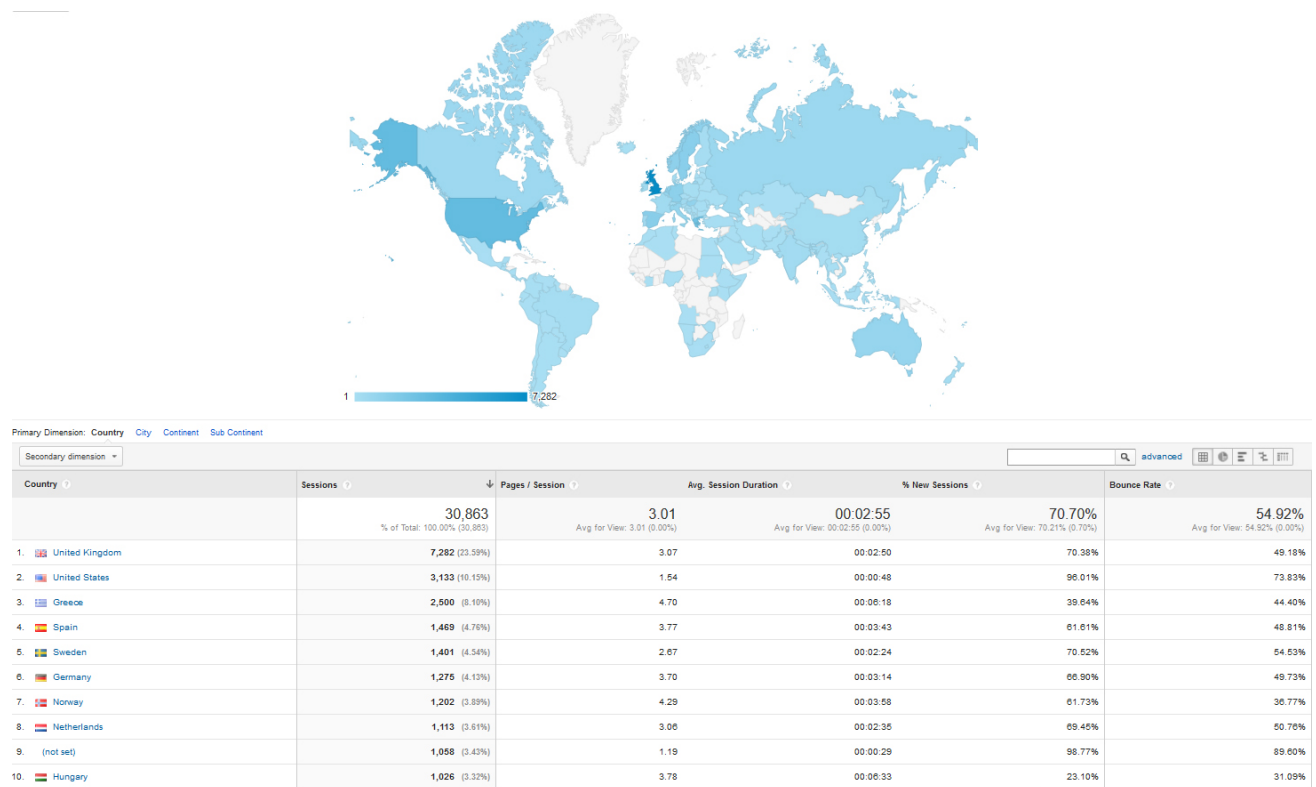


Figure 1. ProFouND portal visits during period 1/10/2014-1/03/2016

- We have created **118 Cascade trainers in 10 countries** (49 regions/states, 69 cities)
- We have trained **1211 New Otago exercise programme Leaders** in 10 regions (Germany, Austria, Norway, Sweden, Spain, Hungary, Netherlands, Italy, Greece and Crete). *See Figure 2 Cascade Train the Trainer Model.*
- Translated **cascade training materials into 7 languages** (German, Norwegian, Swedish, Spanish, Hungarian, Dutch, Italian and Greek)

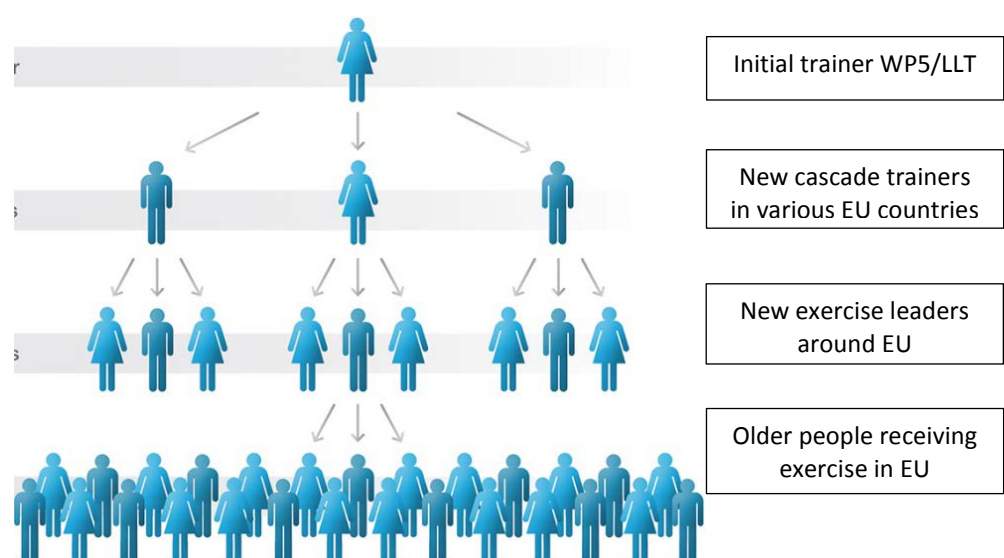


Figure 2. Cascade Train the Trainer Model

- We established and developed a consortium which includes 20 partners and 13 Associate Members from across the EU with an **ongoing commitment to continue working together** and deliver impact as a connected entity for the coming 3 years
- We established the **European Stakeholders Alliance on Falls** (ESA-on-Falls) group which includes member representatives from **18 EU level stakeholder groups** committed to implementing best practice in falls prevention for the coming 3 years
- We delivered and distributed a **joint statement on falls prevention actions** for the coming 3 years, signed by ESA-on-Falls members and distributed
- **We developed the ProFouND Falls Prevention App (PFNApp)** and tested it across the consortium for validity and usability
- We delivered the **Falls Intervention Factsheets booklet** (<http://profound.eu.com/profound-factsheets-english/>) featuring generic guidelines for health care practitioners on falls prevention best practice, including the following topic areas;
 - Generic Guidance;
 - Exercise;
 - Vision;
 - Bone health;
 - Vitamin D;
 - Home and Environment;
 - Footwear and Protective Clothing;
 - Falls Detection and Prevention Technologies;
 - Long Term Care; Acute Care
- We delivered a wide range of materials and resources to support an **annual Campaign on 1st October/International Older Person's Day** to raise awareness of falls prevention through engaging a broad range of media across the EU (newspapers, online, radio, television) see <http://profound.eu.com/profound-2015-campaign/> for 2015 materials and resources
- **We delivered an EU wide Flash Mob** focussed on strength and balance exercises to help reduce falls **Stay Strong Stay Steady** <https://www.youtube.com/watch?v=iekHwmOh084>
- We established and regularly updated **new social media networks using Facebook – 660 likes** (<https://www.facebook.com/pages/Profoundeucom/461418200643444>) **and twitter – 560 followers** (<https://mobile.twitter.com/ProFouNDEU>)
- **We produced of a directory of relevant EU level stakeholder organisations**
- **We contributed to the work of EIP AHA Acton Group Area 2** (EIP AHA AGA2) http://ec.europa.eu/research/innovation-union/pdf/active-healthy-ageing/a2_achievements_2015.pdf#view=fit&pagemode=none
- **We worked collaboratively with E-NO FALLS** hosting joint meetings and events to foster inter-project working
- **We have established and delivered a new EU wide event; EU Falls Festival** bringing together 200+ people each year for a 2 day conference focussed on falls prevention interventions and best practice www.eufallsfest.eu in 2015 and 2016
- In Italy, as a result of the cascade training and the work of ProFouND a **new Regional Law**

693/2015 (Regional Plan for Prevention) which defined fall prevention as one of the priorities of the regional health service for the coming 3 years. Subsequently funding for widespread training of new OEP leaders (working with LLT) in the Tuscany region and associated regional law 878/2015 was issued.

- ***Specific agreements have been written and established*** with National Authorities (Catalan Board of Physiotherapy and Tuscany regional health service) to deliver cascade training in the coming year(s)
- ***A new technology development (eValanz)*** to assess and rehabilitate balance in patients has been developed. This system has been enhanced following knowledge gained through EU Falls Festival 2015 and follow on collaborations on reliability and efficacy of different rehabilitation programmes and the use of ICT in fall risk reduction.

Social Economic/Wider Societal Impact

- 1) Cascade Trainers are upskilled to deliver additional specialist exercise programme which will generate additional income streams for them as self employed exercise physiotherapists
- 2) Improved delivery of falls prevention exercise services by cascade trainers trained, 45.8% of cascade trainers trained have started local delivery of training. If each new OEP leader only worked with 25 new older adults and OEP exercises there is a reach of nearly 20000 older people. If each OEP leader managed to work with 100 new older adults a year, the reach will be over 80000 older adults across EC, within a year of the project end (See Figure 3. Potential Reach to Older People).

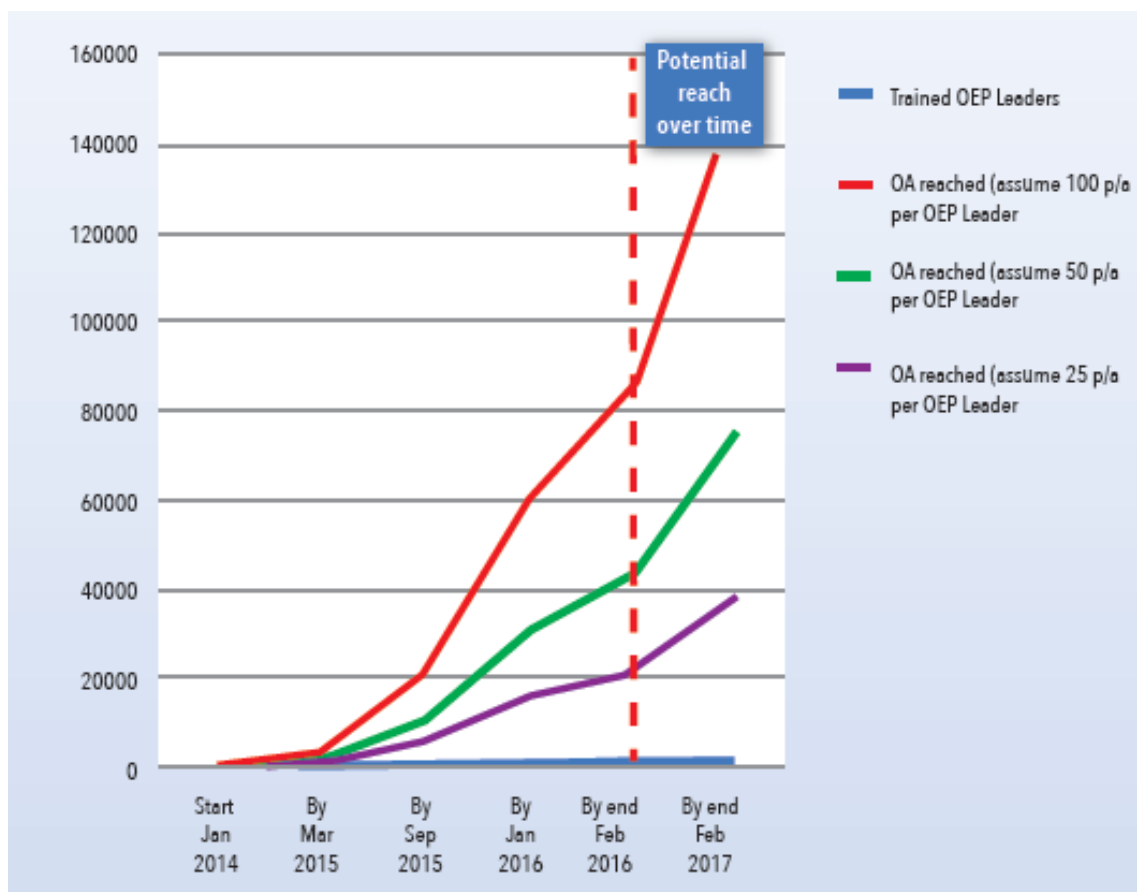


Figure 3. Potential Reach to Older People

3) ProFouND translated home exercise leaflets will be included in an application for home monitoring that Gait Up (SME www.gaitup.com) are currently developing in partnership with an insurance company. The product is due for commercial release in summer 2016.

4) Following the creation of the ESA-on-Falls the European Geriatric Medicine Society (EUGMS), led by Dr Hubert Blain created a special interest group (SIG) on falls and bone health. The SIG has organised 2 symposia on falls to date and plans future symposium at the EUGMS 2016 congress. In addition the SIG has prepared a position statement on falls and fracture management for publication in the European Geriatric Medicine Journal and a letter to the editor of the BMJ. The topic of falls is likely to become of still greater importance to EUGMS and the influence of the SIG greater with the election of Professor Finbarr Martin as president a falls expert.

5) The European Region of the World Confederation for Physical Therapy has confirmed that at the Regional General meeting in April 2016 the ProFouND CascadeTraining programme will be presented as a model of best practice and members encouraged to take up and promote this.

Dissemination Activities

Through the annual campaign activity the ProFouND consortium has delivered an extensive programme of dissemination throughout the past three years. This has included an annual media campaign on 1st October / International Older Person's day featuring materials and resources focussing on a specific theme each year, which consortium members have

translated and sent to local media organisations. EU wide take up and coverage has been hugely successful and has included press releases, radio interviews, TV news items and culminated in an EU-wide flash mob in 2015

<https://www.youtube.com/watch?v=iekHwmOh084>.

In addition to the annual campaign, consortium members have hosted conferences, events and meetings to help raise awareness within their regions whilst many work package lead organisations have also delivered key note presentations and workshops at conferences and events both within the EU and internationally.

An extensive list of all dissemination activity for the project consortium can be found in **Appendix 1 Dissemination activity by beneficiary periods 1, 2 and 3** and for full details on implementation actions for the consortium please see **D8.6 Report on Implementation Actions** which includes partner reports available via the ProFouND website <http://profound.eu.com/wp-content/uploads/2016/04/ProFouND-D8.6-Report-on-Implementation-Actions-Final.pdf>

In summary the ProFouND consortium has reported the following dissemination activities;

- We have delivered presentations at 141 congresses, conferences and meetings both within the EU and internationally.
- We have delivered 3 unique annual campaigns, 2013, 2014 and 2015 across the EU with each year beneficiaries, associate members and EIP AHA AGA2 members translating materials for local media distribution and awareness raising. This achieving far reaching media engagement.
- We have appeared on 8 unique radio programmes and 1 television special news feature.
- We have distributed ProFouND leaflets and pens, to include website links to delegates at 9 EU/International Conferences.
- We have attended >20 private meetings with senior stakeholders and officials (health departments, insurance companies, etc.) within EU regions and localities to raise the profile of falls and to implement actions – this includes a new regional law in Italy.

In addition to annual campaigning, event hosting and conference key note/workshop delivery ProFouND has established an annual event aimed at healthcare professionals, clinicians, practitioners, academics, researchers, policy makers, project managers and industry representatives which focusses on current best practice developments in falls prevention www.eufallsfest.eu. The 2015 event theme was **Technology in the prediction, detection and prevention of falls** and was followed up in 2016 with the theme **Implementation of innovation into policy and practice**. Both EU Falls Festivals have had over 200 delegates attending for 2 days engaging in current discussions and debates, plus sharing best practice, networking and developing new collaborations for the future. The 2016 EU Falls Festival programme included a key note address from Alojz Peterle (MEP) as well as the opportunity for ProFouND consortium members to showcase the work they had undertaken during the course of the project in the EU market place session. A silver paper is currently being produced by Professor Chris Todd, PI of ProFouND in collaboration with the EU Falls Festival Steering Committee members.

Planned Dissemination Activities

ProFouND will continue to deliver an annual campaign, coordinated by the University of Manchester and distributed to consortium members, associate members and the EIP AHA AGA2 group for translation and action on 1st October / International Older Person's Day.

In addition to this, the following contributions to conferences and events have been confirmed:

Month	Description	Where	Who
April 2016	Integrated health and care, Manchester Health and Social Care + MICRA, ProFouND presentation	Manchester, UK	Chris Todd (UNIMAN)
May 2016	ProFouND Online Innovation Factory Webinar for EIP AHA AGA2	EU	Carmel Dickinson (ECHAAlliance)
May 2016	Watch your Step National Fall Prevention Conference, Key note and workshop presentation	Calgary, Canada	Dawn Skelton (GCU/LLT)
May 2016	Age Anaesthesia Association Annual Meeting, Key note	Derby, UK	Dawn Skelton (GCU/LLT)
May 2016	Hungarian Osteology Conference 2016, workshop	Balatonfüred, Hungary	Klara Zalatnai (HOPA)
June 2016	New Routes to Integrated Care; the challenge of assisted technologies, telehealth and telecare (stall)	Manchester, UK	Jane McDermott (UNIMAN)
June 2016	European Federation of National Societies of Orthopaedics and Traumatology (EFORT) Key note	Geneva, Switzerland	Chris Todd (UNIMAN)
June 2016	Falls Trent Symposium Keynote	Nottingham, UK	Helen Hawley-Hague (UNIMAN)
June 2016	4th Forum for Science, Technology and Innovation Workshop - <i>Digital Health, Wellness and Silver Economy: Opportunities for SMEs in Greece</i>	Athens, Greece	Homer Papodopolous (Demokritos)
June 2016	E-Health Week	Amsterdam, Netherlands	Chris Todd (UNIMAN)
July 2016	Exercise and Physical Activity in Aging Conference II keynote	Indianapolis, USA	Dawn Skelton (GCU/LLT)
September 2016	Safety 2016 World Conference	Tampere Finland	Chris Todd (UNIMAN)
September 2016	European Forum Primary Care Conference 2016 Workshop	Riga, Latvia	Wim Rogmans (EuroSafe)
October 2016	Falls Awareness Campaign on International Older Person's Day	EU wide	Chris Todd (UNIMAN)

October 2016	eHealth Forum	Athens Greece	Homer Papodopolous (Demokritos)
October 2016	EUGMS 12 th Annual Congress Seminar	Lisbon, Portugal	Chris Todd (UNIMAN)
October 2016	1 st Hungarian Falls Prevention Conference	Budapest, Hungary	Wim Rogmans (EuroSafe) and Klara Zalatnai (HOPA)
November 2016	National Osteoporosis Society Annual Conference, Keynote	Birmingham, UK	Dawn Skelton (GCU/LLT)
November 2016	International Association of Physiotherapists, WCPT event	Liverpool, UK	Chris Todd (UNIMAN)
2017	EU Falls Festival 2017	Netherlands	EU wide event

ProFouND Beneficiaries

Name	Short name	Country	Main Contact	Email
THE UNIVERSITY OF MANCHESTER	UNIMAN	United Kingdom	Chris Todd Jane McDermott (project administrator)	chris.todd@manchester.ac.uk j.mcdermott@manchester.ac.uk
THE GLASGOW CALEDONIAN UNIVERSITY	GCU	United Kingdom	Dawn Skelton	dawn.skelton@gcu.ac.uk
ROBERT BOSCH GESELLSCHAFT FÜR MEDIZINISCHE FORSCHUNG MBH	RBMF	Germany	Clemens Becker	clemens.becker@rbk.de
NORGES TEKNISK- NATURVITENSKAPELIGE UNIVERSITET NTNU	NTNU	Norway	Jorunn Helbostad	jorunn.helbostad@ntnu.no
LATER LIFE TRAINING LIMITED	LLT	United Kingdom	Dawn Skelton	dawn.skelton@laterlifetraining.com
EUROSAFE - THE EUROPEAN ASSOCIATION FOR INJURY PREVENTION AND SAFETY PROMOTION	EuroSafe	Netherlands	Wim Rogmans	w.rogmans@eurosafe.eu.com
OSTEOPOROSIS BETEGEK MAGYARORSZAGI EGYESULETE (Hungarian Osteoporosis Patient Association)	HOPA	Hungary	Klara Zalatnai	zalatnai.klara@obme.hu
INSTITUTO DE SALUD CARLOS III	ISCIII	Spain	Teresa Moreno Casbas	mmoreno@isciii.es

AZIENDA UNITA SANITARIA LOCALE 11 EMPOLI	AUSL11	Italy	Francesco Benvenuti	f.benvenuti@uslcentro.toscana.it
NATIONAL CENTER FOR SCIENTIFIC RESEARCH "DEMOKRITOS"	Demokritos	Greece	Homer Papadopoulos	homerpap@dat.demokritos.gr
Connected Health Alliance CIC	ECHAlliance	United Kingdom	Carmel Dickinson	carmel.dickinson@mandchester.ac.uk
INSTITUTO DE BIOMECANICA DE VALENCIA	IBV	Spain	Juan Dura	juan.dura@ibv.upv.es
FUNDACIO INSTITUT CATALA DE L'ENVELLIMENT	FICE	Spain	Laura Coll Planas	laura.coll@uab.cat
JOHANNITER-UNFALL-HILFE IN OSTERREICH	JUHÖ	Austria	Georg Aumayr	Georg.aumayr@johanniter.at
ISTITUTO NAZIONALE DI RIPOSO E CURA PER ANZIANI INRCA	INRCA	Italy	Antonio Cherubini	A.Cherubini@inrca.it
REGIONFORBUNDET VASTERBOTTENS LAN	Vasterbotten	Sweden	Asa Bygdeson	asa.bygdeson@regionvasterbotten.se
JYVASKYLAN YLIOPISTO	JYU	Finland	Taina Rantanen	taina.rantanen@jyu.fi
STICHTING CONSUMENT EN VEILIGHEID	CSI	Netherlands	Judith Kuiper	j.kuiper@veiligheid.nl
ACHMEA BV*	Achmea	Netherlands	Denise Altena	denise.altena@achmea.nl
TECHNOLOGIKO EKPEDEUTIKO IDRIMA STEREAS ELLADAS	TEISTE	Greece	Vasiliki Sakellari	vsakellari@teilam.gr

ProFouND Associate Members

Name	Short name	Country	Contact	Email
Automatic Monitoring of Activities using Contactless Sensors	AMACS	Belgium	Bart Vanrumste	bart.vanrumste@gmail.com
European Federation of National Associations of Orthopaedics and Traumatology	EFORT	Switzerland	Karl-Goran Thorngren	karl-goran.thorngren@efort.org
I-DON'T-FALL	I-DON'T-FALL	Italy	Matteo Melideo	matteo.melideo@eng.it
GIRAFFPLUS	GIRAFF+	Italy	Andrea Orlandini	andrea.orlandini@istc.cnr.it
Fall Repository for the design of Smart and Self-adaptive Environments prolonging Independent living	FARSEEING	Italy	Lorenzo Chiari	lorenzo.chiari@unibo.it
iStoppFalls: ICT based system to predict and prevent falls	iStoppFalls	Germany	Rainer Weiching	rainer.wieching@uni-siegen.de
SPRINT	SPRINT	Netherlands	Ruud van de Bilt	r.p.m.van.de.bilt@rug.nl
European Network fOr FALL Prevention, Intervention & Security	E-NO-FALLS	Spain	Andreu Catala	andreu.catala@upc.edu
Centre of Expertise for Fall and Fracture prevention Flanders	EVV	Flanders	Ellen Vlaeyen	Ellen.Vlaeyen@med.kuleuven.be

Sicheres Vorarlberg, Department of Social Sciences and Organization Studies, FH VORARLBERG University of Applied Sciences	Sicheres Vorarlberg	Austria	Julia Reiner	Julia Reiner <julia_reiner@gmx.net>
bfu - Beratungsstelle für Unfallverhütung (Swiss Council for Accident Prevention)	bfu	Switzerland	Barbara Pfenninger	b.pfenninger@bfu.ch
Age Coimbra, School of Nursing at the University of Coimbra	Age Coimbra	Portugal	Ana Teixeira	ateixeira@fcdef.uc.pt
Delft University of Technology	DELFT	Netherlands	Tishca van der Cammen	T.J.M.vanderCammen@tudelft.nl
Slovak Medical University	SMU	Slovakia	Štefan Krajčík	skrajcik@szu.sk

ProFouND ESA on Falls Group

European Association for Directors and Providers of Long-Term Care Services for the Elderly (EDE)

Markus.Mattersberger@lebensweltheim.at

European Association working for Carers – EuroCarers

goodwinfp@gmail.com

European Federation of National Associations of Orthopaedics and Traumatology (EFORT)

karl-goran.thorngren@med.lu.se

European Forum for Primary Care (EFPC)

s.snoeijs@nivel.nl

European Health Futures Forum (EHFF)

david.somekh@ehff.eu

European Medical Association (EMA)

Vincenzo Costigliola

vincenzo@EMAnet.org

EUropean Network for Action on Ageing and Physical Activity (EUNAAPA)

ellen.freiberger@fau.de

European Patients Form (EPF)

nicola.bedlington@eu-patient.eu

AGE Platform Europe (AGE)

Julia.wadoux@age-platform.eu

European Public Health Association (EUPHA)

johan.lund@medisin.uio.no

European Region of the World Confederation for Physical Therapy (ER-WCPT)

beswetherickn@csp.org.uk

European Society for Quality in Health care (ESQH)

david.somekh@ehff.eu

European Union Geriatric Medicine Society (EUGMS)

h-blain@chu-montpellier.fr

Geriatric medicine section of the European Union of Medical Specialists (UEMS)

Tahir.Masud@nuh.nhs.uk

HEPA Europe - European network for the promotion of health-enhancing physical activity

B.M.E.Laventure@lboro.ac.uk

International Association of Mutual Benefit Societies (AIM)

Erich.Koch@svlfg.de

Standing Committee of European Doctors (CPME)

anacapisizu@yahoo.com

Coordination:

EuroSafe

w.rogmans@eurosafe.eu.com

Appendix 1 ProFouND Consortium Dissemination Activity Periods 1, 2 and 3

Period 1: 1st March 2013 – 28th February 2014

Period 2: 1st March 2014 – 28th February 2015

Period 3: 1st March 2015 – 29th February 2016

Appendix 1: ProFouND Dissemination activities Period 1: 1st March 2013 – 28th February 2014

WP1 UNIMAN

Dissemination activities during period

UNIMAN appointed a Communications and Dissemination Manager from within UNIMAN staff (Dr Emma Stanmore) to manage our dissemination activities, and work especially with WP8 in this regard. UNIMAN created a generic press release for use by partners across the consortium to coincide with International Older Persons Day on 1st October (See Annex 3). This was distributed a press release to 25 media organisations and featured in local news as well as on the University webpages. Articles were featured in both the UK and USA from the UNIMAN source as follows:

UK

<http://www.arthritisresearchuk.org/news/general-news/2013/september/older-people-can-take-precautions-to-avoid-falls.aspx>

<http://medicalxpress.com/news/2013-09-falls-dont-older-experts.html>

<http://www.bioportfolio.com/news/article/1662867/Older-people-can-take-precautions-to-avoid-falls.html><http://www.alphagalileo.org/ViewItem.aspx?ItemId=134988&CultureCode=en>

USA

In addition to UK media coverage, a number of USA well known medical news sites also featured articles on falls prevention.

<http://dailynewsen.com/2013/10/09/falls-dont-have-to-be-part-of-getting-older.html>

<http://www.sciencedaily.com/releases/2013/10/131001091214.htm>

<http://www.medicalnewstoday.com/articles/268034.php>

Many partners also marked the 1st October (international older person's day) with translated versions of the UNIMAN press release for distribution locally. In addition to the UK and USA, coverage recorded in Norway, Netherlands, Spain, Italy, Greece and Austria. For further details see dissemination activity under each work package and beneficiary report as well as Annex 3.

An article also featured in People's Friend publication which has 400,000 readers across the UK and overseas (expats), average age of readers is 69 years with 3 out of 4 being women (See Annex 2 for copy)

In addition to this Chris Todd has delivered presentations at the following conferences:

- Move-Age, 1st – 3rd July 2013, Leuven, Belgium, 50 attendees
- International BGC conference, 9th September 2013, Bristol, UK, 2-300 attendees
- Partners of the EIP, 25th November 2013, Brussels, Belgium, networking event
- Less Falls Better Lives, 3rd December 2013, Florence, Italy, 150-200 attendees
- MOBEX, 17th – 19th January 2014, Cologne, Germany, 60 attendees

Communications Manager, Emma Stanmore has also delivered presentations at the following conferences:

- Public Health in an Ageing Society, 4th December 2013, London, UK, 150 attendees including MPs

- Workshop: Health and Ageing Active, Policies and Intervention in Europe, 6th February 2014, Rome, Italy, 150 attendees

WP2 GCU

Dissemination activity for period

ProFouND Flyer, ProFouND Poster (A0 size) and ProFouND Banner Stand have been produced by WP2.

Set up of ProFouND Social Media Sites: Facebook has 250 likes at end of reporting period and some posts have been seen by up to 845 different people (shared). The ProFouND Twitter page has 154 followers.

WP2 Lead has disseminated the work of ProFouND at International and National Conferences:

- West Virginia Geriolympics Symposium 19 April 2013; Charleston, West Virginia, USA. Approx. Attendance 60 Care Home and Home Care Co-ordinators from West Virginia.
- East Midlands and Trent Falls Conference 7 June 2013; Nottingham, UK. Approx. Attendance 190 health, social care and fitness professionals
- UK College of Occupational Therapists Annual Conference 19 June 2013; Glasgow, UK. Approx. Attendance 90 Occupational Health Professionals.
- International Falls and Postural Stability Conference 9 Sept 2013; Bristol, UK. Approx. Attendance 220 Allied Health Professionals. Presentations online - <http://www.bgs.org.uk/index.php/powerpoints/2576-fallsmeeting-powerpoints>
- UK British Geriatric Society Annual Conference (Guest Keynote Speaker) 21 Nov 2013; Harrogate, UK. Approx. Attendance 700 Geriatricians and Allied Health Care Professionals. Presentation online - <http://www.bgs.org.uk/index.php/powerpoints/2626-bgs-aut-2013-presentations>

WP3 NTNU

Dissemination activity for period

The work of WP3 is inextricably and intrinsically about dissemination of best practice through the website by creation of resource library. In this sense all of our work has been about dissemination. The 1st of October (fall awareness day) was marked in different ways in Trondheim with the assistance of members of WP3. On 1st October fall prevention was published as the main story at the St.Olav University Hospital's website <http://www.stolav.no/no/Nyheter/Fallforebygging-pa-den-internasjonale-eldredagen/124401/> with links to a leaflet made especially for distribution on this day (See Annex 3). Distribution of this leaflet as well as information about ProFouND and fall awareness was included in a presentation on 1st October by one of the WP3 members. Colleagues in the municipality also handed out the leaflets and distributed the leaflets to other employees and encouraged them to hand out the leaflets to their users.

ProFouND was presented by our work package leader at a seminar arranged by the Competence Center for Movement Disorders and Falls among Elderly (21.10.2013, <http://www.stolav.no/StOlav/Avdelinger/Medisinsk%20klinikk/Dokumenter/Erfaringskonferanse%2021%2010%202013.pdf>).

WP4 RBK

Dissemination activity for period

- Meeting in St Gallen/Switzerland May 2013

- “20th IAGG World Congress of Gerontology and Geriatrics” Seoul, South Korea 23-27 June 2013
- Fragility Fracture Network FFN Berlin Germany, 29-31 August 2013
- Deutsche Gesellschaft für Neurologie (German Society for Neurology) Dresden Germany 18-21 September 2013
- “Less falls better lifes” Florence, Italy, 3rd December 2013
- Meetings of the “National Initiative Falls Prevention” 2013: Presenting the idea of the ProfouND-network, recruiting potential cascade trainers (Clemens; ~20 participants)
- MobEx-meeting Köln, Germany, 17-18th January 2014
- Cascade training course Stuttgart, Germany, 20-24 January 2014: Recruiting potential cascade trainers in regions of Germany, Switzerland, Austria (Clemens recruited the cascade trainers, Karin took part in the cascade training course; all in all 12 participants)
- “Thieme Physiotherapy-Congress” Stuttgart 24-26th January 2014: Presentation of the Otago program → in this context presentation of the ProFouND network and the cascade training (Karin; ~200 participants) <https://www.thieme.de/de/physiotherapie/veranstaltungen-714.htm>

WP5 LLT

Dissemination activities during period

The WP5 Lead disseminated the work of ProFouND at the following National and International Conferences:

- Royal College of Physicians Orthopaedic and Geriatrician CPD Day 14th March 2013 (Workshop) London, UK. Approx. Attendance 50 Geriatricians and Orthopaedic Consultants.
- Cardiac Rehabilitation Special Interest Group (BAPCR) Conference 15th Nov 2013 (Keynote) Edinburgh, UK. Approx. Attendance 120 Cardiac Nurses, fitness professionals and consultants
- Irish Chartered Society of Physiotherapy Annual Conference (Keynote) 9th Nov 2013 Killarney, Ireland. Approx. Attendance 250 physiotherapists from across Ireland.
- Guest presenter speaking about falls and their prevention to 70 health and social care professionals across the Vasterbotten region in Sweden, through two webinars on the 1st October 2013. This and other events for older people, their carer's and a range of other professionals working with older people were held. For further information see <http://www.fallint.se/> and Annex 3 for report on the campaign.

WP6 see UNIMAN WP1

WP7 ECHalliance

Dissemination activities during period

The objectives and methodology of WP 7 have been presented and discussed at the ProFouND kick off meeting (25-26 March 2013). The work of the ProFouND consortium has been publicised to members of ECHAlliance, a partnership of health and social care organisations, companies, government bodies across Europe.


WP8 Eurosafe

EuroSafe contributed to the pan-European fall-awareness campaign initiated by ProFouND. At the occasion of the United Nations International Day of Older Persons, 1st October 2013, EuroSafe called for enhanced actions on preventing falls among senior citizens in Europe. This front page call in the EuroSafe Alert magazine has been sent out to 1.900 contacts in EU-level and national stakeholder organisations in Europe (See Annex 2).

ProFouND Consortium Dissemination Activity Period 1

Note only those who reported dissemination activity are listed, copies of all press releases and media coverage can be made available as required.

Beneficiary Number	Beneficiary Short Name	Activity
7	HOPA	Attendance at the conference “Anyagcsere csontbetegségek” (Metabolic bone diseases) – Budapest, 2014.01.22-24) Accessing and using website and resources Populating ProFouND respective fall prevention into social media on regular basis. <ul style="list-style-type: none">• Ne ess, ne törj• Ageing• Osteoporosis and dance• Osteoporosis and walking• Osteoporosis and nutrition
10	AUSL11	Preparation of educational booklet for General Practitioners, nurses and population. Preparation of clinical pathways for fall prevention in AUSL11. Press release for International Older Persons Day October 2013
11	Demokritos	On 1st October 2013, International Older persons day Demokritos, in cooperation with beneficiary TEISTE, released Greek press article to promote the work of ProFouND in the region. The article was released to 29 Greek press associations (See Annex 2). An announcement was also featured on the Demokritos website http://www.demokritos.gr/Contents.aspx?lang=gr&CatId=942&View=18

		<p>Demokritos hosted a Researchers Night where a ProFouND project poster was demonstrated to the General Public who were visiting the institution.</p>  <p>A link to the ProFouND project is available through the USEFUL (http://www.useful.eu) project, that Demokritos coordinates.</p>
13	IBV	Press release in October 2013 was sent out to 50 Spanish media organisations
14	FICE	<p>Details of ProFouND in the IBV magazine</p> <p>Press release in the Institut de L'Environnement website, also twitter and facebook</p> <p>Presentation to the network of stake holders</p>
16	JUHO	<p>Press release (October 2013) was sent to 120 contacts (freelance journalists) and agencies including the Austrian Press Agency and Springer Health (see Annex 2)</p> <p>Article in ProCare Magazine (December 2013)</p> <p>National uptake of fall prevention network – setting up network to build a national community in collaboration with iStoppFalls Network bringing together 6 partners and 2 ministries, the initial meeting is due to take place in March 2014</p> <p>Presentation at national senior fair in Autumn 2013</p>
18	Vasterbotten	<p>Delivering a falls prevention campaign; press release; promotion and dissemination through local and national events, for report on the event see Annex 3 and webpage http://www.fallint.se/</p> <p>Press coverage http://www.folkbladet.nu/707176/fall-int-hostkampanjen-ska-minska-olyckorna</p> <p>Several presentations to a range of professional groups and the general public on safe mobility and ageing</p>

20	CSI	Press activities regarding prevention of falls October 2013. Post on website, twitter, press releases to media organisations.
21	ACHMEA	Attendance to EU Stakeholder Summit in Brussels on 5th February
22	TEISTE	Press release organised in collaboration with Demokritos on 1 st October 2013 offering older people, carers and family to find out more about falls prevention. 29 media organisations were contacted and copies of the press release submitted (See Annex 2)The project featured on the TEISTE facebook page and was announced on the Panhellenic Physiotherapist's Association website http://www.psfattica.gr/epikairotita/deltia-typou.html

Dissemination activities for period 2: 1st March 2014 – 28th February 2015

WP1 Partner 1 UNIMAN

Conference Presentations

Chris Todd, 20th March 2014, BC Injury research and prevention unit, Webinar, 30+ attendees on day plus later streaming attendees

Chris Todd, 28th March 2014, Centre of Expertise for Fall and Fracture Prevention, Leuven, Flanders. Keynote: 350 attendees

Chris Todd: AIM meeting: 28 April 2014, Brussels, Belgium, 20 attendees

Emma Stanmore, 10th June 2014, Society for Rehabilitation Research, Glasgow, UK, 130 attendees

Emma Stanmore, 31st June 2014, East Midlands and Trent Falls Symposium, UK 120 attendees

Emma Stanmore, 2nd July 2014, Fall prevention management in older people, NHS England, Manchester, UK 70 attendees

Chris Todd, 8th September 2014, British Geriatrics Society, Manchester, UK, 200 attendees

Chris Todd, 17th – 19th September 2014, EUGMS: Geriatric Medicine Crossing the Borders, Rotterdam, Netherlands. Keynote: 280 attendees

Chris Todd, 16th – 18th November 2014, 6th Biennial Australian and New Zealand Falls Prevention Conference, Sydney, Australia, Keynote: 600 attendees

Helen Hawley-Hague, 10th October 2014, Institute of Population Health and Manchester Institute for Collaborative Research on Ageing seminar, Manchester, 30 attendees

Helen Hawley-Hague, 1st December 2014, 3rd Conference of Partners of the European Innovation Partnership on Active and Healthy Ageing, Brussels: In particular the workshop focused on A2 and the monitoring framework.

Media Campaign aligned to 1st October 2014 WHO International Day of Older Persons

WP1 based Communications Manager Emma Stanmore produced a press release which was sent out to all ProFouND partners and associate members (31) E-NO FALLS partners (17) and EIP AHA AG2 commitments (70) which focused on *Exercise to Prevent Falls and Fractures (See Appendix 6 Press Release 2014)*

Partners were asked to translate the press release and send it out locally to media institutions for inclusion in local and national press. Each partner was then asked to report back to the ProFouND team on their levels of success, this is detailed both in individual partners reports under dissemination and/or WP8 activity. Feedback was also reported to the EIP AHA AG2 through a document prepared by Chris Todd (*See Appendix 7 EIP AHA Action Area 3 Report*) and below links to media coverage in relation to the press release from WP1 is listed. In addition to this, WP1 staff (Emma Stanmore and Helen Hawley-Hague) delivered 2 events locally in partnership with Age Friendly Manchester and Age UK Trafford and Trafford Prevention Team:

Media Coverage

http://www.telegraph.co.uk/health/healthnews/11138311/Fit-patients-five-times-less-likely-to-die-after-surgery.html#disqus_thread

http://www.myscience.org.uk/wire/exercise_to_prevent_falls_and_fractures-2014-manchester

<http://www.manchester.ac.uk/discover/news/article/?id=12891>

<http://www.arthritisresearchuk.org/news/general-news/2014/september/exercise-can-greatly-reduce-older-peoples-risk-of-falls-and-fractures.aspx>

<http://medicalxpress.com/news/2014-10-falls-fractures.html>

<http://www.lef.org/News/LefDailyNews?NewsID=22923&Section=Aging>

<http://eldercareonesource.com/news/falls-dont-have-to-be-part-of-getting-older/>

<http://www.halbertresearch.com/horizon-2020-whats-new.html>
<http://arthritisdigest.co.uk/exercise-and-balance-exercises-can-prevent-falls-and-fractures/>
<https://ec.europa.eu/digital-agenda/en/news/exercise-prevent-falls-and-fractures-profound-project-future-internet.eu/information>
<http://www.express.co.uk/life-style/health/531266/Innovations-change-lives>

Additional Features featuring ProFouND in local and national newspapers

No cold snap slip-ups

ELDERLY Oldhamers are being advised to take care while out and about after NHS England issued a cold weather warning.

Snow could fall in the borough over the next few days with temperatures expected to dip to -3C by Sunday evening, causing hazardous conditions for pedestrians and motorists alike.

Dr Emma Stanmore, a lecturer at Manchester University, has put forward her tips on preventing falls during icy conditions.

Balance

Dr Stanmore, who is part of the ProFouND research team, one of the biggest European studies into the prevention of falling, suggests wearing well-fitting shoes, hip protectors and taking part in gentle exercises to improve strength and balance.

by LUCY KENDERDINE

Other recommendations include speaking to a GP about improving strength, avoiding wearing loose clothing which could cause a trip hazard and reducing the amount of time spent sitting or being sedentary for extended periods of time.

Dr Stanmore said: "The golden rule to prevent falls and strengthen bones is to work on maintaining or improving strength and balance.

"There are a number of exercise options that can achieve this. You can visit your local library to find out about exercise classes close to you or look online."

The over-65s have the highest risk of falling, with 30 per cent falling at least once a year. Falls are the biggest cause of accidental death in the over-75s.

1 crucial

FOR MANY of us, starting to worry about falling over is a sign we are getting older and becoming frail. Falling can also be embarrassing so it can be difficult to accept there is a problem. Yet it isn't one we can safely ignore in the hope it will just go away. Falls in the home are the most usual reason for hospital admission among over-65s and the largest cause of accidental deaths in the over-75s.

Around a third of people over 65 and half of those aged over 80 will fall every year and this can have very serious consequences. Ninety-five per cent of hip fractures are caused by falls and the NHS estimates that one in three patients dies within a year of such an injury often due to resulting conditions.

Yet that doesn't mean we should accept that falls are an unavoidable consequence of ageing. The good news is that up to 60 per cent of accidents can be predicted and prevented. The risk of falling is increased if you have fallen before, have problems with walking, use a walking aid or have conditions such as a previous stroke, Parkinson's disease, dementia or arthritis.

The risk can be increased for those who take four or more medications as combinations of different drugs can often cause dizziness. You are also at risk if you have a fear of falling, poor vision, problems with continence and balance. Another problem is low blood pressure which can lead to fainting and blackouts.

With recent icy weather warnings and the recommendations to avoid going to A&E unless absolutely necessary it is vital to take preventative measures to reduce your risk of falling. These can be as simple as having regular sight tests, wearing properly fitting clothing or using protective devices such as hip protectors to mitigate the impact if you do take a tumble.

Here are my tips for things you can do to reduce your risk:

- 1** The golden rule to prevent falls and strengthen bones is to work on maintaining or improving your strength and balance. There are a number of exercise options that can help you achieve this such as joining a tai chi or postural stability class. Visit your library to find out about exercise classes close to you or look online. Many health authorities also have details on sessions that aim to boost strength and balance as well as the NHS falls prevention page at nhs.uk.
- 2** If you have a history of falls or haven't been as active in recent years see your GP or physiotherapist for a prescribed exercise programme. This may include exercises such as squats to strengthen leg muscles or standing on one leg to improve balance.
- 3** Minimise the amount of time you spend sitting and being sedentary for extended periods. You should aim to be active every day and do 150 minutes of moderate intensity activity each week, in bouts of 10 minutes. If you have any medical

steps to prevent falls

Pictures: ALAMY/GETTY

With the recent chilly weather conditions set to increase the risk of taking a tumble, Dr EMMA STANMORE gives her top tips for staying on your feet



ICY BLAST: Falling can have serious consequences

- 4** Contact your local authority or GP to request a hazard assessment on your home. A healthcare professional will come to your house to assess any potential risks of falling such as loose carpets or trailing leads and advise on measures that can be taken to reduce them.
- 5** Wear well-fitting and sturdy shoes and avoid loose-fitting clothing that may trip you up while walking around the house.

STABILITY CLASS: Try out tai chi conditions this should be done after checking with your GP or practice nurse.

- 6** Avoid long walks outside in winter if the conditions are wet or icy. Ask someone to accompany you or drive you to where you want to go.
- 7** Have regular sight tests. Impaired vision will greatly increase the risk of falling.
- 8** If you live in a care home and need help to move about ask your activities co-ordinator to start a new activities programme tailored to your needs. This should take account of medical conditions you have and build on what you can already do.
- 9** If you are taking medication make sure you have a regular review in case side effects result in a higher risk of falling. Speak to your GP to schedule reviews.
- 10** Wearing protective devices such as hip protectors can greatly reduce the risk of serious injury by lessening the impact of a fall on your hips, preventing possible fractures. Hip Impact Protection (hips-protect.com) offers devices that are affordable, comfortable and discreet.

Dr Emma Stanmore is a lecturer at the School of Nursing, Midwifery and Social Work, University of Manchester. More information at profound.es.com

Oldham Chronical, 9,837 circulation (March 2014)

Daily Express, 488,246 circulation (March 2014)

Radio Interviews

Emma Stanmore, BBC radio Somerset <http://www.bbc.co.uk/programmes/p02bhqhz>

Tash Masud, British Geriatrics Society interview on Radio for grown-ups': The Wireless from Age UK

Events:

Age-Friendly Cities Manchester held an Older people's celebration event on Oct 1st with a theme of encouraging the uptake of exercise with stalls on falls prevention led by the Manchester ProFouND members and physiotherapists and exercise instructors from Central and South Manchester, over 100 attendees with the Mayor of Manchester hosting the event.

Age UK Trafford and Trafford Falls Prevention Team held an event at Altrincham leisure centre on 25th September. This included dissemination of ProFouND leaflets, demonstrations of backward chaining, holding a Ferrule Exchange (checking walking aids and providing new ones as required), the ear care service carried out ear/hearing checks and a matron and pharmacist were available to discuss any meds management, bone health issues.

Local news: Worcestershire Falls Prevention Team promoted Older People's Day with an event advertised in the Bromsgrove advertiser http://www.bromsgroveadvertiser.co.uk/news/11501741.Preventing_older_people_having_falls/

Inserts of ProFouND Materials to large Conference Delegate Bags

British Geriatrics Society, 8th September 2014, Leaflets and Pens in Delegate Packs x 200

6th Biennial Australian and New Zealand Falls Prevention Conference, 16th – 18th November 2014, Pens in Delegate Packs x 600

EUGMS Netherlands September 2014 Leaflets and pens distributed across conference to delegates x 1000

ENOTHE Conference Netherlands, 24th and 25th October 2014, Pens in Delegate Packs x 60

EPH Conference Glasgow, 19th – 21st November, Pens in Delegate Packs x 1500

Direct links to ProFouND from related stakeholder websites

Age Platform <http://www.age-platform.eu/dossiers-en-gb-6/1965-profound-thematic-network-to-prevent-falls>

British Geriatrics Society <http://www.bgs.org.uk/index.php/specialinterest-main/fallsbones-2/2894-falls-profound>

WP2 Partner 2 GCU & Partner 11 Demokritos

WP2 Partner 2 GCU

Dawn Skelton, 18-19 March 2014, HEPA Fit for Life Conference, Stuttgart, Germany. Keynote: Exercise to prevent falls: practical implementation, approx. 200 attendees.

Dawn Skelton, 23rd April 2014, Inaugural Geriatrics Symposia, Marshall University, West Virginia, USA. Keynote and Workshop, approx. 100 attendees.

Dawn Skelton, 21st May 2014, Workshop to Walk Leaders, Dumfries, Scotland, UK. Presentation about ProFouND and falls, approx. 40 attendees.

Dawn Skelton, 27-28 May 2014, Watch Your Step Conference, Toronto, Canada. Panel Discussion: What in the World is Next for Fall Prevention: Perspectives from leaders in Australia, Canada, Europe and the United States. Approx. 250 attendees.

Dawn Skelton, 17-19 Sept 2014, Invited Seminar EUNAAPA. Presentation of ProFouND at the EUGMS Conference in Rotterdam, Netherlands, approx. 60 attendees.

Dawn Skelton, 14th Oct 2014, Falls Learning Event, Cardiff, Wales, hosted by Public Health Wales. Keynote: Falls Prevention across Europe, approx. 150 attendees.

Dawn Skelton, 24-25 Oct 2014, iStoppFalls Symposium, Cologne, Germany. Keynote: Falls Prevention: an update on evidence and implication for ICT, approx. 100 attendees.

Dawn Skelton, 30 Nov 2014, National Osteoporosis Society Annual Conference. AHP Symposium: Effective Exercise for falls and bone health, approx. 150 attendees.

Dawn Skelton, 3rd Dec 2014, Finding Balance Practitioners Day, Alberta, Canada. Keynote and live-streamed lecture plus on-demand viewing after the event. Approx. 250 attendees.

Dawn Skelton, 16-17 Jan 2015, MOBEX meeting, Bologna, Italy. ProFouND Update presentation, approx. 35 attendees.

WP 2 Partner 11 Demokritos

Homer Papadopoulos from Demokritos presented the ProFouND project in the 3rd Greek eHealth Ecosystem Meeting, a 2-day Workshop that was held in Athens, Greece, on 30th September and 1st October, 2014. The second day of the event was dedicated to the presentation of the activities of the newly established Greek Thematic Network for Active and Healthy Ageing and Chronic Diseases which was formed in accordance with the European EIP on AHA and its corresponding Action Groups. Within this section, selected activities and initiatives towards the provision of innovative services and clinical governance tools were presented by medical groups and numerous partnerships comprising the local authorities, the patient associations, the research sector and the academia, the healthcare providers and the marketplace. (<http://www.moh.gov.gr/articles/ehealth/oikosysthma-hlektronikhs-ygeias/2749-3h-synanthsh-toy-oikosysthmatos-hlektronikhs-ygeias>)

On 1st October 2014, the International Day of Older Persons, Demokritos, in cooperation with beneficiary 22 TEISTE, released a Greek press article to promote the work of ProFouND in the region. The article was released to approximately 100 Greek press associations provided by the TEISTE and contacted through Demokritos. The media coverage resulted from the press release was as follows:

<http://www.dete.gr/articles/234658>

<http://www.kathimerini.gr/785916/article/epikairothta/ellada/h-askhsh-hlikiwmenwn-meiwnei-tis-ptwseis>

<http://news.in.gr/greece/article/?aid=1231131122>

<http://iatrikesexelixeis.gr/ygeia/epistimi/item/3480-%CE%B1%CF%83%CE%BA%CE%AE%CF%83%CE%BF%CF%85-%CE%B3%CE%B9%CE%B1-%CE%BD%CE%B1-%CF%80%CF%81%CE%BF%CE%BB%CE%AC%CE%B2%CE%B5%CE%B9%CF%82-%CF%84%CE%B9%CF%82-%CF%80%CF%84%CF%8E%CF%83%CE%B5%CE%B9%CF%82-%CE%BA%CE%B1%CE%B9-%CF%84%CE%B1-%CE%BA%CE%B1%CF%84%CE%AC%CE%B3%CE%BC%CE%B1%CF%84%CE%B1.html>

Moreover, Demokritos presented the ProFouND App demonstrating its contribution towards the enhancement of the quality of life and independent living of the elderly people at the 13th Panhellenic Congress of Geriatrics and Gerontology that took place on February 26-28, 2015, in Athens (www.gerontology2015.gr). The session was attended by approximately 100 persons, representing local authorities, patient associations, healthcare providers, and the research and academic sector.



WP3 Partner 4 NTNU

The 1st of October 2014 the fall awareness day was marked in Trondheim:

- Distribution of flyer to the website of the national Directorate for health and the health care system in the municipality of Trondheim
- Falls exercise groups on the national TV channel,(NRK) large media coverage on daily news programme
- Public health conference, Trondheim; the ProFouND falls prevention training was demonstrated (120 people)
- Presentation of ProFouND activities at national geriatric medicine jubilee seminar Oslo (80 people)
- Lecture at St. Olavs University hospital and NTNU, 13th February 2015 (100 people)

WP4 Partner 3 RBK

The WP leader has had 16 national and international presentations on ProFouND in this period.

European community meeting (Fit4Life project) March 15 2014 Stuttgart, invited lecture, 250 attendees

Conference: Alterstraumatologie, Stuttgart (keynote lecture), 400 attendees

AIM meeting: April 28, 2014, Brussels (workshop), 20 attendees

Meeting with "Sichere Gemeinden" Vorarlberg, May 20, 2014 (workshop) 10 attendees

Conference: ISPGR June 24, 2014 (conference symposium) 100 attendees

Bundeszentrale für gesundheitliche Aufklärung – BzgA, Cologne September 20, 2014 (signing co-operation agreement)

Conference: ASBMR, Houston, September 14, 2014 (conference key note) 800 attendees

Conference: DG Epi, Ulm September 19, 2014 (conference key note) 150 attendees

Conference: DGG, Halle September 20, 2014 (conference symposium) 100 attendees

Network: BIS, Frankfurt October 16, 2014 (network meeting) 25 attendees

Conference: Medical medial fair, Düsseldorf November 14, 2014 (symposium) 25 attendees

Conference: state geriatric conference Koblenz, December 12, 2014 (keynote on fall prevention) 100 attendees

Network: Mobex, Bologna January 2015 (network meeting) 50 attendees

Network: BIS meeting January 2015 (network meeting) 25 attendees

WP5 Partner 5 LLT

Dawn Skelton, 18-19 March 2014 – HEPA Fit for Life Conference, Stuttgart, Germany. Workshop: Effective fall prevention: The exercises that work, approx. 25 attendees.

Dawn Skelton, 27-28 May 2014 – Watch Your Step Conference, Toronto, Canada. Workshop: Knowledge Translation for Fall Prevention, approx. 50 attendees.

Bob Laventure, 17-19 Sept 2014 – Invited Seminar EUNAAPA. Presentation of ProFouND and WP5 at the EUGMS Conference in Rotterdam, approx. 60 attendees.

Dawn Skelton, 10th Oct 2014 –Physiotherapy UK, Annual conference of the Chartered Society of Physiotherapy. Invited workshop: The only way is up: strength, balance and avoidance of sedentary behaviour to prevent falls and fractures, approx. 100 attendees.

Dawn Skelton, 26 Nov 2014 - Invited Symposium: Exercise and healthy ageing at the British Association of Sport and Exercise Sciences, Burton Upon Trent, Staffordshire, UK. Presentation about WP5 and ProFouND, approx. 60 attendees.

Bex Townley, 4 Dec 2014 - Presentation of ProFouND and WP5 at the AGE Conference, Brussels, approx. 300 attendees.

Bex Townley and Dawn Skelton – Presentation of ProFouND and WP5 at LLT courses in the UK – all approx. 20 attendees:

- 7-8 March 2014, Postural Stability Instructor Course – Denbeighshire, Wales
- 18-19 Oct 2014, Postural Stability Instructor Course – London, England
- 15 Nov 2014, Otago Exercise Leaders Course – Shetland, Scotland
- 3-4 Jan 2015, Postural Stability Instructor Course – Cardiff, Wales
- 8-9 Jan 2015, Postural Stability Instructor Course – East Sussex, England

WP 6 Partner 1 UNIMAN under WP1

See activities reported above under WP1

WP7 Partner 12 ECHalliance



ProFouND WP7 in conjunction with ENOFALLS held a half-day workshop at e-Health Week in Athens, June 2014 to showcase the ENOFALLS ICT Forum and plans for the ProFouND online Innovation Factory. The workshop was attended by 81 delegates from fifteen European countries drawn from health and social care, industry, research organisations and Universities. The workshop outlined plans for how the Innovation Factory would be structured and planned functions and invited feedback from stakeholders.

WP8 Partner 6 EuroSafe


EuroSafe contributed to the pan-European fall-awareness campaign initiated by ProFouND in Autumn 2014. At the occasion of the Falls prevention Seminar, Glasgow November 2014, EuroSafe called for enhanced actions on preventing falls among senior citizens in Europe. This call in the EuroSafe Alert magazine (November issue) has been sent out to 1900 contacts at EU-level and national stakeholder organisations in Europe.

Presentations in the following conferences:

- European Forum for Primary Care Conference (“twinning population health and primary care”) in Barcelona 1-2 September 2014 (400 participants), special workshop session on Falls Prevention moderated by Wim Rogmans and Marije Bolt of EFPC;
- EUNAAPA organised a meeting between EU networks and platforms on physical activity and ageing (“Be part”), 16-17 of October 2014 in Rome (40 participants). Representatives of 10 EU networks and platforms in the field attended the Be Part meeting and were part of a lively discussion with EUNAAPA members of the Steering Committee and the International Advisory Board on developing a joint roadmap for future strategies to achieve coordination of activities on EU level. Wim Rogmans presented the ProFouND Network “Implementing Fall-prevention Best Practices across the EU”;
- AGE-Platform Europe annual meeting of members and congress on “Active Senior Citizens for an age-friendly EU”, Brussels, 4th of December 2014 (120 participants), presenting the ProFouND project and opportunities for national and local organisations of pensioners to benefit from resources that are being made available through the project;
- “Falls prevention seminar” organised by ProFouND, EuroSafe and EUPHA in Glasgow, 19th of November 2014 (60 participants), Wim Rogmans moderating the discussion session and final conclusions as to the way forward in disseminating available evidence on impact of fall injuries and effective measures to prevent

Beneficiary Number	Beneficiary Short Name	Activity
10	AUSL11	<p>Meetings with official representatives of Tuscan region and officials of local health authorities of Tuscany to promote fall prevention strategies in Region</p> <p>Meetings on instruments for identifying fall risk factor for GPs of AUSL11 and Tuscany</p> <p>Press release for International Older Person's day</p> <p>Initiating translation of 'Falls Prevention Campaigning Pack' to be completed in period 3</p> <div data-bbox="533 459 981 778">  <p>Press coverage from AUSL11</p> </div>
13	IBV	<p>Press releases, contacting media and including information in the IBV magazine</p> <div data-bbox="515 882 728 1114">  <p>Report on press coverage by IBV</p> </div>
14	FICE	<p>Published book on fall prevention (2 editions have been published in catalan and spanish) the book has been presented to the public in several towns around Catalonia, in joint co-operation with local governments, older people organisations and Fundancio Agrupacio (Insurance Company)</p> <p>The PDF version of the book is freely available via the institutions website, as we as in the www.envellimentsaludable.com identification of stakeholders.</p> <p>Meeting with stakeholders (from health department) regarding standardised procedure for fall data gathering in long-term care in Catalonia</p>

17	INRCA	Meeting with regional healthcare authority to promote awareness of the relevance of falls in older people Meeting with NGOs and voluntary organisations of the Marche region Press release for international older persons day
18	Vasterbotten	<p>We have over this year had a very successful falls awareness campaign that has spread in Sweden. As a result, a national commitment started with the goal of encouraging all regions in Sweden to have its own campaign on falls and fall prevention among older people during week 40. MSB* has invited to a workshop at the national level, (where we took part from R & D Welfare* as a collaboration partner). MSB, R&D Welfare and 12 other regions, representatives from senior organizations, SALAR*, Civil Defence League* meet for the first time in February. The plan is to develop national materials to use during a falls awareness week, a national joint webpage and a national joint message. In addition the working group shall investigate the possibilities of creating a portal with real-time data on fall injuries that lead to hospitalization. It is planned to involve the Senior Minister in the current work in raising falls awareness.</p> <p>The newly appointed Senior Minister has promised that there will be appointed a commission in Sweden with a goal both on short and long term to reduce fall-related injuries among older people. They also promised that they will give more resources on working with prevention. We want to believe that the media coverage that occurred during week 40 and the big annually politician's event (where we participated in collaboration with, SALAR, MSB, Ministry of social affairs and politicians) that occurred during the month of July 2014 strongly contributed to the decision.</p> <p>Currently there is an ongoing negotiation between the Ministry of Social Affairs of the Government and (SALAR) on an agreement regarding older people. What we know is that it contains appropriate prevention and rehabilitation. The plan is to introduce the Otago training in Sweden in all regions similar the model in Wales, when and if, the deal will be done.</p> <p><i>*MSB Swedish Civil Contingencies Agency</i> <i>The MSB is responsible for issues concerning civil protection, public safety, emergency management and civil defense as long as no other authority has responsibility. Responsibility refers to measures taken before, during and after an emergency or crisis</i></p> <p><i>*SALAR the Swedish Association of Local Authorities and Regions, SALAR, is both an employers' organization and an organization that represents and advocates for local government in Sweden. All of Sweden's municipalities, county councils and regions are members of SALAR</i></p> <p><i>*Civil Defence League Civil Defence League - part of Sweden's emergency preparedness The citizens are the foundation of safety and security in society. Civil Defence League organizes and trains risk-conscious, committed and responsible citizens</i></p> <p><i>*R&D Welfare, a regional research and development center that support fifteen community's and one county council in the County of Västerbotten.</i></p>
19	JYU	Raising public awareness (including newspaper article and interview, radio interviews) Serval interviews on safe mobility of older people published in local newspapers and/or professional publications
		Attendance to EUPHA ProFouND EuroSafe Seminar, Glasgow, November 2014

20	CSI	Directory of Stakeholders NL PR Activities, Falls Prevention Network Meetings, promotion of best practice
22	TEISTE	<p>Participation to the Workshop in Athens Tuesday 13th May 2014 ‘ ‘ Technology to support an Ageing Population - 3 Projects take the lead: USEFIL, ProFouND, E-NOFALLS’. Exchanging ideas on Developing an ICT Forum and “on-line marketplace and innovation factory” for technology solutions: Join the discussion and help shape the tools. E-NOFALLS & ProFound: Embedding the best technologies and best practice.</p> <p><i>Meeting of national partners and with key organisations in Greece:</i></p> <ul style="list-style-type: none"> e-Health week in Athens in collaboration with NCSR Demokritos (one person attended/participated: Vasiliki Sakellari) E-NO FALLS, PROFOUND and USEFIL lead the "Technology to support an Ageing Population" Workshop in Athens the 12th May 2014 (one person attended/participated: Vasiliki Sakellari)  <ul style="list-style-type: none"> On the PFN website under this link: http://profound.eu.com/24th-pan-hellenic-congress-of-physiotherapy/ On 5, 6 and 7 December 2014 partner Vasiliki Sakellari of TEISTE, based in Greece attended and presented at the annual 24th Pan Hellenic Congress of Physiotherapy http://www.psf.org.gr/news_details.php?id=2611 in the Lecture hall of the Ministry of Health and Social Solidarity, 39 Kifissias Avenue, Maroussi, Athens. Over 800 people attended the conference and Vasiliki both delivered a presentation as well as hosted a stand, sharing the news of the ProFouND project and disseminating its message to promote best practice in falls prevention. George Gioftsos of TEISTE participated and delivered material and information on the stand. Campaign to the Orthodox Church houses for the elderly by staff and students of the Physiotherapy TEISTE http://www.imfth.gr/news_events/xekinisan-oi-episkepseis-toy-tmimatos-fysikotherapeias-toy-tei-stereas-sta-giokomeia <p>Press releases, promotion and dissemination activities</p> <p>We have organized a common press release with Demokritos for Greece on October 1st in the UN International Day of Older and offered the opportunity for older people, carers and family to find out more about falls and the activities that can prevent them.</p>

Please find below:

1. a copy of the translated and completed press release that we have send out in Greece (in Greek)
2. 70 media organisations are contacted

Please find the links in regard to the coverage given:

<http://www.kathimerini.gr/785916/article/epikairothta/ellada/h-askhsh-hlikiwnwn-meiwnei-tis-ptwseis>

<http://iatrikesexelixeis.gr/ygeia/epistimi/item/3480-%CE%B1%CF%83%CE%BA%CE%AE%CF%83%CE%BF%CF%85-%CE%B3%CE%B9%CE%B1-%CE%BD%CE%B1-%CF%80%CF%81%CE%BF%CE%BB%CE%AC%CE%B2%CE%B5%CE%B9%CF%82-%CF%84%CE%B9%CF%82-%CF%80%CF%84%CF%8E%CF%83%CE%B5%CE%B9%CF%82-%CE%BA%CE%B1%CE%B9-%CF%84%CE%B1-%CE%BA%CE%B1%CF%84%CE%AC%CE%B3%CE%BC%CE%B1%CF%84%CE%B1.html>

<http://www.aparaskevi-images.gr/?tag=κατάγμ>

<http://www.med24.gr/epikairotita/5789-1i-oktovriou-2014-pagkosmia-imera-ilikiomenon>

Also the list of organisations (about 70) provided by the TEISTE (attached) and contacted through Demokritus are attached. More organizations were contacted directly by Democritus.



Δελτίο Τύπου 1η



Press Release



TEISTE media

Οκτωβρίου Παγκόσμιη International Day of (organisations) contact

Find attached the fall prevention stakeholder directory for Greece. The input has been provided both from TEISTE and NCSR Demokritos:



Stakeholders
Inventory-Greek-List.

Dissemination activities for period 3: 1st March 2015 – 29th February 2016

During period 3 the following dissemination activities have taken place by Work Package lead organisations, for non-work package lead beneficiaries please see individual reports at the end of this document as well as copies of all beneficiary reports which can be found in the drop box folder

<https://www.dropbox.com/sh/zzvyt0wbbkyr4jy/AABsAIID-irJgKg7TJJYstJpa?dl=0> and as an appendix in D8.6 Implementation Actions Report.

WP1 Lead UNIMAN (WP6 also reported under UNIMAN)

Conference / Local Event Presentations

U3A, Public Engagement Talk, 22nd April 2015, Cheshire, Emma Stanmore (102 over 60 years older people)

Exercise Pathways for Falls Prevention, AGE UK Trafford, 24th July 2015, Manchester Helen Hawley-Hague (meeting)

East Midlands and Trent Falls Conference, 29th June 2015, East Midlands, Emma Stanmore (150 people)

International Falls Prevention and Postural Stability Conference, hosted by British Geriatrics Society, Wembley Olympia, 11th September 2015,

Emma Stanmore presented ProFouND poster, 'Stay Steady Stay Strong' and ProFouND leaflets and pens issued (240 clinicians)

Connected Health Innovation Seminar, 16th September, Manchester, Helen Hawley-Hague (50 people)

EUGMS, 16th – 18th September, Oslo Norway, Chris Todd (presentation) (300 people)

Hip Health and Mobility Centre, <http://www.hiphealth.ca/blog/HHH-CHHM> 22nd September 2015, Vancouver, Canada, Helen Hawley-Hague (50 people)

Exercise Pathways for Falls Prevention, AGE UK Tameside, 28th September 2015, Manchester Helen Hawley-Hague (meeting)

Emma Stanmore, Levenshulme National Older Person's Day, St Mary's Church, 1st October 2015 (100 people)

Physical Activity and Prevention of Falls in older people, 7th October, Paris, France, Chris Todd (120 People)

Physical Activity and Older People, 21st October, Manchester, Chris Todd and Helen Hawley-Hague (100 people)

Later Life Training Conference, 28th November 2015, Coventry, Helen Hawley-Hague (attended)

German Falls Prevention Conference, 28th and 29th November, Stuttgart, Chris Todd (250 people)

University of Limerick, 15th January 2016, Building partnerships to advance healthcare research, University of Limerick, Ireland, Amanda Clifford (ENOFALLS on behalf of ProFouND) (140 people)



Emma Stanmore at Levenshulme Older Person's Day October 2015



Chris Todd (and Clemens Becker) at the German Falls Conference Stuttgart November 2015

Activities and Media Coverage linked to 1st October 2015 Stay Strong Stay Steady Campaign

Strength and Balance Exercise Training Sessions, Growing Old Disgracefully Group, 8th September 2015 and 9th February 2016, Helen Hawley-Hague (15 people)

ProFouND campaign interview: Agenda - The Wireless (a radio station for those aged 50 and over, hosted by Martyn Lewis with 250,000 listeners), Emma Stanmore, <http://www.thewirelessradio.com>

Ed Gillett, Communications & PR Manager at British Geriatrics Society adapted the press release <http://www.bgs.org.uk/index.php/press-3/bgs-press-releases/4283-stay-strong-campaign> for use on the British Geriatric Society Website.

Feature in Later Life Newsletter, September 2015, Work and Wellbeing Later Life Division, Department of Work and Pensions, UK, https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/458922/late-life-newsletter-71.pdf (100,000 organisations)

EIP AHA Newsletter Feature on Flash Mob, November 2015

EUPHA Newsletter Feature on Flash Mob, December 2015 (14000 members)

Age Friendly Manchester Feature on Flash Mob, E-Bulletin, December 2015 (1555 distribution list)



In this newsletter:



6. Interesting news

ProFouND "Stay Strong Stay Steady" Campaign - EU Flash Mob



On International Older Person's Day (1st October 2015) the Prevention of Falls Network for Dissemination (ProFouND) consortium, led by Professor Chris Todd at the University of Manchester, with members throughout Europe, delivered flash mobs and/or took part in strength and balance exercise classes to raise awareness of falls prevention. The "Stay Strong Stay Steady Campaign" involved over 500 older and younger people from across 9 EU countries (England, Germany, Greece, Norway, Portugal, Scotland, Spain, Sweden, Wales) plus special guest contribution from our advisory partner in Australia.

Professor Chris Todd stated, "we are really pleased by the response from across Europe to this initiative. The enthusiasm and commitment of the older people who took part shows the value of keeping active in older age".

A Must-Watch is the [EU Flash Mob montage](#).

PROFOUND is a project co-funded by the EU's Competitiveness and Innovation Framework Programme.

ProFouND Stay Strong Stay Steady Campaign - EU Flash Mob

On International Older Person's Day (1 October 2015) the Prevention of Falls Network for Dissemination (ProFouND) consortium with members throughout Europe delivered flash mobs and exercise classes to raise awareness of falls prevention. The *Stay Strong Stay Steady* Campaign involved over 500 older and younger people from across 9 EU countries (England, Germany, Greece,

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Norway, Portugal, Scotland, Spain, Sweden, Wales). Watch the EU Flash Mob here <https://www.youtube.com/watch?v=iekHwmOh084>

Anti-falls websites are also family resource. Study now

Web links to articles on Campaign

<http://www.healthyageing.eu/news/profound-2015-stay-strong-stay-steady-campaign-europe-wide-%E2%80%98stay-strong-and-stay-steady%E2%80%99>

<http://www.mancunianmatters.co.uk/content/011074514-stay-strong-stay-steady-manchester-campaign-keep-elderly-their-feet>

<http://www.manchester.ac.uk/discover/news/article/?id=15210>

Campaign to get the whole family involved in preventing falls among older people

01 Oct 2015

Ahead of International Day of Older Persons (1 October) experts at 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

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.

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.

<http://www.eunaapa.org/eunaapa-joins-declaration-on-active-ageing-through-preventing-falls-1-oktober-2015/>

<http://www.whalleyrange.org/communityforum/documentsandlinks/uk-older-peoples-day/>

See pg 5- <http://www.ageingwellinwales.com/Libraries/Documents/AWW-Newsletter-Summer-2015-Eng.pdf>

<http://olderpeoplesday.co.uk/our-partners/>

http://www.myscience.org.uk/wire/campaign_to_get_the_whole_family_involved_in_preventing_falls_among_older_people-2015-manchester

Media Coverage and Features

BBC Radio Manchester, Radio Interview, 2nd March 2015, Manchester, Helen Hawley-Hague (210,000 audience) <http://www.bbc.co.uk/programmes/p02k41yx>(from 2hrs 20mins onwards)

Rospa Scotland Big Accident Prevention Booklet, ProFouND case study <http://www.rospea.com/public-health/scotlands-big-book/> (5,000 hard copies sent to Scottish Stakeholders)

Direct Links from websites/via social media platforms

ProFouND direct link on Age Action Alliance network, www.ageactionalliance.org (700 members)

Age UK website featuring Falls Intervention Factsheets on site under professional resources <http://www.ageuk.org.uk/professional-resources-home/services-and-practice/health-and-wellbeing/falls-prevention-resources/>

British Geriatrics Society Bulletin, May 2015 feature on ProFouND, <http://us5.campaign-archive2.com/?u=85b1893e69ce6351351ec4385&id=2d8ad6d852&e=b09f77d6d4>

BMJ blog, feature on ProFouND <http://blogs.bmj.com/injury-prevention/2015/08/28/dissemination-and-implementation-of-best-practice-in-falls-prevention-across-europe/> (100,000 distribution)

Inserts of ProFouND Materials in Conference Delegate Bags

ProFouND leaflets and pens sent to Conference on Active and Healthy Ageing, Ljubljana, Slovenia (200)

ProFouND leaflets and pens sent to HEPA Europe Conference, 2015, Turkey (150)

ProFouND Leaflets and pens sent to E.D.E Conference, 2015, Switzerland (200)

ProFouND Leaflets distributed at EUGMS Conference 2015, Norway (300)

WP2 Lead Demokritos

On 1st October 2015, the International Day of Older Persons, Demokritos, in cooperation with beneficiary 22 TEISTE, released a Greek press article to promote the work of ProFouND in the region. The article was released to approximately 80 Greek press associations and an example of coverage can be seen below.

NCSR Demokritos to participated in the celebration of International Older Person's Day on 1st October 2015, by organising a flash mob in Philadelphia 's Municipality **KAPI** with **25** older people taking part.



Press release in Greek

Flash mob group, KAPI

Stay Strong and Steady poster and leaflet were translated in Greek by NCSR in cooperation with TEISTE, see <http://profound.eu.com/1st-of-october-2015-campaign/> for Greek copy of the leaflet and poster.

ProFouND project was presented in the workshop “ICT for Health Services, Assistive Living and Wellbeing” at HF 2015 (<http://www.demokritos.gr/hf2015/index.html>), organized by Dr Homer Papadopoulos.

Dr Homer Papadopoulos presented ProFouND in the 49th Hawaii International Conference on System Sciences (HICSS-49) (<http://www.hicss.org>). Furthermore Dr Papadopoulos presented Position Paper *Knowledge representation nodes towards Learning Health Systems* in the session of Designing and Generalizing the Challenge of the Learning Health System, Expanding the Community, and Maintaining Momentum

NCSR Demokritos in cooperation with TEISTE presented ProFouND project on the 24th of January 2016 at 25th Annual Panhellenic Scientific Conference of Panhellenic Association of Physiotherapists with a workshop entitled ICT and technology for falls – ProFouND project and a discussion session entitled Applications of Integrated Care of Seniors and Support of Health Professionals using Innovative Technologies Electronics Health - Innovative projects, USEFIL, ReAAL and ProFouND.

The Greek OEP training course on February 6-7, 13, 2016 was organised by prof Vassiliki Sakellari (TEISTE) and hosted by NCSR.

On the 23rd and Wednesday 24th of February 2016 in Bologna at the EU Falls Festival (www.eufallsfest.eu) NCSR as WP2 leader presented its own developments and activities within this project.



WP3 Lead NTNU

Prior to Oct 1st, the translated ProFouND Campaign leaflet and poster (Norwegian versions) were distributed to:

- Olov Belander, Nasjonalt råd for fysisk aktivitet , The Norwegian Directorate of Health (sent by e-mail, 25.09.2015)
- Nina Skjæret, Physiotherapist at one Physical Therapy Clinic in Trondheim (handed out 250915)
- Added to the Profound website (25.09.2015)
- Norwegian Cascade trainers (sent by e-mail, 27.09.2015)
- Pensjonistforbundet (sent by e-mail, 27.09.2015)
- Infosenteret for seniorer i Trondheim (sent by e-mail, 27.09.2015)
- Utviklingssenter for hjemmetjenester i Telemark, som har oppdrag fra Helsedirektoratet om å lage en tiltaksplan for fallforebygging i hjemmetjenestene (sent by e-mail, 27.09.2015)

The Stay Strong Stay Steady 2015 Campaign was presented with ProFouND Campaign leaflet and poster handed out to the Department of Physiotherapy in the Municipality of Trondheim during a meeting prior to the Campaign (22.09.2015). The physiotherapists attended the Flash Mob video filming during this meeting. The Campaign leaflet and poster were also distributed to one of their leaders, Sylvi Sand, prior to 1st of October (by email 27.09.2015).

At a meeting in the regional Norwegian Physiotherapist Association Pernille Thingstad and Randi Granbo distributed the ProFouND Campaign leaflets and poster and gave information about the ProFouND website and Campaign. Furthermore, the region leader sent out an e-mail to all members with link to the website (<http://profound.eu.com/1st-of-october-2015-campaign/>) on the 1st of October.

The campaign was also tweeted (from our research group, GeMS) prior to the 1st of October. Twitter (25.09.2015).

1st of October: The press release was published as a blog at the NTNU's website (Medical Faculty), <http://blog.medisin.ntnu.no/familien-kan-forebygge-fall-hos-eldre/>. The blog had links to both the leaflet and the poster, as well as to the ProFouND website. The faculty also did tweet and write on the FB with links to the blog. Our research group did also tweet and made the link to this blog on our Face book page.

At the 1st of October the Norwegian leaflets and poster were handed out at the outpatient clinic and at the department of geriatrics, St.Olav University Hospital. The poster and leaflet to the research group on this day.

WP4 Lead RBK

RBK hosted the first European Falls Festival which had more than 200 experts attending, feedback was very positive. RBK presented ProFouND at the Slovenian national conference on active and healthy ageing which selected fall prevention as one out of three major topics. The conference was attended by more than 200 participants. An important aspect of this event was that it was attended by Mr. A. Peterle, MEP who has a crucial role in European health politics. The keynote lecture on ICT and geriatric medicine was focusing on falls prediction, detection and management and was attended by more than 400 persons.

The fall prevention conference of the German speaking countries (D-A-CH) was attended by more than 250 professionals. At the beginning Prof. Todd gave a keynote lecture on ProFouND which was very well received. In December 2016 the German National Physician Association invited us to give a lecture in their board of scientific advisors (Wissenschaftlicher Beirat). This is highly relevant for future dissemination activities. Currently the prevention legislation is being specified with fall prevention as one major topic.

The RBK Work Package leader and other staff have delivered presentations, workshops and attended (inter-)national meetings as follows with approximate participants:

- Mobex January 2015 (network meeting) 50 participants
- Speyer, Verwaltungshochschule, 12th March 2015 (keynote lecture) 250 participants
- EU Falls Festival, 23rd and 24th March 2015, Stuttgart, (lecture and local conference organisation host) 220 participants
- Mannheim, University, 17th April 2015 (invited lecture) 50 participants
- BZgA conference on active and healthy ageing, Berlin, 12th June 2015 (workshop) 300 participants
- Slovenia, national conference on active and healthy ageing, 16th and 17th June 2015, Lubljana (keynote lecture and workshops) 200 participants
- IEEE, 28th August 2015, Milan (symposium lecture) 60 participants
- German Society of Geriatric Medicine, 5th September 2015, Frankfurt (keynote lecture) 500 participants
- EUGMS 11th Congress, 16th – 18th September 2015, Oslo, Norway (workshop) 300 participants

- Bregenz, Austria, 22nd November 2015 (lecture) 50 participants
- BZgA, 28th November 2015, Stuttgart (co-operation for 2016-7) 30 participants
- German National Fall Prevention Conference (BIS) 28th and 29th November 2015 Stuttgart 250 participants
- Bundesärztekammer, 15th December 2015, Berlin (invited lecture) 20 participants
- Swiss Gerontological Society, Fribourg, SGG, 28th January 2016 (key note) –100 participants

WP5 Lead LLT

Considerable social media activity about the cascade training on LLT facebook and twitter accounts (approximately one post per week) and close involvement in the ***Stay Strong Stay Steady*** FlashMob organised by WP1. This included choreography of the movements for the flash mob, development of training videos and attending the live FlashMob in Manchester, UK, on Oct 1st 2015.

Presentation at conferences:

Geriatrics Symposium, April 24th 2015, Marshall University, Huntington, West Virginia, USA, Skelton DA - Strength, balance and fear of falling: The value of exercise in falls management (Invited lecture)

Falls Prevention Technology Connected Health Innovation Centre Seminar, 16th September 2015, Manchester, https://storify.com/Man_Inf/chic-seminar-falls-prevention-technology (presentation)

Later Life Training Conference, 27th November 2015, Coventry, UK, Skelton DA and Townley RT (presentations)

19th MOBEX Meeting, 16th January 2016, Umea, Sweden, Skelton DA (presentation)

Written Dissemination:

E-REPS article on the Cascade Training within ProFouND - http://europeactive.eu/sites/europeactive.eu/files/journal/EuropeActiveUpdate_40_2015.pdf (Pgs 19-24)

Newsletter to 4200 Specialist Exercise Instructors across the UK (through LLT database)

WP6 – See WP1/UNIMAN for Dissemination Activity

WP7 Lead ECHalliance

EU Falls Festival, 23rd and 24th March 2015, Stuttgart, Germany (220 participants) hosted a stand promoting the Online Innovation Factory

First Ecosystem conference Day on topic of e-health and active ageing, 10th September 2015, Nice, France (150 participants)

Organised and hosted the Falls Prevention Technology Connected Health Innovation Centre Seminar, 16th September 2015, Manchester (50 delegates) presentation

Innovation in Healthy Living and Active Ageing, 15th October 2015, Valencia, Spain (101 delegates) presentation

Active and Health Ageing, 14th January 2016, Manchester (65 delegates) presentation

WP8 Lead EuroSafe contributed to the pan-European fall-awareness campaign initiated by ProFouND in Autumn 2015. In a press release issued Oct 2015, EuroSafe called for enhanced actions on preventing falls among senior citizens in Europe. This call in has been sent out to 1.900 contacts in EU-level and national stakeholder organisations in Europe.




Presentations in the following conferences/ seminars:

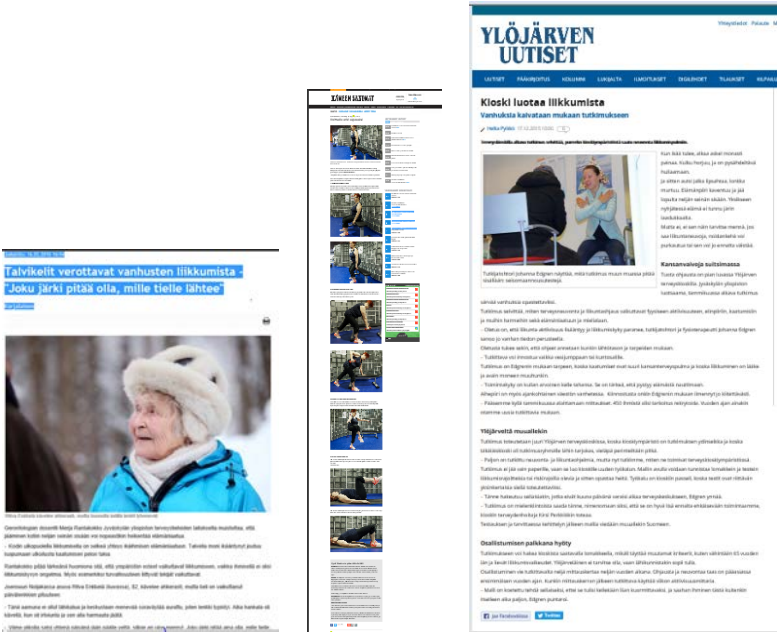
- Hungarian Osteoporosis Society, National Seminar on the Prevention of Falls in Older persons, Budapest 24 April 2015;
- Eur. Ass. Directors Long-Term Care Services, Annual Meeting of Executive Board, Budapest 25 April 2015;
- Die Johaniter (Austria), National training meeting on “Sturzpraeventioninitiative”, Vienna 27 April 2015;
- City Council of Lisbon, Community action on safety for older people, Lisbon, 7 June 2015

Please see following pages for Non-Work Package Leader Beneficiary reports on project dissemination activity during period 3 as well as copies of poster reports from all partners which can be found in the drop box <https://www.dropbox.com/sh/zzvyt0wbbkyr4jy/AABsAlID-irJgKg7TJJYstJpa?dl=0>

Beneficiary Number	Beneficiary Short Name	Activity
2	GCU	<p>14th Congress of the E.D.E. (Care Home Directors), 24th September 2015, Montreux, Switzerland. Falls Prevention Exercise. Skelton DA.</p> <p>BGS 16th International Falls and Postural Stability Conference 11th Sept 2015, London. What's New in Falls Research. Invited Lecture. Skelton DA.</p> <p>International Course in Medicine of the Older Adult (RCPE Course), 26th May 2015, Edinburgh. Primary prevention of falls - evidence for exercise. Invited Lecture. Skelton DA.</p> <p><u>Other website coverage:</u> https://theconversation.com/explainer-why-does-our-balance-get-worse-as-we-grow-older-48197 http://glasgowchamberofcommerce.com/news-media/member-news/2015/september/24/europe-wide-stay-strong-and-stay-steady-campaign-to-prevent-falls/ http://www.glasgowcityofscience.com/news/458-europe-wide-stay-strong-and-stay-steady-campaign-to-prevent-falls</p>
7	HOPA	<p>Preparing a column in the Hungarian Medical Journal Ostelogiai Közlemények <i>“elesések megelőzése”</i> / falls prevention</p> <p>Preparing contribution to the in session on the Hungarian Osteology Congress 2016 Balatonfüred - 26th to 28th Mai 2016 - <i>“Tovább Ne Törj” TNT (“Don’t Break Again” - DBA)</i></p> <p>Preparing the 1st Hungarian Falls Prevention Conference - 1st October 2016</p> <p>Participation on conferences on</p> <ul style="list-style-type: none"> ○ multimorbidity ○ AAL ○ EIP-AHA ○ eHealth ○ big data
9	ISCIII	<p>Contribution to Spanish Stakeholder Organisations Network (centers which are implementing best practice guidelines, representatives from Spanish regions that are experts or strategically involved in falls prevention)</p> <p>Maintenance of collaborative tools of Spanish Stakeholder Organisations Network</p> <p>Translation of falls awareness campaign resources, Stay Strong Stay Steady Leaflet and Poster</p> <p>Dissemination of falls awareness campaign</p> <p>http://www.evidenciaencuidados.es/es/index.php/120-permanece-fuerte-y-permanece-en-equilibrio-para-involucrar-a-toda-la-familia-en-la-prevencion-de-caidas-en-las-personas-mayores</p> <p>Twitter: @CCEIJB ‘Permanece Fuerte y Permanece en Equilibrio’ para prevenir caídas</p>

		@investenisciii @ProFouNDEU #staystrongstaysteady
10	AUSL11	<p>Meetings with Local Health Authority and stakeholders (GPs) for implementation of OEP in Tuscany</p> <p>Meetings with Regional Health Authority and stakeholders (GPs) for implementation of OEP in Tuscany</p> <p>Press release for the International Older Persons' day, 1st October</p> <p>In addition presentations of the Profound project and OEP in conferences for health professionals (Francesco Benvenuti</p> <ul style="list-style-type: none"> ◦ SIMFER Sezione cronicità. 7° Update in Fisiatria. Lettura "La prevenzione delle cadute con il movimento". Prato 12 dicembre 2015 ◦ Comitato Scientifico Sannita di Riabilitazione. XII Giornate Sannite di Riabilitazione. Lettura: "La riabilitazione nel territorio o la riabilitazione del territorio" Benevento 19-21 novembre 2015 ◦ Cittadinanza attiva OLNUS, Tribunale per i Diritti del Malato. Giornate regionali di Sanità. Convegno "Le patologie dell'anziano Fragile: percorsi integrati di cura". Lettura "Invecchiamento e difficoltà motoria: il fenomeno della sarcopenia". 6 novembre 2015
13	IBV	<p>Dissemination activities: Press releases, organization of the flash mob in collaboration with Atenzia and submission of film for inclusion in EU montage, raising profile to the media</p> <p>http://www.ibv.org/actualidad/lanzan-en-toda-europa-la-campana-se-fuerte-y-ponte-de-pie-para-que-toda-la-familia-participe-en-la-prevencion-de-caidas-en-las-personas-mayores</p>
14	FICE	<p>Workshop with different stakeholders, including older people, policy makers and health and social care professionals on the International Older People's day (1st October 2015)</p> <p>Identification of key local stakeholders, presentation of Profound to them</p> <p>Meetings with the Health Department of the Catalan Government to establish a standardized procedure for fall data gathering in long-term care</p> <p>Within our role of advising the health department we have incorporated recommendations on fall prevention in different areas: day hospital, hospital</p> <p>Attendance to partnership meeting in Stuttgart</p>
16	JUHO	<p>Establishment of National Fall Prevention Initiative, development of dissemination materials, regional/ national dissemination actions (e.g. press release, falls campaign autumn 2015)</p>

		   <p>Jeder vierte Pensionist verletzt sich durch Sturz „In Österreich kletterten 100.000 Stürze jährlich verlobt werden, beispielsweise durch regelmäßige Körperübungen zur Stärkung der Muskulatur und das Trainieren des Gleichgewichts“, sagt Gabriele Lerche, stellvertretende Cheferkrankungsberaterin der Johanniter in Wien. Allein in Österreich wurden im Jahr 2013 mehr als 139.000 Stürze von Menschen über 65 Jahren registriert, etwa 80 Prozent davon führen zu Verletzungen und Krankheitsausfällen. Stürze sind außerdem die häufigste Unfall-Todesursache unter älteren Menschen.</p> <p>139.000 Stürze... ...passieren Menschen ab 65 jährlich in Österreich, jeder Vierte verletzt sich. Durch Muskel- und Gleichgewichtstraining sowie Checks von Stolperfallen in der Wohnung könnten jährlich 100.000 Stürze verhindert werden, wie Dr. Gabriele Lerche, stv. Cheferkrankungsberaterin der Johanniter, berichtet. Info: www.profound.eu.com</p> <p>Press release, leaflet and poster translated in German. Press release published on Johanniter intranet (internal access only) and at Johanniter website: http://www.johanniter.at/sturzpraevention/</p> <p>Marketing expert published the press release at APA-OTS (http://www.ots.at/), the Austrian press portal, and sent it to Austrian wide press contacts (Austrian wide). Direct link to the press release at APA-OTS (press portal): http://www.ots.at/presseaussendung/OTS_20150925_OTS0064/jeder-vierte-ueber-65-jaehrige-durch-sturz-verletzt</p> <p>http://pressespiegel.metacommunication.com/clippings/Kunden/Johanniter/2015/1/07/Johanniter_A000083_202015_28_0621_44680615814600456.pdf (coverage 7,000)</p> <p>http://derstandard.at/2000022781566/Jeder-Vierte-ueber-65-Jaehrige-durch-Sturz-verletzt</p> <p>OÖ Nachrichten Daily Newspaper (coverage 383,000) Kronen Zeitung Daily Newspaper (coverage 2.3 million) Der Standard Online article (coverage 19,601) roject management: projectmeeting (attendance+preparation), report, financial statement</p>
17	INRCA	<p>Meeting with regional health care authority to promote awareness of the relevance of falls in the older population</p> <p>Meetings with NGOs and voluntary organizations of the Marche region</p> <p>Press release for the International day of older persons</p> <p>Opening of an outpatients fall clinic that is accessible by patients from the entire Marche region</p>
18	Vasterbotten	<p>The campaign in 2015 was a total success for the 11 regions that participated. It was a very good response from those who worked with various events, and the material was appealing to the target audience. There were 500 unique clients and many different organizations who did order materials. There was a lot of collaboration with different actors of those who made an event. There were many different types of arrangements. All printed materials, 320,000 leaflets and postcards provided by MSBs</p>

		<p>ran out of stock. There was huge media coverage at both local, regional and on the national level. Sweden also participated in a flash mob, organized by ProFouND that was widely spread through social media.</p> <p>Please see link for full indepth details of the Vasterbotten engagement with the project in their report <i>Experiences of Participating in an EU project ProFouND</i></p> <p>https://www.dropbox.com/sh/zzvyt0wbbkyr4jy/AAbsAIIID-irJgKg7TJJYstJpa?dl=0</p>
19	JYU	<p>Multiple radio and newspaper interview regarding falls and safe mobility, see newspaper clips below</p> <p>participation in planning of a new residential area for older people</p> 
20	CSI	<p>PR activities, falls prevention network meetings, promotion of best practice, Implementation and dissemination of Otago in NL</p> <p>Led an October Falls prevention campaign with the ProFouND network with resources covered on webpage, an infographic and promotion of screening on falls risk by professionals as well as self screening (or by relatives). Leaflet and poster translated and adapted.</p> <p><u>Coverage included:</u></p> <p>http://www.zorgvoorbeter.nl/ouderenzorg/week-van-valpreventie.html</p> <p>http://www.ehbo.nl/nieuws/artikel/week-van-de-valpreventie/</p>

		<p>http://www.nationalezorggids.nl/columns/nieuwedenersindezorg/27444-valpreventie-onder-ouderen-is-geen-standaard-oplossing http://vmta.nl/week-van-de-valpreventie http://www.mantelzorgvoorbeginners.nl/valpreventie-onder-ouderen-is-geen-standaard-oplossing/ http://us8.campaign-archive1.com/?u=3ce0ddc4f72e6add5425fa4ce&id=4939896443&e=ff55c36513 http://us8.campaign-archive1.com/?u=3ce0ddc4f72e6add5425fa4ce&id=fa9250f8f0&e=ff55c36513</p> <p><u>Messages posted on social media, via facebook and twitter:</u> https://www.facebook.com/hashtag/valpreventieweek?source=embed https://twitter.com/hashtag/valpreventieweek</p> <p><u>Website we had a special page with several downloads:</u> http://www.veiligheid.nl/valpreventie/actueel/nieuws/help-ouderen-de-stap-te-zetten-naar-vitaliteit</p>
21	ACHMEA	Creation of poster report for dissemination
22	TEISTE	<p>Both for International Older Person's day in autumn 2015 and International Day of Physiotherapy in 2015 were widely celebrated among Greek Physiotherapists.</p> <p>OEP Leaders have also presented ProFouND actions regionally and nationally which has triggered dissemination activities, campaigning, and events across Greece. To include World Day of Physiotherapy 2015.</p> <p>A scientific department of geriatrics was also established in the PSF (https://www.facebook.com/groups/1599320653684985/), and press releases and dissemination events were delivered in collaboration with Demokritos. Pictures, posters, leaflets from events below:</p>

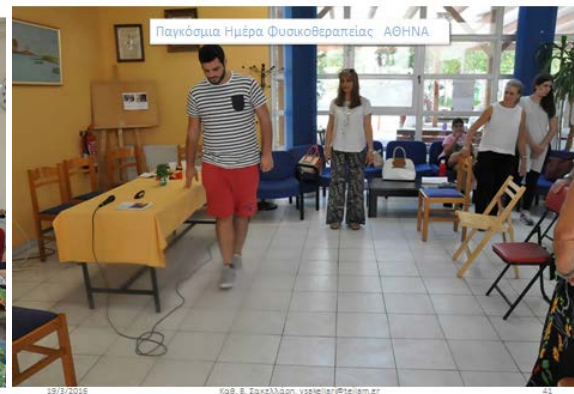
**ΗΜΕΡΙΔΑ ΜΕ ΘΕΜΑ: Η σωματική άσκηση, ως μέσο
βελτίωσης της δύναμης και της ισορροπίας.**



Με αφορμή την Παγκόσμια Μέρα Φυσικοθεραπείας, η **Μ.Φ.Η.Ο Άγιος Γεώργιος** (Γρηγορίου Λαμπράκη 25, Γλυφάδα) διοργανώνει την ημερίδα, το **Σάββατο 5 Σεπτεμβρίου 2015**, στις **11:00 π.μ.**

Ομιλίες - Ανοικτή συζήτηση - Αξιολόγηση ισορροπίας
Κληρώσεις δώρων - Εισοδος ΔΩΡΕΑΝ

Απαραίτητη η δήλωση συμμετοχής στη Γραμματεία της
Μ.Φ.Η.Ο Άγιος Γεώργιος Τηλ.: 211 4113285





Several scientific presentations were made, eg:

Η κατάλληλη άσκηση για τη διατήρηση της κινητικής και σωματικής επάρκειας στην Τρίτη Ηλικία.

Βασίλική ΣΑΚΕΛΛΑΡΗ, MSc, PhD,

- Καθ. Τμήμ Φυσικοθεραπείας,
- Επιστημονική εκπρόσωπος του δικτύου διάδοσης σχετικά με την πρόληψη πτώσεων ProFouND για το Τ.Ε.Ι. Στερεάς,
- Διευθ. Σχολής Επαγγελματίων Υγείας & Πρόνοιας Τ.Ε.Ι. Στερεάς



17/09/15



Reducing injuries from falls among older people. *ProFouND Training* in evidence based falls prevention exercise.

Η συνεισφορά του προγράμματος ομαδικής κινησιοθεραπείας OTAGO / εκπαίδευση ProFouND & πρόληψη των πτώσεων στην τρίτη ηλικία.

- Vasiliki Sakellari Prof PT, MSc PhD, Physiotherapist, Ergonomits, ProFouND Cascade Trainer for GREECE.
- George Giotfos Prof PT, MSc PhD, ProFouND T.E.I. Stereas Elladas



19/3/2016



14th
26-29
ΦΕΒΡΟΥΑΡΙΟΥ
2 0 1 6
Ι Δ Ρ Υ Μ Α
ΕΥΓΕΝΙΔΟΥ
ΑΘΗΝΑ
 phone: +302102019120
 website: hellenicrheumatology.gr

Πανελλήνιο Συνέδριο
 της Ελληνικής Εταιρείας

**ΦΥΣΙΚΗΣ ΙΑΤΡΙΚΗΣ
 & ΑΠΟΚΑΤΑΣΤΑΣΗΣ**

Προχωρώντας μπροστά!

1st Επιστημονική
 συνάντηση της
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 Νευρώσεων Μυελού της
 Σπονδυλικής Στήλης

ProFound
 Foundation of Fall Research for Seniors

International Scientific Conference on effective
 fall prevention
 2016, 2017

Is your falls
 prevention
 as effective as it
 could be?

www.profound.eu.com

Βασίλικη Σακελλάρη,
 Φυσικοθεραπεύτρια/Εργονόμος

Καθ. Φυσικοθεραπείας, Διευθ. Γ.Ε.Κ.Π.
 Επιστημονική Υπεύθυνη ProFound
 για το Τ.Ε.Ι. Στερέας Ελλάδας

ΕΠΙΣΤΗΜΟΝΙΚΗ ΠΡΟΣΕΥΧΗ - ΠΡΟΒΛΗΜΑ ΚΑΙ
 ΠΡΟΚΛΗΣΗ ΣΤΑΘ. 3ης & 4ης ΣΤΗΛΗΣ
 (ΔΕΥΤΕΡΟΜΟΝΙΑ ΠΡΟΣΤΕΤΗΝΗ)



25^ο Πανελλήνιο Επιστημονικό Συνέδριο Φυσικοθεραπείας
Αξιολογείν-Επιλύειν-Εκτελείν – Κλινική Συλλογιστική και Λήψη Απόφασης
 22-24 Ιανουαρίου 2016 – Πολιτιστικό Μουσείο, Αθήνα

Εκπαίδευση







Καθ. Βασιλική Σακελλάρη,
 Διευθ, ΣΕΥΠ, ΤΕΙ Στερεάς Ελλάδας,
 ProFouND, Otago Cascade Trainer



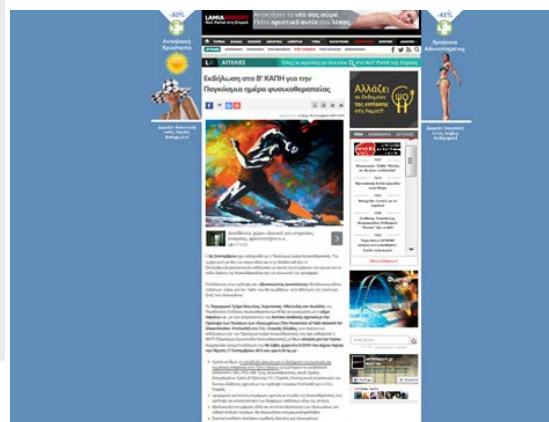
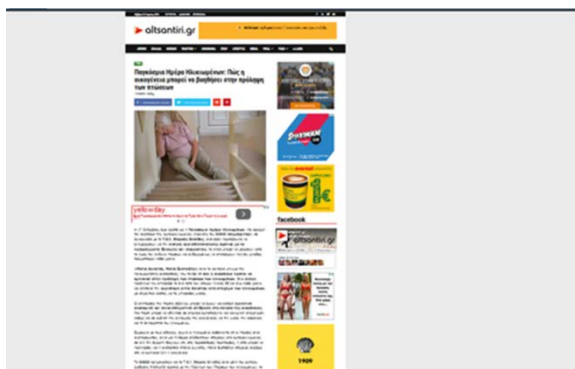
The press release for the 1st of October was in common with Demokritos (as every year for Greece) and drew the attention of



Δελτίο Τύπου 3 η
Οκτωβρίου Παγκόσμιη Eg:

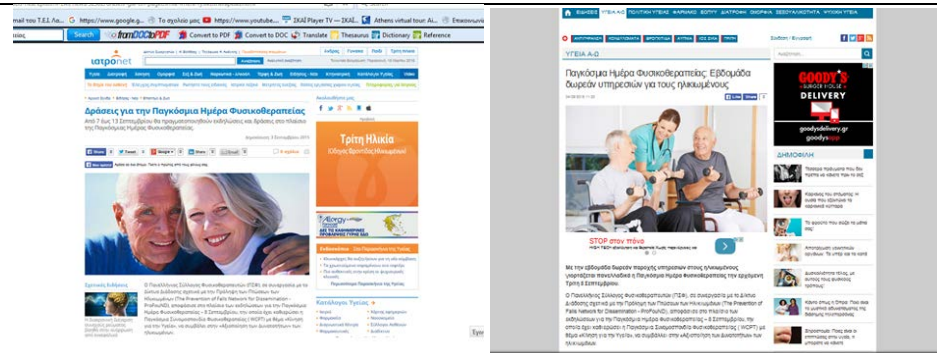
the media to a great extent. The media were contacted through Demokritos public relationships office.

<http://www.altsantiri.gr/health/pagkosmia-imera-ilikiomenon-pos-i-ikogenia-bori-na-voithisi-stin-prolipsi-ton-ptoseon/>
<http://www.lamiareport.gr/index.php/politistika/item/22038-ekdilosi-sto-v-kapi-gia-tin-pagkosmia-imera-fysikotherapeias>



Another successful Fall Prevention campaign was made in common with PSF with common press releases, which had a lot of coverage see below, eg: <http://www.iatronet.gr/eidiseis-nea/epistimi-zwi/news/32502/draseis-gia-tin-pagkosmia-imera-fysikotherapeias.html>

<http://www.onmed.gr/ygeia/item/334042-pagkosmia-imera-fysikotherapeias-evdomada-dorean-ypiresion-gia-tous-ilikiomenous>



Information about the ProFouND and its material on falls prevention was made available for Greek Physios during the Fall prevention events on the World Day of Physiotherapy through the official website of the Panhellenic Physiotherapy Association (PSF) see below:

http://psf.org.gr/news_details.php?id=3194

Translation of booklets and other resource translations eg



Getting down to and up from the floor with safety GREEK EDITION - Χαμηλώνω προς και Σηκώνομαι από το Πάτωμα με Ασφάλεια.pdf



StaySteadyStayStro
ngLeaflet_el1.pdf



StaySteadyStayStro
ngPoster_el1.pdf

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Campaigning Activity outside the ProFouND Consortium through EIP AHA AGA2

POLAND

Medical University of Lodz (Prof. Tomasz Kostka)

EU Regpot project at Healthy Ageing Research Centre

Translated the leaflet and poster into Polish and used the materials prepared by ProFouND group.

University of Lower Silesia, Wrocław (Adrianna Nizińska)

PR and communication team dissemination strategy: Press release, Stay strong, stay steady leaflet and poster translated and modified for Polish use by press officer, communication office director and third age university director. Info package posted on University Centre Press dsw.edu.pl/centrum-prasowe - <http://bit.ly/1LKNtcl>

Press release posted on Facebook and Twitter and sent out to: 115 radio stations and radio journalists, 43 TV stations and TV journalists, 78 magazines and press journalists, 44 portals and web journalists. Standard media coverage (PRS plus leaflets and posters already sent out to our database of national and local press contacts and independent journalists specialized in health and social issues - around 300 sources); Targeted specialized internet portals (PRS plus info package). Poster and leaflets (hardcopies) available at ULS stand at Senior's Expo (one of the key event of Wrocław Senior Days, taking place in Jahrhundert Halle in Wrocław; at our stand we provide free of charge blood glucose and pressure measurement, on top of the information about courses and educational opportunities for seniors and their relatives, every year we are having numerous visitors); Information package available at our Third Age University website. Public visibility of the campaign as of 05.10.2015.

Radio interview on the radio about the campaign and active healthy ageing issues on 29.09.2015 – Polish Radio Wrocław

Falls Prevention campaign press release covered by two portals:

http://wroclaw.dlastudenta.pl/studia/artukul/Dni_Seniora_na_DSW,115730.html

<http://www.tuwroclaw.com//wiadomosci,we-wroclawiu-chca-zapobiegac-upadkom-osob-starszych,wia5-3277-25984.html>

Poster and leaflets (hardcopies) disseminated at University of Lower Silesia stand at Senior's Expo on 04.10. 2015 – final event of Wrocław Seniors' Days – 3 500 visitors

Poster and leaflets (hardcopies) disseminated at Inaugural Opening of Academic Year for the Third Age University – 100 students plus 25 delegates from seniors' organisations in the region

pdf's with posters and leaflets available at the Third Age University website

Equivalent advertising value (EAV) estimated by University of Lower Silesia press office centre so far - 2.000 Euro

BELGIUM

Elise Janssens (valpreventie) Centre of Expertise for Fall & Fracture prevention, Flanders, University of Leuven.

The Centre of Expertise for Fall & Fracture prevention Flanders leads an annual falls awareness week in April. The 2015 focus of the falls awareness week was to encourage older people and health care workers to think critically about medication use. Participating organizations are provided with a wide range of evidence based materials, activities and resources.

PORTUGAL

Aging @ Coimbra, Escola Superior de Engermagem de Coimbra led a flash mob as part of their falls prevention campaigning in Oct, 2015.