Falls prevention communications toolkit – Winter 2023-24

**Social media**

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| --- | --- | --- | --- |
| **Topic** | **Video link** | **Post** | **Image to use** |
| Preventing falls | [https://youtu.be/Wk9-XpODUBE](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FWk9-XpODUBE&data=05%7C01%7Claura.harvie3%40nhs.net%7C328f42ab7a434c7af13608dbe0558272%7C37c354b285b047f5b22207b48d774ee3%7C0%7C0%7C638350430088895890%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=EEZZxTC%2BEP7jdfQ4aDWvvVlqVIBTmMv8Yvp1rY8qAGw%3D&reserved=0) | If you’re a little unsteady on your feet, falling can be common but it can lead to more serious health issues. Here’s some self-care advice to help prevent falls.  <https://www.lancashireandsouthcumbria.icb.nhs.uk/our-work/your-local-services/self-care> |  |
| Preventing falls | [https://youtu.be/Wk9-XpODUBE](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FWk9-XpODUBE&data=05%7C01%7Claura.harvie3%40nhs.net%7C328f42ab7a434c7af13608dbe0558272%7C37c354b285b047f5b22207b48d774ee3%7C0%7C0%7C638350430088895890%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=EEZZxTC%2BEP7jdfQ4aDWvvVlqVIBTmMv8Yvp1rY8qAGw%3D&reserved=0) | Around 14,000 people die every year in the UK as a direct result of falls or injuries sustained.  As we get older it’s not unusual to become unsteady on your feet.  Simple at home exercises can help prevent falls. Find out more: [www.healthierlsc.co.uk/winter](http://www.healthierlsc.co.uk/winter) |  |
| Preventing falls | [https://youtu.be/Wk9-XpODUBE](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FWk9-XpODUBE&data=05%7C01%7Claura.harvie3%40nhs.net%7C328f42ab7a434c7af13608dbe0558272%7C37c354b285b047f5b22207b48d774ee3%7C0%7C0%7C638350430088895890%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=EEZZxTC%2BEP7jdfQ4aDWvvVlqVIBTmMv8Yvp1rY8qAGw%3D&reserved=0) | Around a third of people aged 65 & over fall at least once a year.  As we get older our muscle strength & balance reduce. Taking part in exercise can help reduce your risk of a fall.  Here are a few simple exercises to do at home [www.healthierlsc.co.uk/winter](http://www.healthierlsc.co.uk/winter) |  |
| Preventing falls |  | If you live alone, or spend long periods of time on your own, ask someone to check in regularly, either by phone or visit. If you have a fall it could mean you get help quicker. For more info, visit: <https://www.nhs.uk/conditions/falls/> |  |
| Preventing falls |  | *To help prevent falls at home, consider the type of shoes or slippers you’re wearing. It’s best to make sure they fit you properly and that they have grips on them. Also, try to avoid walking around your house in socks, tights or even when bare-foot as this can increase your risk of falling and hurting yourself.* For more info, visit: <https://www.nhs.uk/conditions/falls/> |  |
| Preventing falls |  | *A lot of slips, trips and falls actually happen around the home so making a few simple changes can make your home a much safer space.*  *One change could include removing any rugs or mats that you may have at the top or bottom of your stairs as these can be a trip hazard. Another home adaptation would be installing a night light near your bed so if you get up in the night you can see where you’re going. A motion-activated light which would only come on as needed wouldn’t disturb your sleep.* For more info, visit: <https://www.nhs.uk/conditions/falls/> |  |
| Optometry |  | *Make sure your eye tests and hearing check-ups are up to date and your glasses fit properly. Vision and hearing can impact balance and cause a fall or trip.* For more info, visit: <https://www.nhs.uk/conditions/falls/> |  |
| Personal alarms/mobile phone |  | Do you know what you would do if you had a fall?  It's always a good idea to have a relative, friend or neighbour that you could call if you fall.  Make sure that you have a personal alarm or mobile phone with you at all times.  For more info, visit: <https://www.nhs.uk/conditions/social-care-and-support-guide/care-services-equipment-and-care-homes/personal-alarms-security-systems-and-keysafes/> |  |
| What to do if you fall |  | If you have a fall, it’s important to try to remain as calm as possible. Try not to move too quickly and take a few minutes to check for any pain or injuries. For tips on how to try and get up if you can, visit: <https://www.nhs.uk/conditions/falls/> |  |
| What to do if you fall |  | If you fall and can't get up off the floor you will need to try and call for help. This is why it’s important to carry a phone everywhere you go – even just popping to your garage or bins. For more info and advice, visit: <https://www.nhs.uk/conditions/falls/> |  |
| What to do if you fall |  | If you fall and can’t get up, staying warm is vital. Avoid hypothermia by covering yourself with a blanket or clothing and try to keep your body moving gently, but if it hurts to move, stop. For more info, visit: <https://www.nhs.uk/conditions/falls/> |  |
| Home adaptations |  | Home adaptations are changes you can make to your home. These make it safer and easier to move around and do everyday tasks.  Your local council offers a service that assesses your home and recommends changes to help. Having a home assessment is free. Find out more:  <https://www.nhs.uk/conditions/social-care-and-support-guide/care-services-equipment-and-care-homes/home-adaptations/> |  |

**Digital screen slides**

(See separate attachment.)

**Intranets/Newsletters**

**Simple things you can do at home to help prevent a fall**

Around 14,000 people die every year in the UK as a direct result of falls or injuries sustained, with around a third of people aged 65 and over falling at least once a year.

As we get older it’s not unusual to become unsteady on your feet and even though falling is quite common it can lead to serious injury and affect your confidence.

The good news is that there are a lot of things you can do to stay steady on your feet, including simple at-home exercises and making some adaptations to your home.

Taking part in exercise and staying active can also help reduce your risk of a fall. Our video shows you how to do a few simple exercises at home: [www.healthierlsc.co.uk/winter](http://www.healthierlsc.co.uk/winter). Its available in seven different languages.

For further information, click here: (include link to press release on website).

**Press release (and for websites)**

Monday 20 November 2023

**The importance of preventing a fall and avoiding serious injury**

Around 14,000 people die every year in the UK as a direct result of falls or injuries sustained, with around a third of people aged 65 and over falling at least once a year.

As people get older it’s not unusual that they become unsteady on their feet and even though falling is quite common it can lead to serious injury and affect confidence.

There are a lot of things that can be done to tackle this, including simple at-home exercises and making home adaptations.

Dr David Levy, medical director at NHS Lancashire and South Cumbria Integrated Care Board (ICB) said: “A lot of slips, trips and falls actually happen around the home so making a few simple changes can make your home a much safer space.

“One change could include removing any loose rugs or mats that you may have at the top or bottom of your stairs as these can be a trip hazard. Another home adaptation would be installing a night light near your bed so if you get up in the night you can see where you’re going. A motion-activated light which would only come on as needed wouldn’t disturb your sleep and would be helpful, especially in bathrooms and by the stairs.

“Having a look around your home and spotting potential hazards would also help, so keep an eye out for anything that could cause you to trip, like cables and clutter, and make sure you remove it. I also like to advise people to avoid any clear glass furniture as it can be harder to see.”

Having a relative, friend or neighbour to ring if a fall occurs means help can be accessed quickly so it’s recommended to always have a personal alarm or mobile phone close by.

If someone has a fall, the NHS advice is to remain as calm as possible - trying not to move too suddenly and taking a few minutes to check for any pain or injuries.

Staying warm is also vital to avoid hypothermia, so using a blanket or clothing and moving gently is advised, however if anything feels painful, then stop.

Dr Levy added: “As we get older, we become frail and a fall can result in a much more serious injury, like a fracture, which takes a lot longer to recover from than when we were younger. Many falls are preventable and simple home adaptions can help prevent a trip to hospital.

“If you have had any kind of fall, whether you hurt yourself or not, make sure you tell your GP and they can look at helping to prevent it from happening again.”

A few other things people can do to reduce the risk of a fall:

* Taking part in exercise as muscle strength and balance reduce as people get older.
* Regular sight and hearing check-ups as this can impact balance and cause a fall or trip.
* Ensuring shoes and slippers fit properly and have grips on them.
* Avoid walking around the house in socks, tights or even bare foot.

For further information on prevention of falls visit: [https://www.nhs.uk/conditions/falls/](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.nhs.uk%2Fconditions%2Ffalls%2F&data=05%7C01%7Crobyn.durdy%40nhs.net%7Ccf41a443f5b842e42ce208dbdb9014ef%7C37c354b285b047f5b22207b48d774ee3%7C0%7C0%7C638345184088277075%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=9hp7W%2FErOmkKHApB62ozTfCIUHN%2Ff%2BywpTCPA7np5TA%3D&reserved=0).

To access an NHS video on how to do a few simple exercises at home visit: [www.healthierlsc.co.uk/winter](http://www.healthierlsc.co.uk/winter). The video is available in seven different languages.

**ENDS**