

**LIVE STRONGER  
FOR LONGER**

LIVE WITH CONFIDENCE

# **A guide to Live Stronger For Longer**

**A falls prevention social  
marketing campaign**

November 2019 to March 2021

## What's in this guide?

This guide has been created to support the launch of the **'Live Stronger For Longer' falls prevention social marketing campaign**. It has been commissioned by Derbyshire County Council and developed in collaboration with partners and communities across Derbyshire, led by Unique Improvements, a specialist social enterprise.

- ▶ **What we know**
- ▶ **What you can do**
- ▶ **Why this is important**
- ▶ **Target audiences**
- ▶ **What we need to say**
- ▶ **The campaign**

## What we know

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### As we age, very few of us consider the risk of falls

We don't know how to reduce our risk of falling and we don't do anything about it.

We avoid talking about falls, out of embarrassment and a fear of losing independence.

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**People respond well when talking about falls prevention as part of a healthy, happy ageing lifestyle.**

An active lifestyle helps maintain independence and improves quality of life as we get older.

**The more active we are, the stronger and safer we feel.**

## What can you do

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### Take part in awareness training

Raise awareness of the campaign and share key messages with target audiences.

Derbyshire County Council are rolling out training for staff and volunteers.

**Email: [falls@uni.uk.net](mailto:falls@uni.uk.net)**

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### Talk to family and friends.

Talk about how they can reduce their risk of falls by following simple falls prevention advice.

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### Share our posters and leaflets.

**To order:**

**Email: [falls@uni.uk.net](mailto:falls@uni.uk.net)**  
or call 07894 264 062

## What can you do

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### Share this guide

If you work or volunteer in Derbyshire and have regular contact with older adults, then share this campaign guide with your colleagues.

**Raise it at a team meeting and discuss how you might be able to help.**

To support you, we can arrange for a speaker to visit your workplace.

**Email: [falls@uni.uk.net](mailto:falls@uni.uk.net)**

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### Ask about our small grants pot

You could be eligible for £100-£200 if you can help support the campaign.

**Email: [falls@uni.uk.net](mailto:falls@uni.uk.net)**

## Why this is important

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The **Live Stronger For Longer** campaign addresses the impact of falls amongst older adults, raises awareness of falls prevention and promotes a healthy, happy ageing lifestyle.

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## Falls are one of the largest causes of emergency hospital admission for older adults

It's estimated that in Derbyshire, around **70,100 people aged over 65 fall every year.**

Resulting in approximately **11,000** ambulance call outs and **6,000** hospital admissions.

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**Falls can lead to pain and distress, injury, loss of confidence and even death.**

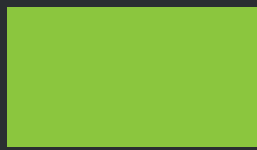
Falls also increase dependence on social care and an increase in long-term admissions to residential care homes.

# Target Audiences

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Everyone can benefit from having a greater awareness about falls prevention and a healthy, happy ageing lifestyle. However, our local insight found that there are some groups who need special attention.

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**1. The ‘younger old’**  
**– Non-fallers aged 55 to 65**



**2. ‘Coping Fallers’**  
**– Aged 60-70**



**3. The ‘older old’**  
**– Aged over 70**

# Target Audiences

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## 1. The ‘younger old’ – Non-fallers aged 55 to 65

Those who haven’t had a fall but are open to small lifestyle changes in order to prevent one.

### **Key Message:**

Increase healthy ageing activities and connect with services like Live Life Better Derbyshire.





# Target Audiences

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## 2. 'Coping Fallers' – Aged 60-70

Those who have had a fall and 'cope' by withdrawing, such as avoiding poor weather. They haven't got in touch with services to help.

### Key Message:

Increase falls prevention activities and connect with services like Age UK Derby and Derbyshire's 'Strictly No Falling'.



# Target Audiences

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## 3. The 'older old' – Aged over 70

Those who have fallen several times but think 'it's too late' to do anything about it.

They considered falling a normal and inevitable part of ageing.

### Key Message:

We would like this group to speak to their GP or nurse.



## What we need to say

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Everyone can benefit from living a healthy, happy ageing lifestyle. **If you've had a fall, tell your GP. Talk about it with friends and family. You can reduce your risk of falling again.**



## Do gentle exercises to improve your balance and co-ordination.

A brisk walk and gentle fitness classes, like tai-chi or dancing will help. Other activities that improve balance include, pilates, yoga and bowling.

**Have regular check-ups on eyes and medicines.**

**Remove all trip hazards and wear sturdy footwear with good grips.**

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# The Campaign





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**Audience 1. The ‘younger old’ Non-fallers aged 55 to 65**  
A5 and A6 folded leaflet - (Opens to A3 and A4 poster).

To order **email: [falls@uni.uk.net](mailto:falls@uni.uk.net)**  
or call 07894 264 062

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**Audience 1. The ‘younger old’ Non-fallers aged 55 to 65**  
850mm Pull Up Banner Stand (Displayed at campaign events and awareness training sessions).





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## Audience 2. 'Coping Fallers' – Aged 60-70

A5 and A6 folded leaflet - (Opens to A3 and A4 poster).

To order **email: [falls@uni.uk.net](mailto:falls@uni.uk.net)**

or call 07894 264 062

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## Audience 2. 'Coping Fallers' – Aged 60-70

850mm Pull Up Banner Stand (Displayed at campaign events and awareness training sessions).



# Don't hold back



**Strictly No Falling (Age UK Derby and Derbyshire)** offer lots of advice, support and local activities designed for anyone at risk of falls.



**Call: 01773 766922 and ask for details.**

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## Audience 2. 'Coping Fallers' – Aged 60-70

850mm Pull Up Banner Stand (Displayed at campaign events and awareness training sessions).

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# Don't hold back



If you've had a fall, don't 'cope' by doing less. Being active and social will reduce your risk of falling again.

Strictly No Falling (Age UK Derby and Derbyshire) have lots of advice and local activities designed for anyone at risk of falls. Call: 01773 766922 and ask for details.



Do gentle exercises to improve your balance. A brisk walk and a gentle fitness class, like tai-chi or dancing will help.



Have regular check-ups on eyes and medicines. Remove trip hazards and wear sturdy footwear with good grips.



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### Audience 3. The 'older old' – Aged over 70

A5 and A6 folded leaflet - (Opens to A3 and A4 poster).

To order **email: [falls@uni.uk.net](mailto:falls@uni.uk.net)**

or call 07894 264 062

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### Audience 3. The 'older old' – Aged over 70

850mm Pull Up Banner Stand (Displayed at campaign events and awareness training sessions).



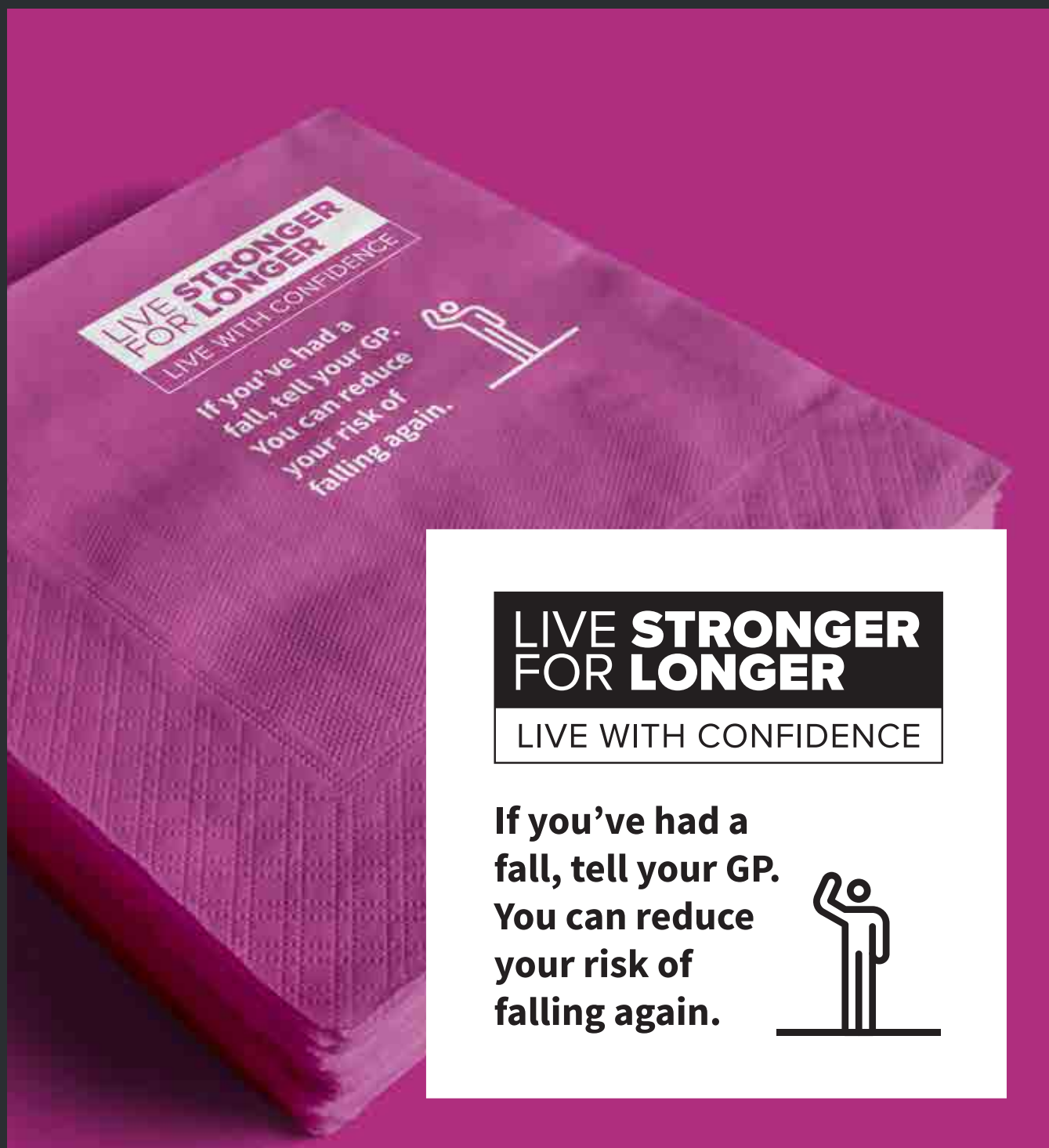


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### **Audience 3. The ‘older old’ – Aged over 70**

Luncheon Club Napkin.

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Generic 2020 Calendar.



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**Organised dog walks.** Dogs inspire exercise.  
**Meeting point flag and awareness flyer.** The aim is to share pictures on social media, get people talking and meeting new people. Generate local interest and invite press interest.

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**For dog owners,  
wannabe owners  
and dog lovers.**

We meet at 11:00am  
Most Saturdays  
Matlock Park Cafe

Email: [walkies@uni.uk.net](mailto:walkies@uni.uk.net)  
or call 07894 264 062 for more details.



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**Reflective dog vest with  
reflective silver logo sticker.**

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## Campaign uniforms (for campaign staff)

– T-shirts and/or Sweatshirts

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