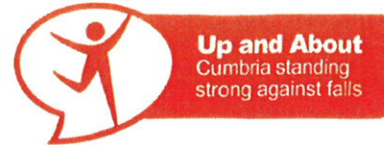


# CAMPAIGN LAUNCHED TO CUT FALLS IN OVER-65S

Published: 20th September 2017

The aim of the 'Up and About' campaign is to raise awareness of the simple steps that can be taken to avoid falls, as well as to raise awareness of the type of exercise that people should be taking to prevent having a fall.



There are approximately 2,000 emergency hospital admissions for falls each year in people aged 65 and over in Cumbria and around one in three adults over 65 who live at home will have at least one fall a year.

By 2020, nearly 25% of the Cumbrian population will be aged over 65. As people grow older, their health needs become more complex with physical and mental health needs impacting on each other. North West Ambulance Service (NWAS) data indicates that falls make up approximately 88% of all injuries serious enough to warrant an ambulance call out for people aged 50 years and over.

Prevention is better than cure and the campaign will promote some top tips for staying steady, including:

- Exercise regularly
- Check your eyes and hearing
- Ask your pharmacist to review any medicines or prescriptions
- Take calcium for strong bones
- Take vitamin D to support the body absorb calcium
- Check your home for hazards
- Look after your feet
- If you've had a fall or are worried about falling, tell your GP

Councillor Deborah Earl, Cabinet Member for Public Health and Community Services, said:

"Falling is a terrible thing for anyone, but as we get older they can begin to take their toll and lead to a loss of confidence, independence and worst of all they're a big cause of hospital admissions and can result in serious injuries and long-term complications.

"I welcome this campaign and the ongoing work of our Public Health and Communities teams to raise awareness of ways to prevent falls to keep us all up and about."

Colin Cox, Cumbria County Council's Director of Public Health, said:

"Falls and fractures are a common and serious health issue faced by older people, there are a large number of risk factors and the vast majority of falls could be prevented with some fairly modest changes to our lifestyle and homes.

"We want every older person to have the best opportunity to live and age well without fear of falling and injury."