

# The Greater Manchester Falls Collaborative: Community of Learning, Sharing, and Problem Solving: (12-Month Programme)

## Session 3

Monday 29<sup>th</sup> July 2024



13:30-13:35

**Welcome & Overview of the CoLSP Programme**  
(Beth Mitchell, The Greater Manchester Combined Authority)

13:35-14:15

**Falls Prevention Awareness Week:  
Ideas for a GM programme: What are your plans locally?**  
(Beth Mitchell, The Greater Manchester Combined Authority)

14:15-14:55

**Deep Dive into our Falls Prevention Pathway: Manchester**  
(Bernadette O'Dowd & Nicola Rice, Manchester Foundation Trust)

14:55-15:00

**Any actions and close of the session:**  
Next meeting: Wednesday 28<sup>th</sup> August, 10:30am-12pm



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AGEING  
RESEARCH  
GROUP

MANCHESTER  
1824  
The University of Manchester

**NHS**  
Greater Manchester  
Integrated Care

#GMFallsCollaborative

#GMFallsPrevention

# Falls Prevention Awareness Week 2023

Monday 18<sup>th</sup> -Friday 22<sup>nd</sup> September

What did we deliver last year?



Day	Content	Speaker
Monday (12:00-12:20pm)	The Keep on Keep up (KOKU)-Greater Manchester Roll Out	Dr Emma Stanmore & Dr Amelia Parchment The University of Manchester
Monday (12:20-12:40pm)	Wigan Falls Strategy	Dr Christina Heaton Wrightington, Wigan & Leigh Teaching NHS Foundation Trust
Monday (12:40-1:00pm)	Remote/Hybrid approaches to Falls Prevention Interventions	Dr Helen Hawley-Hague The University of Manchester
Tuesday (12:00-12:20pm)	Digital technologies to prevent falls in people living with dementia	Dr Charlotte East-Telling The University of Manchester
Tuesday (12:20-12:40pm)	Falls Prevention Collaboration: Rochdale	Elaine Stott Active Ageing Lead Your Trust, Rochdale
Tuesday (12:40-1:00pm)	Effectiveness of dance interventions on falls prevention in older adults	Dr Kimberly Green The University of Manchester

<b>Wednesday (12:00-12:20pm)</b>	<b>Strength and Balance in Care Homes Project</b>	<b>Niall Bradley Strength and Balance Service Manager, Age UK Bolton</b>
<b>Wednesday (12:20-12:40pm)</b>	<b>Fear of Falling</b>	<b>Professor Chris Todd / Dr Jodi Ventre The University of Manchester</b>
<b>Wednesday (12:40-1:00pm)</b>	<b>FAIR games for timely Falls Prevention in people with Parkinson's</b>	<b>Dr Chesney Craig Manchester Metropolitan University</b>
<b>Thursday (12:00-12:20pm)</b>	<b>The Falls Exercise Implementation (FLEXI) Study—Emerging Insight from Greater Manchester</b>	<b>Dr Jodi Ventre The University of Manchester</b>
<b>Thursday (12:20-12:40pm)</b>	<b>Northwest Ambulance Service</b>	<b>Sara Harris Northwest Ambulance Service</b>
<b>Thursday (12:40-1:00pm)</b>	<b>Falls Prevention Project: City Wide</b>	<b>Megan Brown Manchester City Council</b>
<b>Friday (12:00-12:20pm)</b>	<b>The World Falls Guidelines</b>	<b>Professor Chris Todd The University of Manchester</b>
<b>Friday (12:20-12:40pm)</b>	<b>Medicines and Falls</b>	<b>Đula Alićehajić-Bečić Wrightington, Wigan &amp; Leigh NHS Foundation Trust</b>
<b>Friday (12:40-1:00pm)</b>	<b>Move More/GM Active initiatives: Physical Activity &amp; Long-term Health Conditions</b>	<b>Kristen Hollands Salford University</b>

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## Social Media Evaluation for GMCA:

- Press release coverage: [Wigan Today](#), The Bolton News, [Integrated Health](#) and [Talking About My Generation](#).

	Twitter	Facebook	Instagram	YouTube	Overall
Reach	12,772	757	1087	N/A	14,616
Engagement	229	13	14	N/A	256
Video views	N/A	N/A	N/A	164*	164

\*Video views related to five 'GM Falls Prevention Awareness Week: Online Lunchtime Bitesize Learning Sessions'.

- **Social Media toolkit:** More than **10 partners** used the social media toolkit and shared our content on their own social media channels.
  - **Webpage:** [www.greatermanchester-ca.gov.uk/what-we-do/ageing/greater-manchester-falls-prevention-awareness-week](http://www.greatermanchester-ca.gov.uk/what-we-do/ageing/greater-manchester-falls-prevention-awareness-week). There has been **1135 views** and around **785 users to date**.
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# Some examples of the content in the social media toolkit...



‘It’s falls prevention awareness week (Sep 18-22), and the theme is **‘moving from awareness to action’**”.

Every year more than 3 million people aged 65 years and over fall at least once.

Everyone has a role to play in raising awareness of falls in the community and health and care locations.

Follow us this week to find out more...’

**#ThinkFalls #FallsPreventionAwarenessWeek**

# Some examples of the content in the social media toolkit...

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**Professor Martin Vernon,**  
Consultant Geriatrician and  
Clinical Advisor



Some of us are much more at risk of sustaining a serious fall than others - in particular older people living with frailty or complex needs, those living alone, and those with long term health conditions.

Being ready for winter weather can make a difference. Preparing your home to make it as safe and free from trip hazards as possible, taking good care of yourself, family and neighbours.

To avoid slips, trips and falls, keep physically active where you can, seek advice early if needed, and wear good-fitting footwear with good grip both indoors and outside.

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**Sarah Hardman,**  
Home Safety Development  
Officer for Greater Manchester  
Fire and Rescue Service



As a service, we recognise the importance of raising awareness of falls and the significant risk falls pose for older people across Greater Manchester.

As part of our Home Fire Safety Assessments, we evaluate residents' mobility and if necessary, signpost them to partner agencies for prevention support.

Falls and fire risk are intrinsically linked. Both an individual's ability to escape and chances of accidentally starting a fire are impacted by their susceptibility to falls. That is why we're committed to helping at-risk individuals receive the guidance and support they need.

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I enjoy it (the strength and balance classes) a lot. I enjoy the variations for people of all abilities.

I'm nowhere near where I used to be (since the falls), but the class allows me to attempt to build back to where I once was.

The instructors are fully supportive and provide great variation in the way the class operates. Similar exercises taught in different ways can make the class more engaging and can only benefit us participants.

**John, participant of Wigan Council's Be Well programme**

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# Feedback from session attendees...

*'A good opportunity to view practice in other areas. An opportunity to link into other professionals working in this area, a chance to view ambition and plans for GM here.'*

*'I liked the fact they were short and snappy!'*

*'Great to invited to lead a session raising awareness of our work across GM and share good practice to other areas wanting to start their own project.'*

*'Maybe make a day of it, a full day convention. Every day was too much to try and get more involved. One day in advance is more easily manageable to block out the diary.'*

*'The diversity of roles and experiences.'*

*'I thought it was all fantastic and so much information was shared. Very well organised. Maybe next year offer a couple of face-to-face sessions too, which will also allow networking opportunities.'*

*'Variety of speakers, efficient delivery of content.'*

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