

# STAY ON YOUR FEET<sup>®</sup> MOVE YOUR BODY CAMPAIGN

**Falls are preventable!  
Move your body to help prevent falls.**



1 September to 30 November 2022

Partner:



Department of  
Health



Stay  
On Your  
Feet WA<sup>®</sup>





**Injury Matters aims to prevent and reduce the impact of injury within the Western Australian community.**

We work to have a positive impact on the community as a quality, sustainable organisation committed to creating safer people and places.

We raise awareness of injury prevention and recovery by providing education, advocacy, and support for those affected by the impact of injury.

Given the breadth and diversity of injury in Western Australia (WA), Injury Matters works across a range of current and emerging injury priority areas affecting the community.

This includes falls, trauma recovery, community violence, substance-related harm, and safety promotion. We influence, empower, and collaborate with people, agencies, communities, and governments for positive injury outcomes.

**Stay On Your Feet® is WA's leading falls prevention program for older adults living in the community, aiming to prevent falls and falls-related injuries among older adults.**

The program promotes how to keep active and alert through the Move Improve Remove campaigns; Move Your Body, Improve Your Health, and Remove Hazards to stay active and alert to prevent slips, trips, and falls.

Injury Matters has delivered the Stay On Your Feet® program, funded by the WA Department of Health, since 2001.

## FALLS IN WESTERN AUSTRALIA

Every 26 hours someone died due to a falls-related injury in 2018.



Every 12 minutes someone presented to the emergency department due to a falls-related injury in 2019.



Every 17 minutes someone was admitted to hospital due to a falls-related injury in 2019.



**29,350** falls-related hospitalisations in 2019.

**\$241.9 million** was paid in lost-time compensation claims in 2019 due to a workplace fall.<sup>5</sup>



**335** falls-related fatalities in 2018.



**42,457** falls-related emergency department presentations in 2019.



**Individuals aged 85+ were most impacted by falls.**

**Males experienced a higher rate of falls-related fatalities in 2018.**



In 2019 there were **28,079** falls patients attended by St John WA.



This equates to a falls-related incident requiring an ambulance every 19 minutes.<sup>3</sup>

**Females experienced a higher rate of falls-related hospitalisations and emergency department attendances in 2019.**



**The Kimberley region had the highest rate of falls-related hospitalisations in 2019.**

Move Your Body



## ABOUT THE CAMPAIGN

**Move Your Body is one part of the Move Improve Remove messaging used to encourage older adults to stay safe, independent, and prevent falls.**

The Move Your Body campaign focuses on the importance of moving your body to improve balance and posture, strengthen muscles and bones, and improve overall fitness and general well-being.

The Move Your Body campaign will run from 1 September to 30 November 2022. Campaign information and activities are available on the Stay On Your Feet® website or by signing up to the Falls Prevention eNews for health and community workers, or the News and Views eNews for older adults.

### Target Audience

The campaign is suitable for older adults living independently in the community.

### Key Messages

- Improving your strength and balance are some of the best ways to reduce your risk of having a fall
- Good balance and strength are important for healthy ageing.
- Strong legs and good balance are needed to do your everyday activities.
- Falls are preventable.

### Calls to Action

- Do strength and balance exercises for 30 minutes on most days to reduce your risk of having a fall.
- Challenge your balance daily.
- Do strength exercises you can adapt to make harder as you get stronger.
- Choose activities you enjoy to build your balance and strengthen your legs.
- Speak to a health or fitness professional about strength and balance exercises that are right for you.

## WHAT'S IN THIS TOOLKIT?

**5** ABOUT THE MOVE YOUR BODY CAMPAIGN

**6** HOW TO GET INVOLVED

**8** MEDIA, DIGITAL AND SOCIAL MEDIA TOOLS

**10** ORDER RESOURCES

**11** FALLS PREVENTION VIDEOS

**12** CONNECT WITH OTHER SERVICES

# GET INVOLVED

## Attend Trainings and Events

Stay On Your Feet® provides training and networking events that aim to increase your capacity to work in falls prevention. Keep an eye on our events page for Move Your Body trainings throughout the campaign which will be regularly updated on our website and shared via social media.

## Book in a support worker training

The Falls Prevention for Support Workers training is an introductory workshop for falls prevention and explores the knowledge and skills required to identify potential risks of falls in older adult clients and report falls risk following organisational procedures.

Host your own Move Your Body event during the months of September through to November using our below resources:

**Move Your Body  
Facilitator  
Guide**

**Move Your Body  
Event Flyer  
Template**

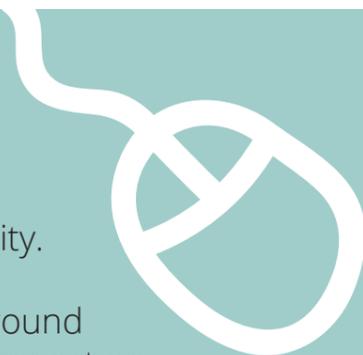
**Move Your  
Body Event  
Presentation**

## Complete the Stay On Your Feet® eLearning modules

Injury Matters has developed online learning modules to support exercise and activity coordinators in delivering falls prevention strategies with older adults living in the community.

Module One, *Introduction to Falls Prevention*, provides background knowledge of falls, age-related changes and how these can impact on older adults function, mobility and falls risk.

Injury Matters also has a *Move Your Body Online Learning Module* which allows older adults to improve their awareness and knowledge of the importance of strength and balance for healthy ageing and preventing falls. Share this module with older adults so they can learn how to prevent falls from the comfort of their own home.



## Have us at your community event

Peer educators and staff at Injury Matters are available to attend community events such as expos, fairs and open days. We can hold short presentations and host display tables across Perth, and with enough notice and availability in regional locations.

Call us on 1300 30 35 40 or email [info@stayonyourfeet.com.au](mailto:info@stayonyourfeet.com.au) to discuss your upcoming event for your community!

## Book a peer education session for your community

Injury Matters offers free Move Improve Remove, Move Your Body, Improve Your Health, and Remove Hazards presentations for community groups. Delivered by peer educators who are trained to deliver falls prevention messaging using adult learning techniques to engage older adults, these 45-minute presentations take the participants through simple steps that they can use to prevent slips, trips, and falls.

Book your free community presentation on our website!



**Move Your Body**

# MEDIA RELEASE

## Older Adults: Let's Get Moving in 2022

Injury Matters has launched the latest Stay On Your Feet® campaign, Move Your Body, to combat falls in older adults through healthy, enjoyable changes to their routines. Falls are preventable but remain a growing issue for Australia's ageing population. Falls are the leading cause of injury for people aged over 65 in WA, with 1 in 3 adults over 65 having a fall each year.<sup>1,2</sup> The Move Your Body campaign focuses on building strength and balance to prevent falls and promote healthy ageing.

REPRESENTATIVE said, "Getting and staying physically active has many benefits for our physical and mental wellbeing as we age. As part of the natural ageing process, balance and strength can decline from the age of 40, increasing your risk of a slip, trip or fall,"

"By doing strength and balance exercises for just 30 minutes on most days, you can reduce your risk of having a fall," THEY said. Older adults are encouraged to choose activities they enjoy to regularly challenge their balance and build their leg strength – these can include Tai Chi, swimming, tennis, golf, lawn bowls or even dancing. "When you enjoy an activity, you look forward to doing it. By grabbing a friend for a spot of golf or a dip in the local pool, you are not only connecting socially, but improving your physical wellbeing too," THEY said. "If you aren't sure where to start, speak to a health or fitness professional about strength and balance exercises that are right for you."

Stay On Your Feet® has a range of useful resources to help West Australians reduce their risk of falling, including an eDirectory of local exercise classes, exercise flyers and falls action plan available at [www.stayonyourfeet.com.au](http://www.stayonyourfeet.com.au). Injury Matters coordinates Stay On Your Feet® which promotes how to keep active and alert through the Move Improve Remove campaigns and prevent slips, trips and falls.

For more information visit [www.stayonyourfeet.com.au](http://www.stayonyourfeet.com.au) or call 1300 30 35 40.

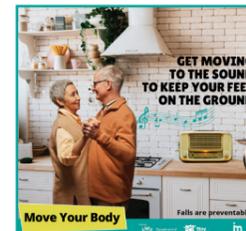
(You can ask the Stay On Your Feet® team for a photo)

Media Contact:

### REFERENCE

1. Chronic Disease Prevention Directorate. Western Australian Health Promotion Strategic Framework 2017 - 2021. (2017).
2. Bradley, C., Australian Institute of Health and Welfare & Flinders University. Trends in hospitalisations due to falls by older people, Australia: 1999-00 to 2010-11. (2013).

# SOCIAL MEDIA POSTS



Prevent a fall and move your body like Fonda, Rhonda! Making yourself stronger, keeps you on your feet longer. Do strength and balance exercises for 30 minutes on most days to reduce your risk of having a fall, with no lycra required (but we don't judge).



Challenge your balance daily to help prevent falls. The free Stay On Your Feet® eDirectory makes it easy to find a local exercise class near you. Simply visit [www.stayonyourfeet.com.au/edirectory/](http://www.stayonyourfeet.com.au/edirectory/) to get moving today!

You don't need to leave your palace to build your balance! Good balance and strength are important for healthy ageing. It's important to choose activities you enjoy to build your balance and strengthen your legs. There are exercises you can do right at home that make moving your body fun!



Speak to a health or fitness professional about strength and balance exercises that you can do at home. Falls are preventable. For more information, tips, and activities, visit

Get moving to the sound to keep your feet on the ground! Strong legs and good balance are needed to do your everyday activities, such as getting out of a chair, walking up and down stairs, pushing the shopping trolley, or even waltzing around the kitchen.

Staying physically active will help you keep your muscles and bones strong to stay healthy and independent. Falls are preventable - Move Your Body to help prevent falls. Find information, tips, and activities at [www.stayonyourfeet.com.au](http://www.stayonyourfeet.com.au) to Move Your Body today!

## eSIGNATURES



**Move Your Body**

# ORDER RESOURCES

Stay On Your Feet® resources provide easy-to-read information for staff and older adults to learn about falls prevention. Within the range of Stay On Your Feet® resources, resources have been designed for individuals with higher needs and individuals from multicultural backgrounds.

For a full list of available resources please visit our Resources page.

Physical copies of our resources can be ordered for free to any address in Western Australia. Visit Injury Matters Quickmail to place an order.

Download Move Your Body campaign resources below:



Move Your Body Brochure



Build Your Balance Flyer

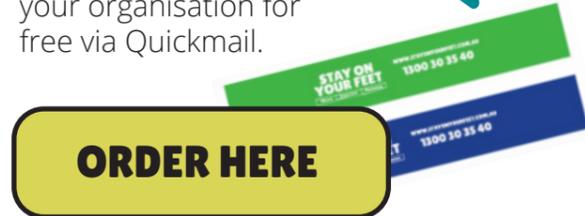


Strengthen Your Legs Flyer

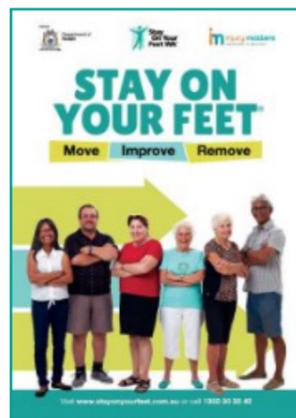


Resistance Band User Guide

You can order Stay On Your Feet® resistance bands for your organisation for free via Quickmail.



**ORDER HERE**



Move Improve Remove Booklet

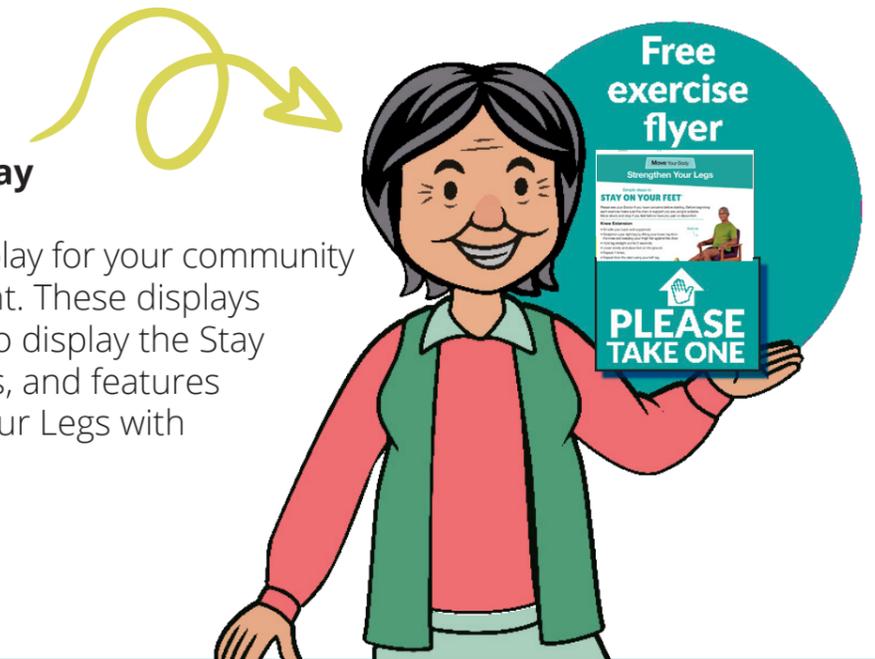


Move Improve Remove Poster

## Book a promotional display

Book a free promotional display for your community centre, waiting room or event. These displays include an A4 sized pocket to display the Stay On Your Feet® exercise flyers, and features Julie from the Strengthen Your Legs with Julie animation.

**BOOK HERE**



## VIDEOS

A variety of Stay On Your Feet® videos are available for you to share with your clients, community members, family and friends. Watch, share or add these videos to your displays or presentations.

These videos include:

- [Move Improve Remove](#)
- [Strengthen Your Legs with Julie](#)
- [Active Balance Case Study with Lesley](#)
- [Falls Prevention Case Study with Florian](#)
- [Build Your Balance](#)

Exercise-specific videos include:

- [Dive Into Swimming](#)
- [Dare to Dance](#)
- [Keep Active with Tennis](#)
- [Be Active with Bowls](#)
- [Get Swinging with Golf](#)



**Move Your Body**

## FIND A STRENGTH OR BALANCE CLASS

Add your strength and balance based activities/classes to our eDirectory, which you can also use to find and refer your older adult clients onto evidence-based exercises programs.

You can use the Stay On Your Feet® eDirectory to search for health professionals working in falls prevention or for local falls prevention programs.



[injurymatters.org.au/informationhub/edirectory/](https://injurymatters.org.au/informationhub/edirectory/)

## SIGN UP FOR THE FALLS PREVENTION ENEWSLETTER

Stay up to date with falls prevention activities around the state, new resources, events, trainings and opportunities every month.

Sign up for the Stay On Your Feet® Falls Prevention eNews.

**SIGN UP**

## Community Connect

Community Connect is a free program that removes physical barriers to being socially connected, by linking older adults living in WA, with others in the community.

When registered, each month, individuals will be randomly connected with another person in the program. People can share stories, take part in activities for passing the time, and get to know their community, all from the comfort and safety of their own home.

**SIGN UP HERE**

"It's a good system because it is putting people together who are interested in being connected."

Presently we are emailing each other and becoming cyber friends."

**Joanne**



**Move Your Body**



Injury Matters acknowledge the Whadjuk Noongar people as the traditional custodians of the land on which we live and work, and recognises Aboriginal and Torres Strait Islander peoples continuing connection to land, waters and community across Western Australia.

# Move Your Body

*see you next campaign!*

## CONNECT WITH INJURY MATTERS



[www.injurymatters.org.au](http://www.injurymatters.org.au)



(08) 6166 7688



[info@injurymatters.org.au](mailto:info@injurymatters.org.au)



PO Box 208, Leederville WA 6903



[facebook.com/InjuryMatters](https://facebook.com/InjuryMatters)



[@InjuryMatters](https://twitter.com/InjuryMatters)

Partner:



Department of  
Health



Stay  
On Your  
Feet WA<sup>®</sup>



PREVENTION TO RECOVERY