

# STAY ON YOUR FEET<sup>®</sup>

## MOVE YOUR BODY CAMPAIGN

Falls are preventable!  
Move Your Body to help prevent falls.



1 March to 31 May 2024



Department of  
Health





We're Injury Matters, Western Australia (WA)'s injury prevention and recovery specialists. Helping people recover from injuries. Or, better still, avoid them altogether.

At Injury Matters, we innovate and deliver injury prevention and recovery programs and solutions that empower people, organisations and policymakers across WA to make informed, safer choices.

Programs that keep people safer and healthier at home, work and on the go. We provide support that reduces the widespread physical, emotional, and financial impact of injuries and trauma.



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

**463 falls-related fatalities in 2020**

**INDIVIDUALS AGED 85+ WERE MOST IMPACTED**



**EVERY 19 HOURS**  
SOMEONE DIED DUE TO A FALLS-RELATED INJURY IN 2020



**FOR THE FIFTH YEAR, THE KIMBERLEY HAD THE HIGHEST RATE OF FALLS-RELATED HOSPITALISATIONS IN 2021**



**EVERY 15 MINUTES**  
SOMEONE WAS ADMITTED TO HOSPITAL DUE TO A FALLS-RELATED INJURY IN 2021

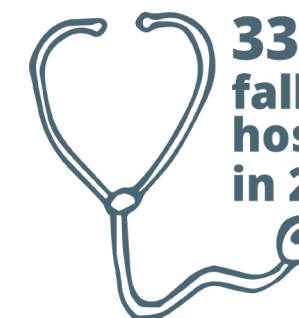


**47,644 falls-related emergency department attendances in 2021**

**MALES**  
EXPERIENCED A HIGHER RATE AND NUMBER OF FALLS-RELATED FATALITIES IN 2020



**FEMALES**  
EXPERIENCED A HIGHER NUMBER OF FALLS-RELATED HOSPITALISATIONS AND EMERGENCY DEPARTMENT ATTENDANCES IN 2021



**33,252 falls-related hospitalisations in 2021**



**EVERY 11 MINUTES**  
SOMEONE ATTENDED THE EMERGENCY DEPARTMENT DUE TO A FALLS-RELATED INJURY IN 2021

On average, individuals spent **7.7 days in hospital due to a falls-related incident** in 2021



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 March to 31 May 2024. 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 every other day to reduce your risk of having a fall.
- Make exercises more challenging as your balance improves.
- 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.

Move Your Body

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# 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 period, which will be regularly updated on our website and shared via social media.

## Book an On-Demand training

Injury Matters offers a range of Stay On Your Feet® presentations and training to community, health, fitness, or allied health professionals working with older adults that our trained staff will come out and deliver at your workplace.

- Active Balance for Falls Prevention
- Applying the Otago Falls Prevention Program in Practice
- Falls Prevention training for Support Workers

**Complete the Stay On Your Feet® eLearning modules**  
Injury Matters has developed two 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.

### Module Two

Exercise Strategies and Screening for Falls Prevention focuses on the implementation of evidence-based falls prevention exercise strategies for older adults. Move Your Body community learning module.

Visit <https://www.injurymatters.org.au/programs/stay-on-your-feet/training-and-development/elearning-modules/> to start learning today!

## 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 events.

## 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 a free community presentation on our website or call us on 1300 30 35 40!



Move Your Body

**Older Adults: Let’s Get Moving in 2024**  
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-related hospitalisations and fatalities in WA.1 Falls are of particular concern for older adults, with 1 in 3 adults over 65 having a fall each year.2  
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 every other day, 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 <https://www.injurymatters.org.au/programs/stay-on-your-feet/> or call 1300 30 35 40.

(You can ask the Stay On Your Feet® team for a photo)  
Media Contact: Ashleigh Kostecki [akostecki@injurymatters.org.au](mailto:akostecki@injurymatters.org.au) or call 1300 30 35 40.

REFERENCE

1. Sweeney, R., Menezes, S. & Meade, R. 2023 Western Australian Falls Report. (2023).
2. Lord, S. R., Ward, J. A., Williams, P. & Anstey, K. J. An epidemiological study of falls in older community-dwelling women: the Randwick falls and fractures study.



Making yourself stronger, keeps you on your feet longer. Do strength and balance exercises every other day to reduce your risk of having a fall. Make exercises more challenging as your balance improves. The free Stay On Your Feet® eDirectory makes it easy to find a local exercise class near you. Visit <https://www.injurymatters.org.au/programs/stay-on-your-feet/information-for-over-60s/strengthen-your-legs/> or call 1300 30 35 40.

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 with activities like Tai Chi helps you keep your muscles and bones strong to stay healthy and independent. Falls are preventable - Move Your Body to help prevent falls. Visit <https://www.injurymatters.org.au/programs/stay-on-your-feet/information-for-over-60s/build-your-balance/> or call 1300 30 35 40.

Good balance and strength are important for healthy ageing. It’s important to choose activities you enjoy to regularly build your balance and strengthen your legs, like golf, lawn bowls or even swimming. Speak to a health or fitness professional about strength and balance exercises that may suit you. Visit our eDirectory <https://www.injurymatters.org.au/resources/edirectory/filter/all/strength-and-balance-exercise-programs/all/> to access activities near you.

eSIGNATURES

Hold on

Stand tall

**STRONG LEGS AND GOOD BALANCE ARE NEEDED TO DO EVERYDAY ACTIVITIES**

Challenge your balance daily with simple exercises. Visit [www.injurymatters.org.au/balance](http://www.injurymatters.org.au/balance)

Single leg stand

Move Your Body

Hold on

**STRONG LEGS AND GOOD BALANCE ARE NEEDED TO DO EVERYDAY ACTIVITIES**

Do strength exercises you can adapt to make harder as you get stronger. Visit [www.injurymatters.org.au/strength](http://www.injurymatters.org.au/strength)

Raise heels

Shoulder width apart

Move Your Body



# ORDER OUR FREE RESOURCES

Stay On Your Feet® resources provide easy-to-read information for health and community workers and older adults to learn about falls prevention. The range of Stay On Your Feet® resources includes ones to support people from culturally and linguistically diverse 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:



Campaign Brochure (online resource only)



Build Your Balance Exercise Flyer



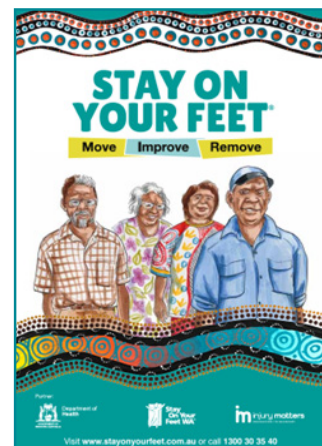
Strengthen Your Exercise Legs Flyer



Get Up Off The Floor Flyer



Move Improve Remove Booklet



Move Improve Remove Booklet for Aboriginal Peoples

# 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**

## VIDEOS

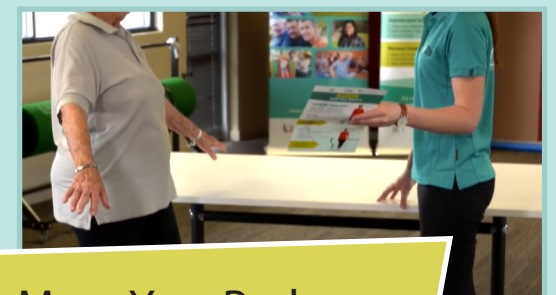
A variety of Stay On Your Feet® videos are available for you to share with your clients, community members, family and friends. Watch, share or add these videos to your displays or presentations.

These videos include:

- [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



## CONNECT WITH OTHER SERVICES

Feel confident to refer older adults to another health and community workers where appropriate. You can also refer them to community organisations for specific information and suitable programs.

To search for health professionals working in falls prevention, or for falls prevention programs, please visit the Stay On Your Feet® eDirectory.

Organisations and health professionals can also add their services and activities to the eDirectory!



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

## HOW TO STAY CONNECTED

### CONNECT.ed

CONNECT.ed is a free networking tool for everyone working within the injury prevention and community safety sector.

We understand that making new contacts isn't easy, which is why CONNECT.ed takes the first steps of building a network for health professionals in the sector. This allows people to save time, focus on the conversation and connect with a variety of peers.

By joining CONNECT.ed, individuals will be matched with a new participant every two months!

[SIGN UP HERE](#)

### Community Falls Network

The Injury Matters Community Falls Network aims to bring together a variety of health and community workers to discuss key issues and share solutions in community falls prevention. The Network meet quarterly via video conference and in person.

For more information or to join the Network, contact Injury Matters Program Delivery Lead, Suzanne Butler via 6166 7688 or [sbutler@injurymatters.org.au](mailto:sbutler@injurymatters.org.au).

## FOLLOW US ON SOCIAL MEDIA!



/stayonyourfeet

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)



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