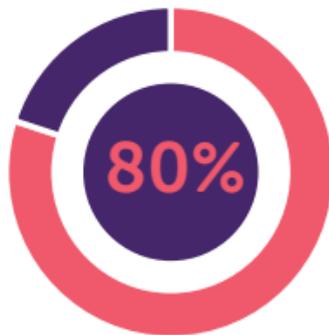
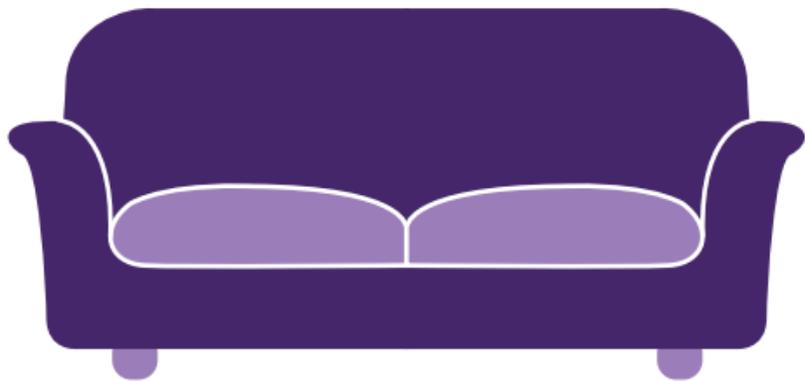
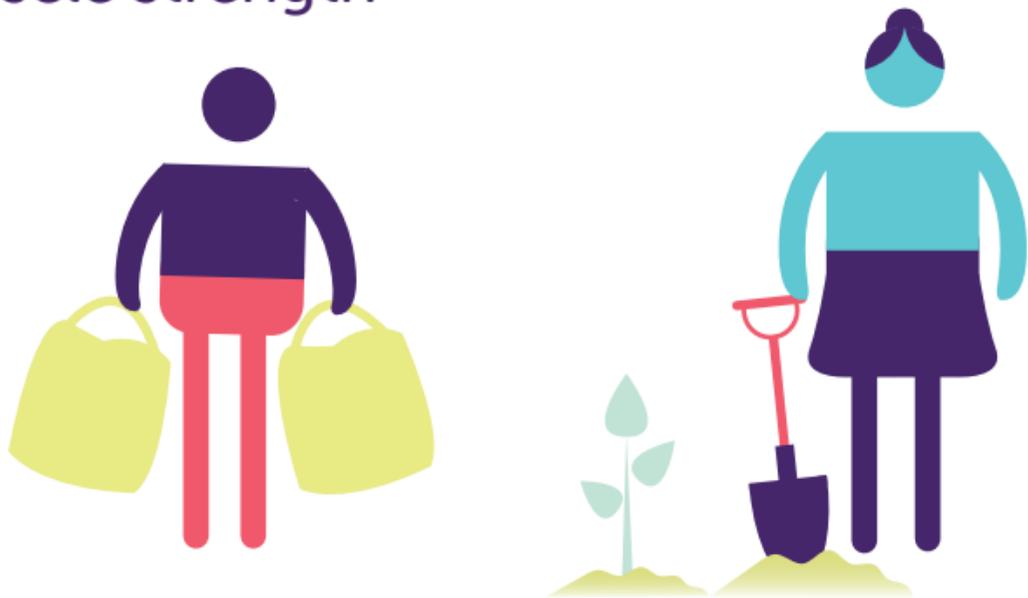


People over 60 spend up to 80% of their waking day sitting down



People over 60 spend an average of 9.4 hours a day sedentary, equating to up to 80% of their waking day. This can impact on muscle function, mobility and increase risk of falls*

Activities such as heavy gardening and carrying heavy groceries can help improve muscle strength



People in later life are at greater risk of loss of muscle mass, falls and physical decline.

Undertaking physical activities which help improve strength and balance at least two days a week can dramatically reduce these risks*

From the age of 40, adults lose 8%
of their muscle mass per decade

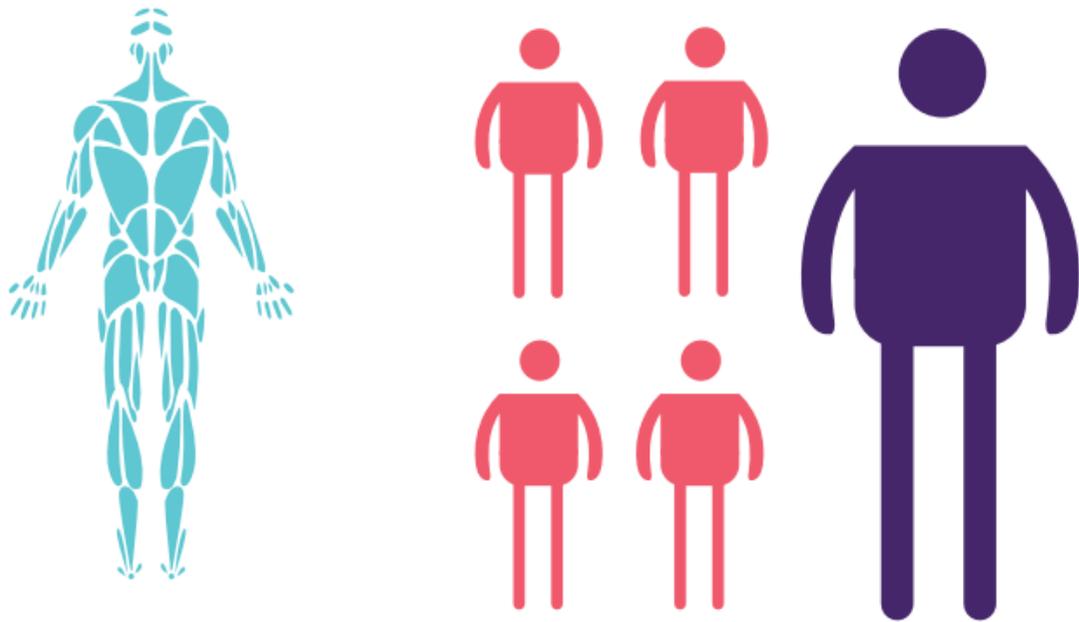


8%



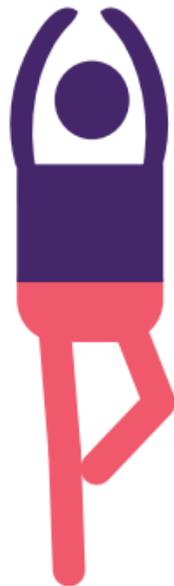
The rate of muscle mass loss
from the age of 40 is 8% per
decade – rising to 15% once
over 70 per decade*

More than 1 in 5 people aged 85 and over suffer from sarcopenia



Sarcopenia is the degenerative loss of skeletal muscle mass quality and strength associated with ageing. 21% of all adults over the age of 85 experience this*

Activities such as dancing, tai chi and yoga can help improve balance

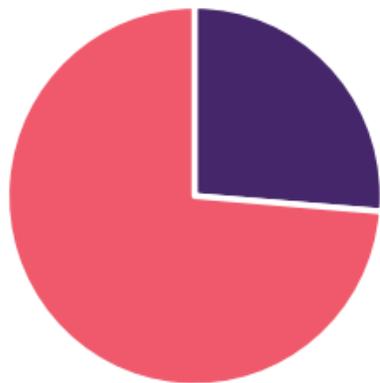


People in later life are at greater risk of loss of muscle mass, falls and physical decline.

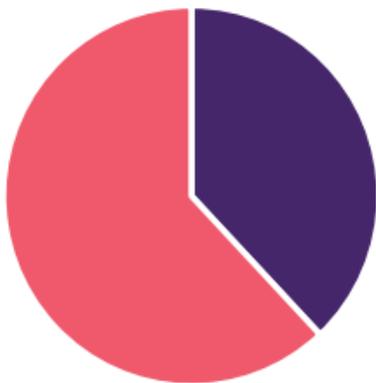
Undertaking physical activities which help improve strength and balance at least two days a week can dramatically reduce these risks*

The percentage of adults who reported a fall in the last two years

People aged 65 and over



People aged 80 and over



In the last two years, more than a quarter (26.3%) of adults over the age of 60 and nearly four in ten (38%) adults over the age of 80 reported a fall*

● Fall ● Don't fall

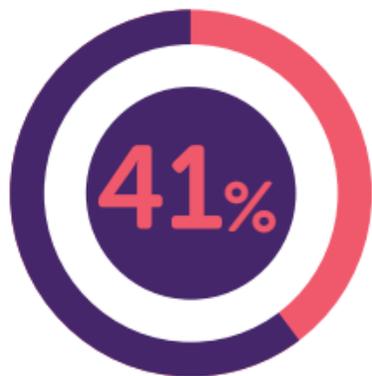
*Source: Data from Wave 7 of the English Longitudinal Study of Ageing, provided by Dr Nina Rogers, Institute of Epidemiology and Health, University College London.

Falls result in 212,000 emergency hospital admissions every year



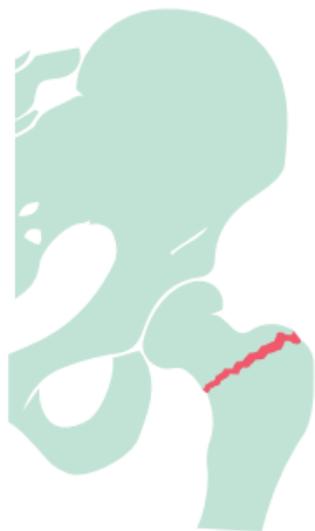
There were 212,000 falls-related emergency hospital admissions among people over 65 in England in 2015/16*

41% of people over 70 don't realise strength and balance exercises can help reduce risk of falls



Carrying out strength and balance exercises or activities two or more times a week greatly reduce people's chances of suffering a fall, yet just 41% of people over 70 are aware of this*

Hip fractures cost our health services
over £1 billion per year*



**£1
billion**

The vast majority of hip fractures (more than 95%) are caused by falling**

This results in costs of over £1 billion per year to our health services*

*Source: Leal J et al (2016), Impact of hip fracture on hospital care costs: a population-based study, Osteoporos Int. 2016 Feb;27(2):549-58

**Source: Parkkari J, et al. Majority of hip fractures occur as a result of a fall and impact on the greater trochanter of the femur: a prospective controlled hip fracture study with 206 consecutive patients. Calcif Tissue Int, 1999;65:183-7.