

‘Stronger for Longer’ Strength and Balance Campaign Toolkit Cambridgeshire

INTRODUCTION

Cambridgeshire and Peterborough Public Health Team has been working with Cambridgeshire County Council’s (CCC) Communications Team, NHS and community partners on a social marketing campaign to encourage older people (particularly women 70-79 years old) to take up strength and balance exercises twice a week to reduce their risk of falling and keep them doing the things they enjoy.

The ‘Stay Stronger for Longer’ campaign, due to launch on 1 October 2018 – International Older People’s Day - will encourage older people to join local classes or do the exercises at home as well as access information and advice on the Be Well website.

What the toolkit is for

This toolkit contains a range of key messages that can be used in different media. They include a news release, newsletter article, social media, posters and leaflet that can be shared in community newsletters, internal messages and the media.

The toolkit aims to support our partner organisations and their staff to promote these messages.

Protocol

If you receive any media enquiries about the campaign, please contact Cambridgeshire County Council communications team on communications@cambridgeshire.gov.uk.

If you would like to know more, support the campaign or request ‘super six’ leaflets please contact, Helen Tunster, Senior Partnership Manager (Falls Prevention), on helen.tunster@cambridgeshire.gov.uk

Key messages - Stats

- Research shows that group and home-based exercise programmes can reduce the rate of falls by 29 per cent and 32 per cent respectively while Tai Chi reduces the risk of falls by 28 per cent
- Falls are one of the most commonest causes of accidental injury in older people and the commonest cause of accidental death in the population aged 75 and over in the UK
- One in three people aged 65 and over will fall every year, increasing to one in two people over 80
- There were 2,600 emergency hospital admissions due to falls in people 65+ in Cambridgeshire in 2016/17 and 628 admissions in Peterborough



#StrongerForLonger



- The estimated cost of falls and fractures in Cambridgeshire and Peterborough in 2017 to health and social care was thought to be £85 million
- The population is ageing and it is expected that the number of people sustaining an injurious fall will increase too
- In 2016 the population of people aged 65 and over in Cambridgeshire and Peterborough was 119,070 and 28,590 respectively. By 2031 the number of people 65 plus in Cambridgeshire will be 176,230 (a 49 per cent increase) and 43,600 (a 51 per cent increase) in Peterborough.

Communications materials

The following toolkit comprises a number of resources that partners are encouraged to use to support the campaign and the wide dissemination of messages to older people across Cambridgeshire and Peterborough.

Supporting logos and photographs can be found in Appendix 1.

1. Website article

This article can be used for websites to promote the campaign.

Strapline for homepage link to article: “Strength and balance exercises can keep you stronger for longer.”

Stay stronger for longer! (Image – woman playing with grandchildren – Appendix 1)

We all want to continue to share our lives with loved ones as we get older, such as playing with grandchildren and socialising with friends.

Simple strength and balance exercises twice a week are a proven to keep you stronger for longer, independent and enjoying the great things in life, whether by joining a class or doing it yourself at home.

For more information on classes and activities in your area, visit

www.cambridgeshire.gov.uk/strongerforlonger

The Stronger for longer campaign has been developed by Cambridgeshire County Council working with local NHS health partners.

2. Newsletter article

The newsletter can be adapted and sent out to individuals, local communities and voluntary groups.

There is a newsletter for each of the following four areas – Huntingdonshire, Fenland, East Cambridgeshire, and Cambridge City and South.

The four versions attempt to localise the article with a relatively local case study.

Please use the newsletter with the relevant case study for your area.

a) Huntingdonshire newsletter

Strength and balance classes help local lady stay stronger for longer

A major new strength and balance campaign is launching this International Older People's day to help people in Cambridgeshire stay stronger for longer.

After breaking a bone in her back two years ago, Margaret found that normal activities were extremely difficult. However, thanks to some simple regular strength and balance exercises at Brampton Memorial Hall, she is now on the road to recovery and doing the things she enjoys again.

The 74-year-old, who lives in Brampton, is now reaping the rewards of regular exercise after signing up in January.

Margaret said: "When I first broke a bone in my back, a simple task like ironing was agony. I saw an advert in The Brampton Parish Magazine for strength and balance classes and thought I'd give them a go. As a result I am now definitely stronger, even my husband has noticed how my confidence and mobility have much improved. I can do simple tasks again that I once took for granted and also do the things I enjoy like gardening. I would certainly encourage all older people to give the strength and balance exercises a go to make sure they are getting the most out of life and stay stronger for longer."

Simple strength and balance exercises twice a week are proven to keep you stronger for longer so you can keep independent and enjoying the great things in life, whether it's playing with grandchildren, shopping, socialising with friends or gardening.

For success stories and more information on classes and activities in your area visit:

www.cambridgeshire.gov.uk/strongerforlonger

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(See Appendix 1 for the Be Well Logo)

b) Fenland newsletter

Strength and balance classes help local lady stay stronger for longer

A major new strength and balance campaign is launching this International Older People's day to help people in Cambridgeshire stay stronger for longer.

Christina Lawrence, from Wimblington, March, said the Falls Prevention service at Everyone Health in Doddington has changed her life is now able to do the things she enjoys again like walking her dog.

Christina, 73, said: "I had a few falls after my knee operation which caused it to give way regularly, I had also suffered two mini strokes which frightened me and knocked my confidence to a point where I was afraid to do the normal day-to-day activities. I was petrified of losing my independence and not being able to look after myself or my dog, so I knew I had to get some help."

Christina began a regular programme of strength and balance exercises three to four times a week after being shown how to do them by her health trainer Elliott.

"The programme overall has given me confidence, as I felt very vulnerable before I joined the programme," she said. "It has also opened doors to new activities, I have now recently just joined a Jive club and started to go swimming with a friend which I never thought I'd be able to do. My ability to be able to carry out day to day tasks has also improved. I am able to do these tasks with a lot more confidence and without being afraid to, whereas before I was even afraid to walk my dog but now I can enjoy these things a lot more."

Simple strength and balance exercises twice a week are proven to keep you stronger for longer so you can keep you independent and enjoying the great things in life, whether it's playing with grandchildren, shopping, socialising with friends or gardening.

For success stories and more information on classes in your area visit:

www.cambridgeshire.gov.uk/strongerforlonger

The Stronger for longer campaign has been developed by Cambridgeshire County Council working with local NHS health partners.

c) East Cambridgeshire newsletter

Strength and balance classes help local man stay stronger for longer

A major new strength and balance campaign is launching this International Older People's day to help people in Cambridgeshire stay stronger for longer.

Michael Brooks-Harley, from Haddenham, near Ely, is reaping the rewards of a strength and balance programme after first visiting Everyone Health's falls prevention team several months ago at Ely library.

The 82-year-old had previously suffered a number of falls at home which had affected his balance while his mobility was greatly reduced after having a heart attack last year.

But since he began a personalised exercise programme, it had made a huge difference.

"I can manage to do things for myself around the house more easily, I only use a stick when I go for long walks, and I'm no longer constantly looking down at my feet to see where I'm going," he said. "I'm feeling fitter and healthier, physically and mentally."

“The way my health trainer Callum talks to me has given me confidence in what I can do, so now I push myself more and more. I currently have the challenge of walking up a large hill each morning to fetch the newspaper for myself and my neighbour, which is a task I would have asked others to do for me six months ago.”

Simple strength and balance exercises twice a week are proven to keep you stronger for longer so you can keep independent and enjoying the great things in life, whether it's playing with grandchildren, shopping, socialising with friends or gardening.

For success stories and more information on classes and activities in your area visit:

www.cambridgeshire.gov.uk/strongerforlonger

The Stronger for longer campaign has been developed by Cambridgeshire County Council working with local NHS health partners.

d) Cambridge City and South Cambridgeshire

Strength and balance classes help local lady stay stronger for longer

A major new strength and balance campaign is launching this International Older People's day to help people in Cambridgeshire stay stronger for longer.

Jill Smith, who lives in Cambridge, started going to strength and balance classes about two years ago as part of her rehabilitation after a heart transplant.

The 66-year-old is now reaping the rewards of regular exercise and can do the things she enjoys again.

“Strength and balance classes have particularly helped me with building up strength in my arms following my heart transplant,” said Jill. “I wasn't able to use them after the operation. The exercises have helped me gradually build back up my strength and it's now easier to do things like shopping and carrying bags.

“I can do daily tasks like vacuuming and things at home that were really difficult before. I used to take for granted things like being able to get up from the floor but after my operation this was a problem. However this no longer fazes me - if I get down I know I can get up again and that's thanks to Sabrina the trainer at my strength & balance class.”

Simple strength and balance exercises twice a week are proven to keep you stronger for longer so you can keep independent and enjoying the great things in life, whether it's playing with grandchildren, shopping, socialising with friends or gardening.

For success stories and more information on classes in your area visit:

www.cambridgeshire.gov.uk/strongerforlonger

The Stronger for longer campaign has been developed by Cambridgeshire County Council working with local NHS health partners.

3) Social media

a) Facebook – launch phase from 1st October 2018

Facebook post 1: (video case study) Today we're launching Stronger for Longer, a campaign to make older people aware of strength and balance. Watch our video to find out how strength and balance classes changed local people's lives so they can keep doing the things they enjoy. <https://youtu.be/g93rqXjIA5Q>

Click on the link below to find out more about local classes and activities and to take our strength and balance challenge www.cambridgeshire.gov.uk/strongerforlonger

Facebook post 2 (animation): Today we're launching our new strength and balance campaign, Stronger for Longer. Think you can take on the balance challenge? Watch our video to find out more. <https://youtu.be/JakzeVwQW6s>

If you struggled to do the exercises, click the link below to find out more about strength and balance classes and home based activities that can keep you stronger for longer. www.cambridgeshire.gov.uk/strongerforlonger

Facebook post 3 – the super six exercises can help you keep your strength and balance (Image - super six image)

Our super six exercises can help keep you or an older loved one stronger for longer so they can keep doing the things they enjoy. You can do these in the comfort of your own home and are proven to halt and reverse the decline in muscle, bone and balance, keeping us more youthful as we move into older age and vitally reducing the chance of serious falls.

If you'd like to find out about classes and activities in your area click on the link below

www.cambridgeshire.gov.uk/strongerforlonger

b) Twitter launch phase from 1st October 2018

Tweet 1 - Today we're launching #StrongerforLonger, a campaign to make older people aware of strength and balance. Watch this video to find out how strength and balance classes changed local people's lives so they can keep doing the things they enjoy <https://youtu.be/g93rqXjIA5Q>

For classes in your area visit www.cambridgeshire.gov.uk/strongerforlonger

Tweet 2 - Think you can take on the strength and balance challenge? Follow the steps in this short video and test how well you can do! #StrongerforLonger <https://youtu.be/JakzeVwQW6s>

For classes in your area visit www.cambridgeshire.gov.uk/strongerforlonger

Tweet 3 a – (photo grandchildren – See Appendix 1) We all want to continue to share our lives with loved ones as we get older, such as playing with grandchildren. Strength and

balance exercises are a proven way to keep you enjoying the great things in life.
#StrongerforLonger

For classes in your area visit www.cambridgeshire.gov.uk/strongerforlonger

Tweet 3 b (photo shopping – See Appendix 1) We all want to continue to share our lives with friends as we get older, such as shopping with friends. Strength and balance exercises are a proven way to keep you enjoying the great things in life. #StrongerforLonger

For classes in your area visit www.cambridgeshire.gov.uk/strongerforlonger

Tweet 3 c (photo gardening – See Appendix 1) We all want to continue to do the things we enjoy in later life like gardening as we get older. Strength and balance exercises are a proven way to keep you enjoying the great things in life. #StrongerforLonger

For classes in your area visit www.cambridgeshire.gov.uk/strongerforlonger

Tweet 4 – the super six exercises can help you keep your strength and balance (photo of super six image – See Appendix 1)

Our super six exercises are proven to halt & reverse the decline in muscle, bone and balance - and can help keep you or an older loved one stronger for longer so they can keep doing the things they enjoy. To find out about classes and activities in your area visit www.cambridgeshire.gov.uk/strongerforlonger #StrongerforLonger

c) Testimony/Infographics social media

The following are testimony based social media messages.

To use the infographic, right click on the image and 'save as picture'.

Tweet / Facebook - Strength and balance exercises are a proven way to keep you enjoying the great things in life. For more information on classes in your area, visit www.cambridgeshire.gov.uk/strongerforlonger #StrongerforLonger



Tweet / Facebook - This week, we launched #StrongerforLonger, our new campaign to make older people aware of strength and balance. For more information on classes in your area, visit www.cambridgeshire.gov.uk/strongerforlonger

Tweet / Facebook - We're celebrating people like Lyn as part of the launch of our Stronger for Longer campaign. Doing simple strength and balance exercises just twice a week can help older people keep doing the things they enjoy. For more information on classes in your area, visit www.cambridgeshire.gov.uk/strongerforlonger



Tweet / Facebook - We all want to continue to do the things we enjoy in later life like gardening as we get older. Strength and balance exercises are a proven way to keep you enjoying the great things in life. Find classes in your area here www.cambridgeshire.gov.uk/strongerforlonger



Tweet / Facebook - Strength and balance classes helped to change Margaret's life so she could keep doing the thing she enjoys. Visit www.cambridgeshire.gov.uk/strongerforlonger to find out more about local classes and activities in your area to help you stay #StrongerforLonger.



d) Post 5 – further case study videos

The following social media messages should be adapted to include the video of your choice from section e) Youtube links. Insert the URL of your choice and the name of the person in the video as directed.

Facebook - We've launched Stronger for Longer, a new campaign to make older people aware of strength and balance. Watch this video to find out how strength and balance classes changed INSERT NAME life so she/ he could keep doing the thing she/ he enjoys. INSERT URL HERE

For classes in your area visit www.cambridgeshire.gov.uk/strongerforlonger

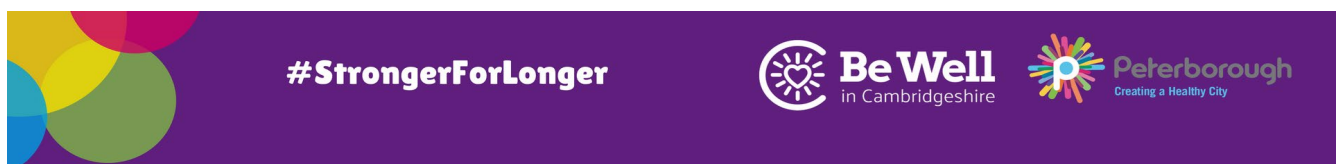
Twitter – Our new #StrongerforLonger campaign aims to make older people aware of strength and balance. Watch this video to find out how strength and balance classes changed INSERT NAME life so she/ he could keep doing the thing she/ he enjoys. INSERT URL HERE

For classes in your area visit www.cambridgeshire.gov.uk/strongerforlonger

e) Youtube links

The following are animations and videos of people who have benefitted from doing strength and balance exercises.

They could be used on websites or as twitter moments.



Animation: <https://youtu.be/JakzeVwQW6s>
Long Video: <https://youtu.be/g93rqXjlA5Q>
Lyn Twitter moment: <https://youtu.be/wmVCQMUMUM>
Jill Twitter moment: <https://youtu.be/PXAseqGNs5M>
David Twitter Moment: <https://youtu.be/sWPs6lzBYpw>
Classes Video: https://youtu.be/mTY_EemzDo0
Margaret case study: <https://youtu.be/eykzeap7GHI>
Jill case study: <https://youtu.be/w-ZItLKlhXQ>

4) Internal briefings for blogs and emails

To be sent out to frontline staff and health practitioners.

a) Before the campaign

Cambridgeshire County Council's (CCC) Public Health Directorate has been working with CCC Communications Team, NHS and community partners on a social marketing campaign to encourage older people (particularly women 70-79 years old) to take up strength and balance exercises twice a week to reduce their risk of falling and keep them doing the things they enjoy.

The 'Stay Stronger for Longer' campaign, due to launch on 1 October 2018 – International Older People's Day, will encourage older people to join local classes or do exercises at home as well as access information and advice on the Be Well website. A communications toolkit including a news release, newsletter article, social media, posters and leaflet is in development and will be circulated in early September.

Please contact Helen on helen.tunster@cambridgeshire.gov.uk if you would like to know more or support the campaign.

b) Launch day

Today – International Older People's Day - sees the launch of 'Stronger for longer', a campaign encourage older people (particularly women 70-79 years old) to take up strength and balance exercises twice a week to reduce their risk of falling and keep them doing the things they enjoy.

Cambridgeshire County Council's (CCC) Public Health Directorate has been working with CCC Communications Team, NHS and community partners on the campaign, which involve a communications toolkit including a news release, newsletter article, social media, posters and leaflet.

The campaign encourages older people to join local classes or do exercises at home as well as access information and advice on the Be Well website (link).

Please contact Helen on helen.tunster@cambridgeshire.gov.uk if you would like to know more or support the campaign.

c) Email for frontline staff

Dear colleagues

Today – International Older People's Day - sees the launch of 'Stronger for longer', a campaign to encourage older people (particularly women 70-79 years old) to take up strength and balance exercises twice a week to reduce their risk of falling and keep them doing the things they enjoy.

We would like you to promote this campaign to service users and encourage them to take up strength and balance activities. In particular we would like you to promote:

- Our stronger for longer challenge leaflet – which suggests simple exercises to do in the home. We will be sending you these shortly
- Strength and balance classes. These are designed to be friendly, fun and social and details of them can be found at www.cambridgeshire.gov.uk/strongerforlonger

These activities can help keep people as they get older independent, health and enjoying the great things in life. Cambridgeshire County Council's (CCC) Public Health Directorate has been working with CCC Communications Team, NHS and community partners have been working closely on the campaign, which involve a communications toolkit including a news release, newsletter article, social media, posters and leaflet.

For more information, please contact Helen on helen.tunster@cambridgeshire.gov.uk

d) Key messages for frontline staff

The following can be used by frontline staff to have a conversation with service users/patients:

- **Ask** – Have you had a fall or felt increasingly unsteady in the last year?
- **Advise** – Doing strength and balance exercises at least twice a week are proven to keep you steady and stronger for longer and doing the things you enjoy
- **Act** – Offer the 'super six' leaflet and encourage them to try the 'strength and balance' challenges and do the super six exercises at least twice a week

5) Campaign posters

Electronic versions of these posters are available from
helen.tunster@cambridgeshire.gov.uk




6) 'Super six' leaflets

Hard copies of the snapfax leaflet are available from helen.tunster@cambridgeshire.gov.uk



STAY STRONGER FOR LONGER

TAKE THE STRENGTH AND BALANCE CHALLENGE



BALANCE CHALLENGE
One Leg Stand

- Find a safe place - close to a chair or wall for support if needed
- Stand tall with your arms by your sides
- Take one foot off the floor and start counting

Stop when you:

- Count to 30
- Need to put your foot down
- Need to grab a support
- Need to brace one leg against the other


STRENGTH CHALLENGE
Sit to Stand

- Sit tall near the front of the chair
- Place your feet slightly back and hip width apart
- Stand up and sit back down as many times as you can in 30 seconds without using your arms to help

Stop when you:

- Reach 30 seconds
- Need to

You can rest as many times as you need



How did you do?

Balance Challenge: Did you manage to keep your balance for 30 seconds?

Strength Challenge: How many times did you manage to stand and sit in 30 seconds?

The average number of sit to stands is approximately 17 times for a 60 year old, 15 times for a 70 year old and 11 times for an 80 year old.

As we get older, our balance and muscle strength can slowly decline without us noticing. As a result, we can find it harder to keep our balance if we trip or slip and everyday activities become more challenging.

How to improve your strength and balance

Six simple exercises - doing the super six exercises overleaf, three or more times a week can help you stay steady and stronger for longer so you can keep doing the things you enjoy.

Simple steps to stay steady

Falls are not an inevitable part of getting older - there are simple steps you can take to reduce your chance of falling and keep you up and about.

- Stay active
- Manage your medicines
- Regular eye checks


- Look after your feet
- Eat well
- Have a 'get off the floor plan'

- Create a safer home
- Consider taking Vitamin D
- Tell someone if you fall

Further information

If you are aged 65+ years and have had a fall in the last year and would like further advice about what you can do to reduce your chances of falling in future, contact Everyone Health (Cambridgeshire) on 0333 005 0093 or Solutions4Health (Peterborough) on 01733 894 540.

Or visit the Cambridgeshire and Peterborough NHS Foundation Trust (CPFT) Falls Prevention section at: <http://www.cpft.nhs.uk/falls.htm>



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To help you to stay steady, try doing the 'super six' three times a week, in addition to a daily walk.

SAFETY CHECK:

- Use a sturdy and stable chair or something solid like a worktop for support.
- Wear supportive shoes and comfortable clothes.
- If any exercise causes pain in your joints or muscles **stop** check you are doing it correctly, and try it again.
- If pain persists, seek advice from a physiotherapist.
- Feeling your muscles work or a slight muscle soreness the next day is normal.
- If you experience chest pain, severe shortness of breath or dizziness **STOP IMMEDIATELY** and contact your GP or call 111 if your GP practice is closed.
- Try not to hold your breath - breathe normally throughout.

Community classes

The super six exercises can be done alongside fun and sociable Strength & Balance classes. If you are interested and live in:

- **Huntingdonshire** - contact One Leisure for more information on 01480 388111
- **Anywhere in the rest of Cambridgeshire** - contact Forever Active on 07432 490105.
- **Peterborough** - contact Vvacity on 01733 864764.

For more information and to hear how strength and balance exercises have helped others, visit: www.cambridgeshire.gov.uk/strongerforlonger or www.healthypeterborough.org.uk/



How can I make it more challenging?
When you can do this with ease, try using your arms less, and work towards not using them at all.

1 SIT TO STAND

Sit up tall near the front of your chair. Place your feet slightly back and hip width apart. Lean forward slightly and stand up - using your hands on the chair if needed. Stand tall then step back until your legs touch the chair. Slowly as you can lower your bottom back into the chair - using your hands on the chair if needed. **Repeat 10 times.** This will strengthen the muscles in your thighs and bottom.



How can I make it more challenging?
Try to use your support less.

3 TOE RAISES

Stand tall with your feet hip width apart. Hold your support if needed. Slowly lift the front of your foot so that the weight is back in your heels. Try not to stick your bottom out. Aim to lift for a slow count of 3 and lower for a slow count of 5. **Repeat 10 times.** This will help to strengthen your ankles and shin muscles.



How can I make it more challenging?
Try walking backwards.

5 HEEL TOE WALKING

Stand tall side on to your support. Walk 10 steps forward placing one foot directly in front of the other so that your feet form a straight line. Look ahead and aim for a slow steady walking action. Only hold on if you need to. Take your feet back to hip width apart before turning and slowly turn towards your support. **Repeat the steps in the other direction.** This will help to strengthen your ankles and improve balance.



How can I make it more challenging?
Try to use your support less.

2 HEEL RAISES

Stand tall with your feet hip width apart. Hold your support if needed. Slowly lift up your heels, keeping the weight over your big toes. Try not to lock your knees. Aim to lift for a slow count of 3 and lower for a slow count of 5. **Repeat 10 times.** This will help to strengthen your ankles.



How can I make it more challenging?
Try to use your support less and hold the position for longer.

4 HEEL TOE STAND

Stand tall with your feet hip width apart. Hold your support if needed. Place one foot in front of the other so that your feet form a straight line. Look ahead and balance for 10 seconds - without holding on if possible. Take your feet back to hip width apart. Repeat with the other foot in front. **Repeat twice on each foot.** This will help to strengthen your ankles and improve balance.



How can I make it more challenging?
Try to use your support less and hold position for longer.

6 ONE LEG STAND

Stand close to your support and hold on. Balance on one leg, keeping your supporting leg straight but your knee soft. Stand tall and look ahead. Hold for 10 seconds. **Repeat with the other leg. Repeat twice on each foot.** This will help to strengthen your ankles and legs and improve balance.



#StrongerForLonger

Be Well
in Cambridgeshire

Peterborough
Creating a Healthy City

Appendix 1 – Logos and photographs

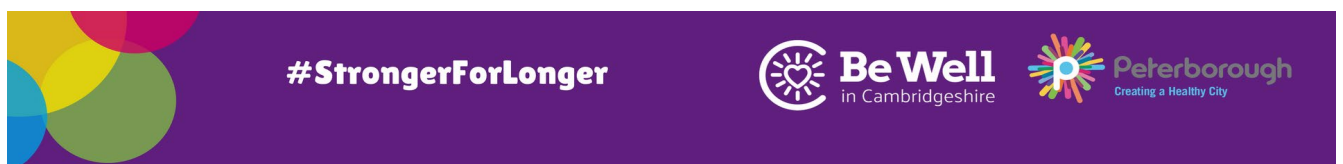
a) Be Well Logo



b) Campaign photographs



c) 'Super six' logo



Appendix 2 – banners

a) email



b) Twitter



c) Facebook

