



Department of
Health



Stay
On Your
Feet WA®

No Falls November 2024

Communication templates

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Communication templates

The following communication templates have been prepared by the Older Person Health Network to support health professionals in promoting the No Falls November campaign. The templates are for health professionals to use and adapt to suit the needs of their setting, colleagues and consumers.

Newsletter article templates

Beginning of the campaign – mid October

Title	No Falls November
Text	<p>Did you know that:</p> <ul style="list-style-type: none">• From 2019 – 20, falls made up 77 per cent of all injury hospitalisations and 71 per cent of injury deaths of adults aged 65 and over.• The average length of hospital stays for older Australians hospitalised for a fall is 9.5 days.• Falls can occur due to personal or environmental risk factors and are more likely to be caused by multiple factors. <p>The good news is that falls can be prevented, and there are a range of actions that health staff and consumers can do to reduce the incidence of falls.</p> <p>Health staff play an important role in promoting falls prevention. Throughout the month of November, WA Health staff are encouraged to promote the Stay On Your Feet® falls prevention message amongst older consumers, as part of No Falls November.</p> <p>A suite of resources for No Falls November is now available on the Department of Health's website. These resources include activities for staff and consumers, as well as a range of educational materials and links.</p> <p>For more information about the Stay On Your Feet® falls prevention message and No Falls November, contact the Health Networks Clinical Engagement Team via HealthPolicy@health.wa.gov.au or talk to your falls specialist team.</p>

Start of campaign – late October

Title	No Falls November
Text	<p>Did you know that:</p> <ul style="list-style-type: none">• From 2019 – 20, falls made up 77 per cent of all injury hospitalisations and 71 per cent of injury deaths of adults aged 65 and over.• The average length of hospital stays for older Australians hospitalised for a fall is 9.5 days.• Falls can occur due to personal or environmental risk factors and are more likely to be caused by multiple factors. <p>The good news is that falls can be prevented, and there are a range of actions that health staff, residential aged care home (RACH) staff and consumers can do to reduce the likelihood of falls.</p> <p>Throughout the month of November, the No Falls November campaign will be running in WA Health. This is an extension of last year's No Falls November campaign and will focus on all aspects of falls prevention.</p> <p>Health professionals play an important role in promoting falls prevention. Throughout the month of November, WA Health staff are encouraged to promote the Stay On Your Feet® falls prevention message amongst older consumers, as part of No Falls November.</p> <p>Private hospitals and RACHs are invited to participate in No Falls November and promote falls prevention throughout November.</p> <p>The campaign will cover the following areas of falls prevention:</p> <ul style="list-style-type: none">• exercise and mobility• education• postural (orthostatic) hypotension (changes in blood pressure)• incontinence• cognitive impairment. <p>There are a range of actions and activities health staff, RACH staff and consumers can do to help reduce the likelihood of falls. A suite of resources for No Falls November is now available on the Department of Health's website. These resources include activities for staff and consumers, as well as a range of educational materials and links.</p> <p>The campaign was developed by the WA Health Clinical Falls Health Promotion Working Group that consists of Health Service Providers and Department of Health representatives.</p> <p>For more information about the Stay On Your Feet® falls prevention message and No Falls November, contact the Health Networks Clinical Engagement Team via HealthPolicy@health.wa.gov.au or talk to your falls specialist team.</p>

Email to colleagues notifying them that the website is live

Title	No Falls November resources now available
Text	<p>Dear colleagues,</p> <p>We are pleased to announce that the 2024 No Falls November campaign will begin next week. Information and resources are now live on the Department of Health's website.</p> <p>As mentioned in our previous correspondence, No Falls November aims to raise awareness of falls prevention by addressing a range of risk factors that contribute to increased falls incidents.</p> <p>We will be continuing to promote the campaign through our communication channels to increase its uptake and success. As such, we encourage you to circulate the No Falls November resources and webpage with your networks and professional teams.</p> <p>There are a range of resources available, including brochures, flyers, and links. Please use the resources you find most appropriate for your clinical or residential aged care home (RACH) setting.</p> <p>We also encourage you to use the Stay On Your Feet® style guide and templates to create your own No Falls November resources that best suit your ward or RACH. The style guide and resource templates can be found here.</p> <p>If you have any feedback or queries, please contact HealthPolicy@health.wa.gov.au.</p> <p>Kind regards, Older Person Health Network</p>

Social media post template

Title	N/A
Text	<p>No Falls November is a campaign running for the duration of November, targeting falls prevention with consumers.</p> <p>Falls can occur due to personal or environmental risk factors and the good news is that falls can be prevented.</p> <p>No Falls November reminds us of the actions we can take to prevent falls in hospital or residential aged care homes.</p> <p>For more information, talk to your Falls Prevention team and access the resources online.</p>

