



Department of
Health



No Falls November

Health professional pack



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Introduction

Welcome to No Falls November, promoting falls prevention and safety in hospitals and residential aged care homes.

The No Falls November health professional pack is your go-to-guide for promoting No Falls November in your healthcare setting. The health professional pack provides you with campaign background, useful information on the campaign, and links to posters, consumer resources and other activities.

On behalf of the Department of Health, the Older Person Health Network (OPHN) would like to thank you for your participation in No Falls November. It takes a system-wide approach to raise awareness and change culture around falls prevention and management for our consumers.

Campaign background

You may know that:

- 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.

Following on from the success of the 2023 No Falls November and 2024 Move It May! campaigns, the WA Health Clinical Falls Health Promotion Working Group have created a No Falls November campaign for 2024.

The campaign aims to build on previous activities and continue awareness raising efforts surrounding falls in hospitals and residential aged care homes (RACHs). It will focus on a variety of factors that contribute to increased falls incidents.

The campaign aligns with the Stay On Your Feet WA® messaging and branding. Stay On Your Feet® is a state-wide falls prevention program that aims to promote healthy, active ageing in WA to reduce falls and fall-related injuries among older people.

Campaign setting

The focus setting for No Falls November is the clinical setting – hospital wards and RACHs. For all at home and in community advice and information, we direct consumers to a dedicated service, www.stayonyourfeet.com.au, hosted by Injury Matters. Injury Matters is a not-for profit organisation supported by the Department of Health to deliver the Stay On Your Feet WA® program in the community. There is a comprehensive suite of resources available on this site for consumers.

Resource creation

On behalf of the OPHN, the WA Health Clinical Falls Health Promotion Working Group together with the Department of Health have developed a series of resources available for all health professionals to use. The resources are outlined within the pack.

We also support health professionals to create setting specific resources where required. The No Falls November campaign is part of the Stay On Your Feet WA[®] program and the brand and visual look provides a consistent message and approach between the clinical and community settings. Therefore, the Stay On Your Feet WA[®] style guide and templates are available to enable easy adoption and implementation. If you need to create your own resources for No Falls November, please utilise the Stay On Your Feet WA[®] style guide. Simply, request a copy of the style guide and templates via email to: healthpolicy@health.wa.gov.au.

Campaign timing

The campaign will be promoted by the OPHN and the Department of Health for the month of November. We acknowledge that running activities for the full month is very labour intensive, so we encourage settings to pick a program that suites you. You can plan your No Falls November awareness campaign over a dedicated week, or one day each week, or for the entire month – whatever works for your setting and resourcing.

How to use this resource

There are themes for each day of the week, and each theme represents different risk factors for falls:

- Move it Monday (deconditioning)
- Teach back Tuesday (lack of education and awareness)
- Wobbly Wednesday (postural (orthostatic) hypotension)
- Tinkle Thursday (incontinence)
- Forget Me Not Friday (cognitive impairment)

In the pack there is a health professional information sheet for each day. The [appendix section](#) of this document contains additional resources for use in your healthcare setting. In addition, there are consumer resources for printing on the [Department of Health website](#).

Need support?

If you have any queries or need any support running No Falls November in your setting, or utilising the Stay On Your Feet WA[®] style guide and associated templates, please do not hesitate to contact the OPHN team at healthpolicy@health.wa.gov.au.

Move it Monday

What is physical activity?

Physical activity is any bodily movement produced by muscles that requires energy expenditure. It involves movement during formal exercise, leisure time and for transport to get to and from places.

Why is physical activity important for older adults?

- Active older adults have lower rates of mortality, coronary heart disease, high blood pressure, type 2 diabetes and some cancers. They also have better fitness, body composition and cardiovascular health.
- Exercise can reduce falls by up to 23 per cent, lowering the risk of fall-related injuries.
- Balance and strength exercises at least 3 times a week can help reduce falls and fall-related injuries in older adults.
- Higher physical activity levels can improve bone health, which can help prevent osteoporosis and enhance bone density.
- Regular physical activity reduces the risk of age-related physical function decline in older adults.
- Daily movement recommendations are included in the [Australian Physical Activity and Sedentary Behaviour Guidelines](#)

Benefits of physical activity

Regular physical activity reduces older adults' risk of:

- hip fractures by up to 68 per cent
- type 2 diabetes by up to 40 per cent
- dementia by 30 per cent
- cardiovascular diseases by up to 35 per cent
- breast cancer by 20 per cent
- colon cancer by 30 per cent
- depression by up to 30 per cent
- all cause mortality by 30 per cent.



Best practice tips

- **Consult a professional:** Encourage consumers to consult a health professional before commencing exercise.
- **Stay informed:** Stay updated on the latest research and recommendations for physical activity for older adults.
- **Education and behaviour change:** Education and promoting long-term change can lead to increased physical activity for consumers (e.g., goal setting, self-monitoring and providing feedback).

Physical activity in hospital

- Daily mobilisation to help prevent deconditioning and falls.
- Maintain clear pathways for consumers to move.
- Encourage consumers to mobilise to and from the bathroom.
- Encourage consumers to transfer and sit out for meals.
- Encourage consumers to walk around the facility, try chair exercises or do some gentle stretching.
- Where relevant, consider referring the consumer to an inpatient physiotherapist for a mobility review, gait aid (if required) and an individualised exercise program.
- Educate consumers on the importance of 'moving' and relate this to their goals.
- **To prepare for discharge:** recommend consumers access the Injury Matters Stay On Your Feet® WA community focused resources, and if available, consider a referral to an outpatient physiotherapist, exercise physiologist or personal trainer/local gym for an individualised exercise program.

More information

- Stay On Your Feet: www.injurymatters.org.au/programs/stay-on-your-feet/information-for-health-and-community-workers/
- Safe Exercise At Home: www.safeexerciseathome.org.au/for-health-professionals

Literature and articles

- Australian Physical Activity and Sedentary Behaviour Guidelines (2021): [Physical activity and exercise guidelines for all Australians | Australian Government Department of Health and Aged Care](https://www.health.gov.au/resources/publications/physical-activity-and-exercise-guidelines-for-all-australians)
- Journal article on behaviour change interventions to increase physical activity in hospitalised patients (Taylor et al., 2022): pubmed.ncbi.nlm.nih.gov/34304267/



Teach back Tuesday

What is teach back?

Teach back is a communication tool that is used to check a person's understanding. It aims to be simple, yet effective. The key concepts of teach back are:

- Check the person's baseline understanding.
- Use simple terms to explain or demonstrate. Consider learning styles and resources that aid in communication.
- Check their understanding. Ask the person to repeat back in their own words using open ended questions. Avoid 'yes/no' questions.
- Clarify. Identify and re-explain any misunderstandings. Consider a different approach. Teach back is not a 'one size fits all' approach.
- Re-check and re-clarify. Repeat until no misunderstandings.
- Close the loop. Once all misunderstandings are clarified, ask the person to repeat everything back in their own words.
- Break things down into short statements and avoid medical jargon.

Why is teach back important for falls education?

Teach back is important to ensure the consumer has understood the information provided. Consumer understanding is key to preventing falls. To help you with teach back, please see [Appendix 3](#).



Wobbly Wednesday

What is postural (orthostatic) hypotension?

Postural (orthostatic) hypotension is when the blood pressure (BP) drops after a change in position, such as from lying to sitting, or sitting to standing.

It is defined by a drop:

- a. in systolic BP of 20mmHg or more (with or without symptoms).
- b. to below 90mmHg on standing even if the drop is less than 20mmHg (with or without symptoms).
- c. in diastolic BP of 10mmHg with symptoms (although clinically much less significant than a drop in systolic BP).

All BP deficits should be reported to a health professional and their recommendations followed in care planning.

Symptoms the consumer might experience

- feeling dizzy or lightheaded, especially when moving from lying or sitting to standing
- feeling faint or fainting
- blurry or tunnel vision
- feeling nauseated, hot or clammy
- falls or gait imbalances
- mild momentary confusion
- unexplained syncope.

Consumers might experience symptoms

- when they stand or sit up suddenly
- in the morning when blood pressure is naturally lower
- after a large meal or alcohol
- during exercise
- when they strain on the toilet
- when they're unwell.



Potential causes or contributing factors

- hypertension
- some medical conditions such as diabetes
- some cardiac conditions, including postural tachycardia syndrome
- some medications such as diuretics, antidepressants or antihypertensives
- neurological conditions such as Parkinson's disease and some types of dementia
- dehydration
- anaemia
- frailty
- excessive alcohol consumption
- prolonged bed rest or inactivity.

Taking a lying and standing blood pressure

A lying and standing BP should be taken if the consumer is:

- over 65 years of age
- has a medical condition or takes medication that may contribute to postural (orthostatic) hypotension
- complains of or exhibits any of the above symptoms or risks have been identified during a falls risk screening.

The consumer's falls risk screen, risk identification and interventions required must also be reviewed and updated.

Below are the steps on taking a lying and standing BP:

1. Identify if you are going to need assistance to stand the consumer and simultaneously measure the BP.
2. It is preferable to use a manual sphygmomanometer.
3. Explain the procedure to the consumer.
4. The first BP recording should be taken after the consumer has been lying down for at least 5 minutes.
5. The second BP recording should be taken at one minute of the consumer standing.
6. The third BP recording should be taken at 3 minutes of the consumer standing.
7. Document these results and inform medical officers if there is any deficit and/or if the consumer complained of symptoms and symptoms were observed.

Non-pharmacological treatment

- review and update the falls risk assessment and interventions
- review medications
- tilt the head of the bed up during the night, approximately 10 to 20 degrees
- encourage the consumer to:
 - sit first when going from a supine to a standing position
 - do isometric exercises before going from a supine to a standing position (e.g., lift alternate legs up and down, then move feet up and down)
 - do physical counter-manoevres when upright, such as marching on the spot, standing on tiptoes or muscle tensing
 - avoid situations that trigger symptoms, such as standing for long periods
 - wear full-length elastic stockings
 - eat frequent, small meals
 - increase salt intake (on medical advice only)
 - drink 2 litres of water a day (on medical advice only)
 - make lifestyle modifications, such as reducing alcohol consumption
 - wear full-length elastic stockings.



Tinkle Thursday

Incontinence and falls

- Urinary incontinence is a risk factor for falls.
- One in 14 Australians over the age 65 and one in 4 over the age of 85 experience severe incontinence – either bowel, urinary or both.

Bowel or bladder control problems

Urinary incontinence and continence problems may include:

- stress incontinence
- urge incontinence
- nocturia (more frequent urination at night)
- overflow incontinence
- function incontinence
- prolapse.

Bowel problems have many causes and may result in:

- faecal incontinence
- constipation
- diarrhoea.

Strategies for health professionals to reduce risk of falling for consumers

- Locate consumers at risk near the toilet.
- Complete a comprehensive continence and bowel assessment.
- Check post void residuals if you have access.
- Encourage consumers to:
 - use the call bell when needing to access the toilet
 - reduce their caffeine and alcohol consumption – these can upset the bladder
 - increase their fruit and vegetable consumption to prevent constipation.
- Develop a toileting program with the consumer.
- Make sure consumers know where the toilets are and encourage them not rush.
- Refer the consumer to a continence service.

Strategies for consumers to reduce their risk of falling

Recommend to consumers that they:

- Talk to their primary care health professional.
- Reduce how much caffeine and alcohol they drink as these can upset the bladder.
- Eat plenty of vegetables and fruits to prevent constipation. Straining can weaken pelvic floor muscles.
- Use a urinal or commode by the bed at night.
- Light the path to the toilet.
- Rest with legs up for an hour in the afternoon or evening.
- Remove clutter from the pathway to the toilet to reduce tripping.
- Be aware of where the toilets are and do not rush to the toilet.

More information

- Continence Foundation of Australia: www.continence.org.au/
- Healthy WA: www.healthywa.wa.gov.au/

Literature and articles

- Australian Institute of Health and Welfare report (2013): www.aihw.gov.au/reports/disability/incontinence-in-australia/summary



Forget Me Not Friday

What is cognitive impairment?

Cognitive impairment describes difficulties in one or more areas of cognition, including memory, thinking, orientation, comprehension, calculation, learning capacity, language and judgement.

Symptoms

- trouble making good decisions
- memory loss affecting daily activities
- problems with abstract thinking
- problems with language, such as forgetting words or word replacement
- loss of initiative or starting things
- changes in personality
- disorientation to time and place
- changes in mood or behaviour.

Causes

- being in unfamiliar surroundings
- during or after an infection
- when experiencing severe pain
- not drinking enough fluids (dehydration) or not getting adequate nutrition
- constipation or urine retention
- taking certain medications, including 'over the counter' medications
- withdrawal from medication, alcohol or other substances.

Who is at risk?

Consumers might be at increased risk of cognitive impairment because of the following:

- being aged 65 or over
- severe illness
- recent surgery
- history of delirium, dementia or depression
- hearing or visual impairment
- alcohol or sedative use
- taking several medications.



What can health professionals do?

- Ask the consumer if they have had any changes to their thinking or memory.
- If the consumer has a pre-existing condition such as dementia, sharing their daily routine can improve comfort and assist in reducing distress.
- Refer to [Appendix 1](#) (Forget Me Not Friday poster) for additional recommendations.

How can family and carers help?

They can bring in for the consumer:

- well fitting, non-slip shoes or slippers
- any usual glasses or hearing aids (and spare batteries)
- any usual walking aids, as requested
- nightwear that's above ankle length
- personal items, such as photographs and personal clothing.

More information

- Caring for Cognitive Impairment: cognitivecare.gov.au/
- Dementia Support Australia: www.dementia.com.au/
- Dementia Training Australia: dta.com.au/



Appendices

Appendix 1: Posters

A series of posters have been created for you to use. These are all available to access as PDFs on the campaign webpage.

Events schedule



The banner features the Department of Health logo and the 'Stay On Your Feet WA' logo. The text reads: 'No Falls November' in large white letters, followed by 'No Falls November aims to prevent falls in hospitals and residential aged care. There are themes for each day of the week. You can plan your No Falls November campaign over a week or a month.'

Move it Monday

Falls can be prevented, and it all starts with Move it Monday! Let's build strength and balance to keep everyone steady on their feet.



Teach back Tuesday

Education is key to having a great understanding of preventing falls. Teaching people to teach others helps us all.



Wobbly Wednesday

Today is a day to raise awareness about dizziness and take steps to keep our patients and residents steady and safe.



Tinkle Thursday

This day focuses on managing incontinence and how this can reduce the risk of falls and promote wellbeing.



Forget Me Not Friday

People with delirium and dementia are at greater risk of falling. We can make a difference in the lives of those living with cognitive impairment.



For more information and to get involved contact healthpolicy@health.wa.gov.au

Playlist



Department of Health



Stay On Your Feet WA

No Falls November playlist

How music and dancing can help reduce falls.

Why is physical activity important?

- helps improve older adults overall strength, balance and wellbeing
- can help reduce falls and lower the risk of fall-related injuries.

Why dancing?

- encourages people to be more active while having fun
- helps improve balance, coordination, strength and cardiovascular health.

How can you use this playlist?

- In your classes with adults. To find the playlist, open Spotify in your phone, click on 'Search', then click on the camera icon and scan the Spotify code below.



- You can also add song suggestions by scanning the QR code below.



For more information and to get involved contact healthpolicy@health.wa.gov.au

Tinkle Thursday

(Resource for health professionals – available within the Consumer Resources PDF)



Department of Health
Stay On Your Feet WA

No Falls November

Incontinence and falls

Strategies for health professionals

- One in 14 Australians over the age of 65 and one in 4 over the age of 85 experience severe incontinence – either bowel, urinary or both.
- Urinary incontinence is a risk factor for falls.

Reduce the risks

- Locate consumers at risk near the toilet.
- Complete continence assessments.
- Check post void residuals if you have access.
- Encourage reduction of caffeine and alcohol consumption – these can upset the bladder.
- Promote increased fruit and vegetable consumption – to prevent constipation.
- Develop a toileting program.
- Refer to a continence service.
- Make sure consumers know where the toilets are and encourage them not to rush.

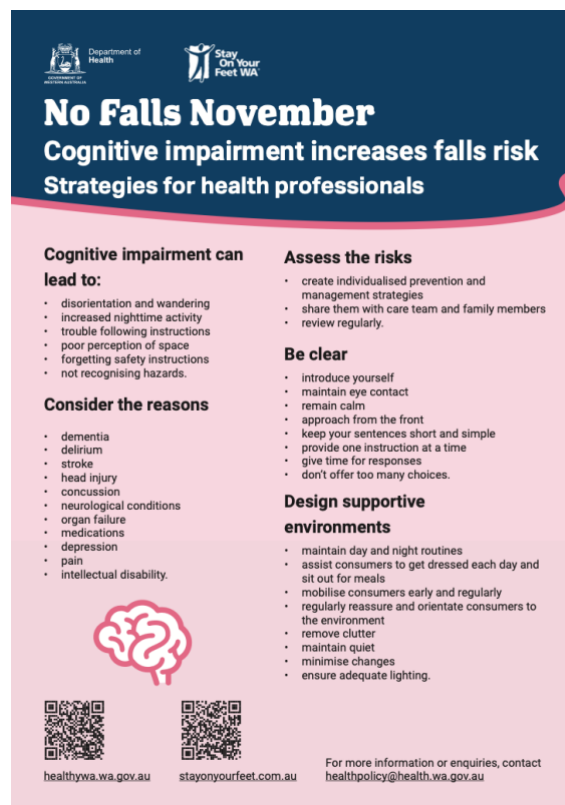


Find out more

healthywa.wa.gov.au  stayonyourfeet.com.au  continence.org.au 

Forget Me Not Friday

(Resource for health professionals – available within the Consumer Resources PDF)



Department of Health
Stay On Your Feet WA

No Falls November

Cognitive impairment increases falls risk

Strategies for health professionals

Cognitive impairment can lead to:

- disorientation and wandering
- increased nighttime activity
- trouble following instructions
- poor perception of space
- forgetting safety instructions
- not recognising hazards.

Assess the risks

- create individualised prevention and management strategies
- share them with care team and family members
- review regularly.

Be clear


- introduce yourself
- maintain eye contact
- remain calm
- approach from the front
- keep your sentences short and simple
- provide one instruction at a time
- give time for responses
- don't offer too many choices.



Design supportive environments

- maintain day and night routines
- assist consumers to get dressed each day and sit out for meals
- mobilise consumers early and regularly
- regularly reassure and orientate consumers to the environment
- remove clutter
- maintain quiet
- minimise changes
- ensure adequate lighting.

Consider the reasons

- dementia
- delirium
- stroke
- head injury
- concussion
- neurological conditions
- organ failure
- medications
- depression
- pain
- intellectual disability.




healthywa.wa.gov.au  stayonyourfeet.com.au 

For more information or enquiries, contact healthpolicy@health.wa.gov.au

Appendix 2: Quizzes and bingo

A health professional and consumer quiz have been created for you to use, and a series of bingo cards. These are all available to access as PDFs on the campaign webpage.

Health professionals quiz




Quiz
Test your knowledge on falls prevention!


- Where can I find reliable data about falls in Australia and Western Australia?
 - Injury Matters 2024 WA Falls Report
 - Australian Institute of Health and Welfare
 - Your Safety In Our Hands in Hospital report
 - Older Person Health Network
 - All of the above
- Which of these Western Australian programs promote community falls prevention?
 - Strength For Life
 - Living Longer, Living Stronger
 - Stay On Your Feet WA
 - All of the above
- Which of the following strategies are relevant to reducing the falls risk in patients with cognitive impairment?
 - Assessing for the presence of delirium
 - Reviewing the use of anti-psychotic and antidepressant medications
 - Increased supervision or use of companions
 - All of the above
- Falls occur more frequently inside the home than outside.
 - True
 - False
- How many inpatient hospital falls go unWitnessed?
 - 80 per cent
 - 66 per cent
 - 49 per cent
- People who have a fall with serious injury increase their hospital length of stay by
 - 4.4 days
 - 7.7 days
 - No impact on length of stay
 - 12 days
- Which of the following can be considered risk factors for falling?
 - Impaired mobility
 - History of falls
 - Continence problems
 - Cognitive impairment
 - All of the above
- A fall in people with osteoporosis can result in fractures. What can help prevent osteoporosis?
 - Regular exercise and increased calcium and vitamin D intake
 - Not engaging in exercise
 - It is impossible to prevent
 - Nothing – it runs in the family

Answers below in red

- Where can I find reliable data about falls in Australia and Western Australia?
 - Injury Matters 2024 WA Falls Report
 - Australian Institute of Health and Welfare
 - Your Safety In Our Hands in Hospital report
 - Older Person Health Network
 - All of the above
- Which of these Western Australian programs promote community falls prevention?
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 - Nothing – it runs in the family




Consumer quiz



Quiz
Test your knowledge on falls prevention!

- What is the first step to assist someone who has fallen and is injured?
 - Tell them to walk it off
 - Assess the situation and call for medical help
 - Apply ice to the injury immediately
 - Encourage them to stand up on their own
- What is the recommended action if you fall and are unable to get up?
 - Try to stand up on your own
 - Wait for someone to find you
 - Call for help and stay as comfortable as possible
 - Avoid calling for help to prevent embarrassment
- In Western Australia in 2020, someone died every 19 hours due to a falls related injury.
 - True
 - False
- What is a key aspect of falls prevention that can help maintain balance and strength?
 - Sleeping for long periods
 - Reducing fluid intake
 - Regular exercise, including strength and balance training
 - Staying indoors all the time
- Falls occur more frequently inside the home than outside.
 - True
 - False
- Which type of footwear is recommended to reduce the risk of falls?
 - High heels
 - Socks on slippery surfaces
 - Shoes with non-skid soles and good support
 - Barefoot
- What do you do if you feel dizzy when getting out of bed in the morning?
 - Stay in bed for the rest of the day
 - Sit up in the bed for a few minutes before standing up, and stand up for a minute before walking
 - Get up quickly and walk around
- Which of the following can help prevent falls?
 - Have your GP or pharmacist review your medication
 - Remove clutter from your home
 - Have your eyesight checked regularly
 - Eat well and exercise
 - All of the above

Answers below in red

- What is the first step to assist someone who has fallen and is injured?
 - Tell them to walk it off
 - Assess the situation and call for medical help
 - Apply ice to the injury immediately
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Bingo (only an excerpt – full resource available online)




No Falls November Bingo

Bingo for falls prevention!





About this game

Bingo is a fun and easy game for people of all ages. This bingo has been adapted for falls prevention education.

The 5 letters for the word 'bingo' represent 5 different categories of falls prevention strategies.

- B = behaviours
- I = indoors
- N = nutrition
- G = get active
- O = outdoors

In total, there are 75 falls prevention tips and strategies in this bingo. Each bingo card has a random selection of 25 numbers. The game is played using the usual rules of bingo, and opportunities to discuss the strategies can be taken during the game.

If you like, you can offer inexpensive falls prevention themed prizes directly related to the strategies. Examples include:

- glasses cleaning cloths
- non-slip adhesive floor strips
- meal planners
- Dosette boxes
- pet collar with bell
- night light
- water bottle
- light exercise weights
- walking stick rubber tip
- small plastic baskets.

Thank you to Tracey Anthill, occupational therapist at Sir Charles Gairdner Hospital for granting permission for the bingo to be used as part of No Falls November 2024.

For more information and to get involved contact healthpolicy@health.wa.gov.au




No Falls November Bingo

Behaviours	Indoors	Nutrition	Get active	Outdoors
1 Have your eyes checked annually	17 Keep your phone nearby or use a pendant alarm	31 Eat protein at each meal to maintain your muscle	46 Strengthen your legs – ask your physio how	63 Put away hoses
2 Manage chronic health conditions well	19 Ensure adequate, even lighting	35 Try to maintain your weight	47 Improve your balance to help prevent falls	69 Don't wear slides or sloppy slippers
5 Don't mix alcohol and medications	21 Put a bell on your pet's collar	36 Eat oily fish, margarine and eggs for vitamin D	51 Walk as much as you can	70 Place seats at strategic points for rests
13 Keep your brain active	25 Store cords out of the way	41 See a speech pathologist if you have difficulties swallowing	53 Don't "plonk" into chairs – sit slowly and in a controlled way	74 Take extra care in wet conditions
15 Wear non-slip socks	28 Sit down to dress and shower if your balance is affected	43 Accept offers of assistance for shopping and cooking	60 Do resistance training to improve bone density	75 Make sure stairs and steps are well lit




No Falls November Bingo

Behaviours	Indoors	Nutrition	Get active	Outdoors
3 Take medications as directed	17 Keep your phone nearby or use a pendant alarm	31 Eat protein at each meal to maintain your muscle	47 Improve your balance to help prevent falls	61 Choose well-lit paths
5 Don't mix alcohol and medications	19 Ensure adequate, even lighting	32 Drink 2 litres of fluid daily to stay hydrated	50 Do some gardening	63 Put away hoses
8 Have a medication review with your GP or pharmacist	22 Remove clutter	33 Eat a variety of nutritious foods	51 Walk as much as you can	67 Ask for help with keeping outdoor areas safe
13 Keep your brain active	28 Sit down to dress and shower if your balance is affected	40 See a dietitian if you are losing weight without trying	55 Ask a physio about exercise that is suitable for you	72 Contact your council if there are hazards (e.g. uneven paths)
14 See your GP if you have continence issues	29 Carry laundry in a bucket so you can see in front of you	43 Accept offers of assistance for shopping and cooking	59 Challenge your balance safely	73 Ask your council or a neighbour for help with your rubbish bins

Appendix 3: Teach back resource

How do you like to learn?


How do you prefer to learn? Please circle **YES** (I prefer this style) or **NO** (I do not prefer this style) for each learning style below.

Which do you prefer most? If you choose YES for more than one style, please rank those styles by writing a number in the boxes.

1 I prefer this most...

2 followed by this...

3 followed by this...




Someone talks with you

Yes No




Someone writes the information for you

Yes No




Getting printed brochures

Yes No




The internet or online learning apps

Yes No



Listening to podcasts or audio-recordings

Yes No




Pictures and diagrams

Yes No




Someone shows you how to do something

Yes No



Sharing stories and ideas with others

Yes No



Writing your own notes

Yes No

Appendix 4: Communications templates

The OPHN team together with the Department's Communications Team have created a series of communication templates.

These communication templates will be used for communications by the team at the Department. They can also be used as templates for HSP, other hospital and RACH communications. The templates are for health professionals to use and adapt to suit the needs of their setting, colleagues and consumers.

We also note that the best way to engage communications teams is for them to receive the information from multiple sources. The Department team will send all the information to HSP communications team. We encourage all our HSP colleagues to also send the information to communications teams. We also encourage you to use in ward level communications.

The communications templates can be accessed by emailing healthpolicy@health.wa.gov.au.

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>

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.

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.

Private hospitals and RACHs are invited to participate in No Falls November and promote falls prevention throughout November.

The campaign will cover the following areas of falls prevention:

- exercise and mobility
- education
- postural (orthostatic) hypotension (changes in blood pressure)
- incontinence
- cognitive impairment.

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.

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.

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.

Campaign halfway – mid-November

Title	No Falls November
Text	<p>It is now halfway through the No Falls November campaign.</p> <p>Continuing through November, WA Health staff are encouraged to promote the Stay On Your Feet® falls prevention message amongst older consumers.</p> <p>Staff play an important role in promoting and encouraging consumer mobility and falls prevention. Encouraging everyday activities and gentle exercise, under the guidance of clinicians, can help to improve consumer outcomes and experiences whilst in care.</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 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

FYI email to colleagues advising of upcoming campaign

Title	FYI – No Falls November
Text	<p>Dear colleagues,</p> <p>Following on from the success of the 2023 No Falls November campaign, the WA Health Clinical Falls Health Promotion Working Group, consisting of representatives from Health Service Providers (HSP) and the Department of Health, have created a No Falls November campaign for 2024.</p> <p>The campaign aims to build on previous activities and continue awareness raising efforts surrounding falls in hospitals and residential aged care homes (RACHs). It will focus on a variety of factors that contribute to increased falls incidents.</p> <p>The campaign will align with the Stay On Your Feet® WA messaging and branding. Stay On Your Feet® is a state-wide falls prevention program that aims to promote healthy, active ageing in WA to reduce falls and fall-related injuries among older people.</p> <p>A suite of resources is available for both staff and consumers, including activities and a range of educational materials and links. The resources will be available in the coming week, ready for the beginning of November.</p> <p>We 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 resources and templates can be found here or by contacting healthpolicy@health.wa.gov.au.</p> <p>To increase the success of No Falls November, we would greatly appreciate you sharing the campaign widely within your networks and professional teams.</p> <p>We also encourage you to ask your communications team to promote the campaign. The more people we reach, the greater we can prevent falls amongst older adults.</p> <p>If you have any feedback or queries, please contact HealthPolicy@health.wa.gov.au.</p> <p>Kind regards,</p>

Email to HSP Communication Teams

Title	Promotion of No Falls November
Text	<p>Dear Communications Departments,</p> <p>The No Falls November campaign is an extension of last year's first No Falls November campaign and continues to raise awareness of risk factors for falling and opportunity for prevention of falls in clinical settings.</p> <p>Following on from the success of the 2023 No Falls November campaign, the WA Health Clinical Falls Health Promotion Working Group, consisting of representatives from Health Service Providers (HSP) and the Department of Health, have created a No Falls November campaign for 2024.</p> <p>Throughout the month of November, WA Health staff are encouraged to promote falls prevention amongst older consumers using the Stay On Your Feet® WA messaging and branding.</p> <p>Stay On Your Feet® is a state-wide falls prevention program that aims to promote healthy, active ageing in WA to reduce falls and fall-related injuries among older people.</p> <p>Falls can occur due to personal or environmental risk factors and are more likely to be caused by multiple factors. As such, 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 is a suite of resources now available on the Department of Health website for both staff and consumers. These include activities and a range of educational materials and links.</p> <p>The Department of Health's Older Person Health Network is requesting that your Communications Team offer support by raising awareness of and promote this important campaign.</p> <p>Your HSP clinical falls prevention teams will also be following up with you regarding ways your HSP can promote falls prevention during the month of November.</p> <p>If you have any queries, please contact HealthPolicy@health.wa.gov.au.</p> <p>Kind regards,</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 inform you that 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.</p> <p>If you have any feedback or queries, and to access the style guide and resource templates, please contact HealthPolicy@health.wa.gov.au.</p> <p>Kind regards,</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>



**This document can be made available in alternative formats
on request for a person with disability.**

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