

**Report to the Cabinet Member for Health and Wellbeing**  
**Report submitted by: Executive Director of Adult Services, Health and Wellbeing**  
**Date: 4 March 2015**

**Part I**

Electoral Divisions affected:  
All

**Approval to Fund STEADY On Falls Prevention Programme across Lancashire**

Contact for further information:

Ann Smith, 07789618193, Adult Services, Health and Wellbeing Directorate  
[ann.smith@lancashire.gov.uk](mailto:ann.smith@lancashire.gov.uk)

**Executive Summary**

In 2013/14 East Lancashire Hospitals Trust (ELHT), Falls Team received 1 year of grant funding from the Adult Services, Health and Wellbeing (ASHW) Directorate to deliver a falls prevention programme across the 5 Districts in East Lancashire. Due to the success of this programme the funding was extended for a further 12 months.

The programme is built on whole systems working together to address falls risk and prevention in order to promote the health and wellbeing of the older person. Older people are recruited as volunteers to work with the falls team to promote the messages of the STEADY On!, programme.

Across Lancashire hospital admissions for falls injuries in 65+ persons are significantly worse than England. Mortality from accidental falls in the 65-74 and 75+ year olds in Lancashire is higher than England. This report seeks approval to roll out the STEADY On! approach to falls prevention across all Districts in Lancashire as part of the Clinical Commissioning Group (CCG) commissioned falls services and in conjunction with a public health falls awareness promotion campaign.

This is deemed to be a Key Decision and the provisions of Standing Order No 25 have been complied with.

**Recommendation**

The Cabinet Member for Health and Wellbeing is recommended to:

- (i) Approve the funding for a Lancashire wide STEADY On falls prevention service;
- (ii) Approve the funding for a public falls prevention campaign across Lancashire; and

- (iii) Approve that the County Council enters into Section 75 partnership agreements for up to 2 years with effect from 1 July 2015 with East Lancashire Hospitals Trust, Lancashire Care Foundation trust, Southport and Ormskirk Hospital NHS Trust, Blackpool, Fylde and Wyre Hospitals NHS Foundation Trust for the delivery of the STEADY On falls prevention programme;
- (iv) Subject to (iii) above, authorise the Director of Public Health to approve the final partnership agreements in consultation with the Director of Governance, Finance and Public Services

## Background and Advice

Current estimates are that 1 in 3 people over the age of 65 years will experience at least one fall in a year. The implications of falls are wide ranging creating human and growing financial costs to individuals and the health and social care economy, for example, where a fracture is sustained there is a minimum cost of £10,000 per patient to the NHS, rising to £25,000 with additional social care costs for a year.

The Department of Health estimates that the annual cost across health and social care of 1 hip fracture is £40,000 per annum.

Falls are the largest cause of emergency hospital admissions for older people, and significantly impact on long term outcomes, e.g. being a major precipitant of people moving from their own home to long-term nursing or residential care. A measure that reflects the success of services in preventing falls will give an indication of how the NHS, public health and social care are working together to tackle issues locally.

A Study undertaken by The Kings Fund and Torbay Integrated Care trusts concluded that in the 12 months following a fall the ongoing social care costs for people admitted to hospital following a fall increased by 37 per cent.

Falls Prevention is part of the scope of the wider ***Integration of health and care services in Lancashire*** project which is primarily focused on the Ageing Well population; vulnerable older people, aged 65 and above.

A Health Needs Assessment undertaken in November 2014 by Lancashire County Councils Business Intelligence Unit Falls in Lancashire's 65+ population – summary of high level data reported that by 2030, the number of people aged 65 years and over predicted to have a fall is projected to increase by 40%.

Key Findings were:

- hospital admissions for falls injuries in 65+ persons significantly worse than England

- Only in 20% most affluent areas emergency hospital admissions for falls injuries in 65+ persons are significantly better than the England rate
- In Lancashire's deprived areas, rate of emergency hospital admissions for fractured neck of femur in 65+ persons worse than England
- Mortality from accidental falls in the 65-74 and 75+ year olds higher than England
- In 8 electoral wards the rate of emergency admissions due to hip fractures in 65+ year olds is worse than England
- 68% of ambulance call outs for falls are in 65+ persons
- There are 51 wards where there were more than 200 ambulance call outs for 65+ falls in the last 3 financial years
- Considerable correlation between ambulance call outs for falls and resident 65+ population
- Elderly living alone have a 3.4 times greater representation in the ambulance call outs for falls than in Lancashire population
- Elderly singles and couples, home owners and in comfortable homes have a 1.5 times greater representation in the ambulance call outs for falls than in Lancashire population

## **STEADY On Approach**

STEADY On!, is a unique and productive brief intervention falls prevention package for older people it was developed with East Lancashire Falls team and the University of Central Lancashire (UCLAN) and has been fully evaluated as part of the Knowledge transfer Partnership. It is educational and fun and gives the confidence and encouragement for people to be fully involved and aware of the personal risk of falls and subsequent injury. It enables older people to act for themselves or to be referred to additional services to receive timely interventions to avoid preventable falls and unnecessary hospital admissions. It also offers a pathway for frontline staff to refer into and crucially to identify risks and act on them.

The service targets hotspots found via North West Ambulance Service data which is received monthly, enabling the team to immediately target high risk areas. Through educational sessions (5) during Falls Prevention Week and a Winter Campaign (7 thus far) the team has spoken to 911 people, providing preventative messages. These East Lancashire wide events have also allowed them to change 511 ferrules.

A further 109 1:1 STEADY On!, follow up in- depth assessments have been carried out with people who attended the sessions or were referred by other professionals. Most of the individuals assessed by Steady On! have also been referred onto other services such as physiotherapy, podiatry and Help Direct. Of the 109, 50 have now received 3 month follow up contacts, highlighting the following outcomes:

Prior to the Steady On! assessment 30 of the 50 people in the follow up group had an ambulance response to a fall in the preceding 3 months. At the point of the 3 month follow up 46 out of the 50 people had not fallen again, there were 4 recurring fallers, of which only 3 resulted in an ambulance call out.

## **Falls Prevention Campaign**

Falls are not inevitable as people get older. Many falls can be prevented. By supporting people to identify their own risk factors and signposting them to appropriate agencies for support that may reduce the risk of falling.

Engaging with older people and presenting the topic of falls prevention in a way that they find acceptable is key to the success of falls awareness campaigning. Research into attitudes on falls prevention in later life shows that older people are more likely to be receptive to messages which focus on improving health, mobility and confidence, rather than the risk and consequences of falls.

Public education includes communicating the importance of fall prevention to the general public and directly informing older adults how to maintain a healthy lifestyle that reduces the risk of falls. Educating older adults about individual risks and methods of prevention is an important building block of every fall prevention program.

## **STEADY On! Across Lancashire**

A public facing STEADY on falls prevention campaign will aim to raise awareness of the risk of falls and highlight sources of support such as a STEADY On assessment, pharmacies for medication reviews or Home Improvement Agencies that can provide support to reduce the risk of falls around the home. Lancashire County Council is currently investing an additional £80,000 as part of the newly commissioned Integrated Home Improvement service. This funding is specifically aimed at supporting people who are at risk of falls through undertaking a home risk assessment and offering low cost interventions.

If the recommendations in the report are approved Section 75 partnership agreements will be entered into with East Lancashire Hospitals Trust, Lancashire Care Foundation Trust, Southport and Ormskirk Hospital NHS Trust, and Blackpool, Fylde and Wyre Hospitals NHS Foundation Trust for the delivery of the STEADY On falls prevention programme for a period of 2 years

One of the key success factors for the STEADY On programme has been embedding the approach and delivery within the existing falls services which are funded by the 5 Clinical Commissioning Groups across Lancashire. Therefore procurement of the service outside of primary care services would fragment the service offer for citizens.

## **Consultations**

A Working Together for Change session took place with 40 people who had experienced a fall and their carers hosted by East Lancashire CCG in East Lancashire in December 2014. One of the areas highlighted by attendees was the need for advice, information and support to reduce the risk of falls.

A series of focus group sessions will take place to trial the messages of falls prevention campaign.

### Implications:

This item has the following implications, as indicated:

### Risk management

### Financial

The total budget required for the 2 year STEADY On programme which is available from the Public Health Grant including the prevention campaign is as follows:

One off payment to EHLT to deliver STEADY on Training	£5,000
STEADY On October 2015 – March16	£ 80,000
STEADY On April 2016– March 17	£160,000
STEADY On April 2017 – September 17	£ 80,000
Falls prevention campaign 2015	£ 10,000
Falls prevention campaign 2016	£ 10,000
<b>Total</b>	<b>£ 345,000</b>

The Budget allocation for the 1 year of the programme across Lancashire is based on POPPI projections for falls in the 65+ age group across Lancashire.

District	People with a likelihood of falling (POPPI) 2015	% People with a likelihood of falling (POPPI) 2015	Budget allocation %	Budget allocation £
Burnley	4,162	6.7	6.7	10,685
Chorley	5,551	8.9	8.9	14,251
Fylde	5,475	8.8	8.8	14,056
Hyndburn	3,728	6.0	6.0	9,571
Lancaster	7,416	11.9	11.9	19,039
Pendle	4,199	6.7	6.7	10,780
Preston	5,428	8.7	8.7	13,935
Ribble Valley	3,423	5.5	5.5	8,788
Rosendale	3,211	5.2	5.2	8,243
South Ribble	5,778	9.3	9.3	14,833
West Lancashire	6,171	9.9	9.9	15,842
Wyre	7,782	12.5	12.5	19,978
<b>Total</b>	<b>62,324</b>	<b>100</b>	<b>100.0</b>	<b>160,000</b>

	East Lancashire Hospitals Trust – East Lancashire CCG Footprint	Lancashire Care Foundation trust – Chorley, South Ribble and Greater Preston CCGs Footprint	Southport and Ormskirk Hospital NHS Trust – West Lancashire CCG Footprint	Blackpool, Fylde and Wyre Hospitals NHS Foundation Trust - Lancashire North CCG And Fylde and Wyre CCG	Campaign and marketing	Total
<b>Budget Allocation per provider year 1</b>	£48,067	£43,019	£15,842	£53,073	£10,000	£170,000
<b>Budget Allocation per provider year 2</b>	£48,067	£43,019	£15,842	£53,073	£10,000	£170,000
<b>Embedding STEADY On</b>	£5,000					
<b>Totals</b>	<b>£101,134</b>	<b>£86,038</b>	<b>£31,684</b>	<b>£106,146</b>	<b>£20,000</b>	<b>£345,000</b>

### List of Background Papers

Paper	Date	Contact/Directorate/Tel
Department of Health (2012) Improving outcomes and supporting transparency. Part2: Summary technical specifications of public health indicators. <a href="http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_132358">http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_132358</a>	2012	Ann Smith/Adult Services, Health and Wellbeing Directorate/07789618193
Exploring the system-wide costs of falls in older people in Torbay. The Kings Fund	2013	
Lancashire's 65+ population – summary of high level data. Public Health Business Intelligence	2014	
Preventing Falls: What Works. A CDC Compendium of Effective Community-based Interventions from Around	2008	

the World 2008

[http://www.cdc.gov/homeand  
drecreational-safety/Falls/co  
mpendium.html](http://www.cdc.gov/homeandcommunityhealth/drecreational-safety/Falls/compendium.html)

Reason for inclusion in Part II, if appropriate

N/A