

Summer Edition

July - September 2024

## When Jo and Di met Jeremy Vine

Our new Live Stronger For Longer Service appeared on national radio when Jo Briggs and Di Cliff were guests on Jeremy Vine's BBC Radio 2 show.

Following recent notoriety from local BBC's Heidi Booth, they took the GERT suit down to the London based studios for Jeremy to try on and discuss issues about ageing and exercise. It sounded like they had great fun getting him to try on the simulation suit live on the radio, and had a great conversation about it. As well as talking about the importance of exercise, they managed to get some great plugs for the service. Well done Jo and Di - it was a fantastic show!



Scan the QR code below to be taken to BBC sounds where you can listen to the interview. The show was titled *Aging and drum & bass* (they were the second item after 30 minutes, at 12:30 on 27th June 2024).



SCAN  
ME!

## What we've been doing

### Joined Up Care Derbyshire

Sarah Smith, our Falls Prevention Service Advisor met with Joined Up Care Derbyshire to put together a piece for their newsletter, along with a short film to talk about the work we've been doing.



The following extract has been taken from the Joined Up Care newsletter:

People in Hartington, in the Derbyshire Dales, have worked together with Age UK Derby and Derbyshire and local yoga instructor Ann Kemp-Eyre to maintain the classes even after time limited funding has run out.

Ann will take over the sessions and participants will pay a small fee to cover her costs. It has meant that dozens of local people at risk of having a fall can continue to do regular strengthening activities to maintain their independence and prevent the potentially devastating and costly impact of a fall.

Community volunteers Liz Broomhead MBE and Kay Baggley helped to set up the classes after becoming concerned that local people did not have enough access to information about health and care services available to them. They invited local voluntary sector support groups to an information day in Hartington Village Hall to explain the support available and they asked local people what they wanted.

Helping to prevent older or more vulnerable people from falling through a local service emerged as a key priority. Liz, who has spoken at Derby and Derbyshire's Integrated Care Partnership Board about the project, said: "We understand our communities best, but we are not healthcare professionals, so we are working with the NHS, social care and the voluntary sector to provide the services people need. "This insight led approach means that health commissioners listen to communities and that they are supported to find their own solutions. "It means the intervention is more effective, health outcomes are better, and it is sustainable."

**The film can be viewed by scanning the QR code below:**



## eLearning

### Falls Awareness and the Benefits of exercise



#### Our eLearning package has been updated!

In June our Live Stronger for Longer team revamped our eLearning package, we combined the two separate courses, into one longer course to provide more value to our learners. This course now has an option to get the certificate instantly by completing a short form at the end, rather than waiting for one in the post.

Not only does this benefit the learners with instant recognition, but has also reduced postage costs within the service.

If learners in Derbyshire would like a printed certificate and badge, this can be requested on the form.

The new eLearning package and the ongoing promotion of it, has resulted in over double the number of learners accessing the package compared to last quarter.

If you would like access to the eLearning course, you can access this, along with other training videos on the Age UK Derby and Derbyshire website, or go to:

[www.ageuk.org.uk/derbyandderbyshire/our-services/exercise/live-stronger-for-longer/falls-awareness-elearning/](http://www.ageuk.org.uk/derbyandderbyshire/our-services/exercise/live-stronger-for-longer/falls-awareness-elearning/) or scan the QR code below.

This eLearning courses are free and open to everyone.

**SCAN ME!**





## Achievements

### Strong and Steady



We're now starting to see some of our 24 week Strong and Steady programmes being completed, and the clients moving on to community classes. We're so proud of everyone for sticking with it. The photo above is from our Bolsover class, with two of our clients completing the course.

As people are now finishing, there are spaces available at some of our Strong and Steady sessions. You can make referrals to the Strong and Steady programme on our website. The results so far have been spectacular!



### Live Stronger for Longer

Congratulations to everyone who have completed their 12 week chair based exercise programmes around Derbyshire, below are just some of the photos we've received of clients getting their certificates this quarter. We also had one client receiving his 50 classes attended certificate! Well done everyone.



Left to right, Joan, Sylvia, Hazel, June and Mick

## Goodbyes at Sawley



At the beginning of September we said goodbye to Janet, she has retired from teaching the Sawley class to spend more time with her family and puppy Molly.

Janet started as a Strictly No Falling Class Instructor in January 2019, she successfully set up a class in Sawley after two previous attempts to set up a class at the venue had failed, Janet managed to make the class a success by advertising on Facebook and in free local magazines. Janet joined us following her retirement from the NHS after working 37 years as an Occupational Therapist.

We wish Janet a wonderful retirement.

## A WOW moment

Jo the Falls Prevention Service Manager covered a class at Cadley View and came away feeling so proud. She got the group practising backward chaining.

Backward chaining is used to get people down on the floor safely, do some floor exercises (which we didn't do) then get up from the floor safely. It's what we are aiming for in the Strong and Steady sessions.

In the photos they are practicing the first part to get down and up. This shows how much their muscle strength has increased over the weeks, the class were so proud and it was an emotional moment to see such a difference.

If any members of the class can't do this, we teach them the process and give everyone the knowledge and information on what to do if they can't get up.





## Falls Fortnight

### Falls Prevention Fortnight: 16-29th September 2024

We extended Falls Prevention Awareness week by adding an additional week to share hints and tips to reduce the risk of falling. As well as a social media campaign, and the YouTube video, we also put together a lengthy article on our website.

To round off our falls awareness fortnight, we held a Staying Steady event in Darley Dale, we invited other services along to provide information, advice and demonstrations.



The falls prevention talk gave advice on how to get up from a fall, things you can do to improve strength and balance and changes you can make to make things easier should you fall, such as putting your towel within reach if you were to fall in the shower.

There was a demonstration on our chair based exercise, and what to expect if you joined a class.

The feedback from the event was it was a great event with lots of useful services in attendance. The footfall started slow, due to heavy rain and maybe because it was over lunch time, but steady flow of people began to arrive and all seemed happy with the information and demos provided. Thank you so much to The Whitworth Centre for providing the beautiful venue and helping so much with the event, and Morrisons and Memory Lane for supplying refreshments.



## Case studies

### Strong and Steady



A gentleman in his 90's joined one of our Strong and Steady classes. At the time of joining he was awaiting hip surgery, but it was decided he could join to start rebuilding strength and confidence.

When he joined us, he walked hunched with a walking frame, he was mostly inactive, and struggled with daily tasks, such as getting dressed, showering, getting in and out of a chair; stairs and slopes and was starting to become unsociable having not been out of the house for some time.

By week 17 of Strong and Steady, he has recovered from hip surgery, is showering and dressing independently, and was able to walk unsupported between rows of chairs for support if needed. Although he performs much of it seated on his walking frame, he is now cleaning his car and has also jet washed his patio! Whilst stairs are still tricky, he is no longer worried about slopes.

The changes haven't just been in his strength and balance, when he joined the class, he was subdued despite having family there to support him, by week 17 he had become far more sociable and engages with the other members in the class, cracking jokes and speaking up for himself.

This case study has shown that the Strong and Steady programme is a real success, this isn't a unique example, there are clients all over the county, that have experienced life changing improvements by attending our Strong and Steady classes.

Well done to all involved!

Facebook @livestrongerforlonger

Twitter/X @lsflDerbyshire

Instagram @lsfl\_Derbyshire

## Q1 REPORT

Live Stronger for Longer was launched on the 1st April 2024. It continues the work of the Strictly No Falling project developing community classes and working with Care Homes with the addition of new 'Strong and Steady' service.

## LIVE STRONGER FOR LONGER

### 107

Referrals received for Live Stronger for Longer community classes

**LIVE STRONGER FOR LONGER**

### 74

Referrals received for the Strong and Steady programme

*Strong and Steady*  
**LIVE STRONGER FOR LONGER**

### 32

Instructors completed courses, 17 CBE and 15 Otago with a 99% positive feedback rate.



### PROMOTION

Live Stronger for Longer promotion on the radio and TV:

- BBC Radio Derby
- BBC East Midlands News
- Amber Sound
- BBC Radio 2 with Jeremy Vine



### MONITORING AND PERFORMANCE

- 35 Live Stronger for Longer sessions monitored.
- Offering support and advice to instructors.
- Completing Health and Safety documents for each session
- Providing new posters with the LSFL logo.
- All new Strong and Steady staff have had their 1-1 performance reviews.
- 3 Teams meetings offering CharityLog training
- A face to face practical PSI workshop was offered to SAS and LSFL instructors, 7 attended.



**11** New classes have been set up across Derbyshire - our annual target

We've been out promoting **53** times, attending 8 events, 36 meetings, 3 presentations and delivering 6 falls prevention talks.

**111** Falls Prevention and Benefits of exercise eLearning courses completed

**152** Posts across 3 social media platforms\* resulting in a reach of **12.6K**  
\*150% more than target

We've made 205 marketing actions this quarter, over **50%** of our annual target!



"I have progressed so much since coming to class that I can now get out of a chair quicker than my daughter"

- Client from Ashbourne Strong and Steady class



## Protect your health this winter



Get your flu vaccine and  
check which other vaccines  
you are eligible for.

**The Flu vaccine programme for older adults will begin later this year in October, rather than in September as in previous years.**

**Should you get the Flu vaccine this Winter?**

**In short? Yes!**

If you're aged 65 and over, live in residential care or another long-stay care facility, provide care for an older or disabled person, live in the same household as someone who is immunosuppressed, or you have certain health conditions, you can get your flu jab free from a GP or Pharmacist. You should take up the offer of both the flu vaccine when it's offered to you to protect yourself this winter. You may also be eligible for other vaccines such as RSV, pneumococcal, and the Covid-19 Autumn booster.

### **Myths:**

There are a lot of untruths around vaccinations floating about. Friends and family may share posts on social media or say things which have no basis in fact, so be sure to question what you hear and see. You don't have to be an expert, just make sure you get your information from a trustworthy source such as news, NHS or Age UK websites.

Article from Age UK Winter Health Campaign 2024

**LIVE  
STRONGER  
FOR LONGER**

# **LIVE STRONGER FOR LONGER**

**Vacancies for independent strength and balance instructors available with Age UK Derby and Derbyshire.**

**Do you:**

- ♦ Enjoy helping others?
- ♦ Understand the importance of exercise?
- ♦ Care about falls prevention, particularly within the elderly population?
- ♦ Want to make a difference to the quality of lives and keeping people independent and socially active?
- ♦ Have the time and commitment to dedicate a couple of hours each week to the sessions?

If so, we would love to hear from you.  
Training is offered to deliver the exercises if needed.

**Please contact Age UK Derby & Derbyshire for more information on 01773 766922**

**Live Stronger for Longer**  
the falls prevention service for Derbyshire,  
funded by Derbyshire County Council, delivered by Age UK Derby and Derbyshire



Registered charity number 1068550