

18.09.23



Helping older people across Oxfordshire to ‘Stay Strong and Steady’

Independent local charity Age UK Oxfordshire is pleased to launch a new falls prevention programme this week during Falls Prevention Awareness Week. Working in collaboration with Move Together (a project delivered by Active Oxfordshire and the district councils), the initiative, Stay Strong and Steady, will support older people across the county who have either had a fall or are at risk of falling.

According to Age UK, every minute six people over the age of 65 in the UK have a fall, and plenty of those people will be in good health. As we get older our risk of falls increases with 30% of those aged 65-79, and 50% of those aged 80+ having a fall at least once a year.

Falls in later life often lead to people being less independent and more socially isolated and affect people’s long term outcomes. Falls that result in injury can be devastating, and of those suffering a hip fracture, only one in three people return to former levels of independence, and a further third leave their own homes and move to long-term care.

Many falls are preventable and there is now plenty of evidence to suggest that targeted exercise can reduce the risk.

Stay Strong and Steady is a free introductory exercise and information programme for those over 65 which supports people to keep moving and doing everyday activities, so that they maintain health, mobility, and confidence to remain independent.

To make it as easy as possible for people to take part, Stay Strong and Steady is available in-person at community classes across Oxfordshire, online via Zoom and through an at-home programme. The team focus on people’s individual needs to find the right option for them.

Delivered by trained specialists, each format includes strength and resistance exercises which are beneficial for bone and joint health and help make everyday tasks easier, and balance exercises to help reduce the risk of falls and improve posture.

After the initial programme, participants will be encouraged to continue with a personalised plan to maintain progress and activity levels.

If you or someone you know might be interested in taking part, find out more by visiting www.ageuk.org.uk/oxfordshire, calling 01235 849 403, or emailing active@ageukoxfordshire.org.uk.

ENDS

(*Community classes taking place at hub sites in Abingdon, Banbury, Bicester, Chipping Norton, Didcot, Littlemore. Wallingford/Benson coming soon.)

Editor's notes

About Age UK Oxfordshire

Age UK Oxfordshire is an independent local charity dedicated to enabling older people in Oxfordshire to maintain their independence and live life to the full.

We provide free local information, advice, and a wide range of support services as well as campaigning on the issues that matter to people in later life. We work with our national partner, Age UK, and other local Age UKs in England. Our work focuses on four key areas: money matters, health and wellbeing, home and care and social connections and enjoyment.

You can find further information on all our services and volunteering opportunities by telephoning 0345 450 1276 or by visiting our website: www.ageuk.org.uk/oxfordshire

Age UK Oxfordshire is a charitable company limited by guarantee (registered charity number 1091529 and company number 4328143). For all media enquiries please contact Emma Duckett on 07799 051682 or email media@ageukoxfordshire.org.uk.

About Move Together

Move Together is funded by Oxfordshire County Council Public Health and Integrated Care Board Inequalities Fund, and is co-ordinated by Active Oxfordshire in partnership with District Councils.

The programme is focussed on supporting older people and those with long-term health conditions to improve their health and wellbeing by moving more.

www.activeoxfordshire.org