Year 3: Progress Report

Minority Ethnic Elders Falls Prevention programme

Final Progress Report
Welcome

This report details the work of the final year of the Minority Ethnic Elders Falls Prevention (MEEFP) programme, co-ordinated by Help the Aged and funded by the Department of Health Section 64 grant over a three year period – April 2004 – March 2007.

This project would not have been possible without the dedication and commitment of our project leaders and independent consultant. To them, we owe a big thank you.

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Introduction

Minority Ethnic Elders Falls Prevention (MEEFP)

The Help the Aged MEEFP (Minority Ethnic Elders Falls Prevention) programme was a three year programme of work aiming to raise awareness about the risk of falls among older people from minority ethnic communities and their carers and to foster better links with local falls prevention services.

The objectives were to empower older people and communities to reduce their falls risk through locally established networks and the use of appropriate resources, and to support the dissemination of best practice among groups working with minority ethnic older people around the issue of falls prevention.

Historically this had been problematic due to language barriers, limited knowledge of what is available and practices not suited to different communities. MEEFP has worked to tackle these issues by supporting pilot projects on falls prevention, designed and delivered by BME older people and produced resources.

Our programme of work included:

- intensive work with a number of projects across England aiming to develop better links between minority ethnic communities and falls services;
- the development of an active learning network of those working in falls prevention with older people from minority ethnic communities.
- the production of resources in a variety of community languages.

Medical checks with Asian elders, Year One project, Barnet
Where were the projects located and who was involved?

Nine projects were identified in Years One and Two working with Chinese, South Asian (Hindu, Sikh and Muslim), African-Caribbean and Latin American older people living in Birmingham, Doncaster, Leeds, London, Manchester and Portsmouth.

Year One Projects

Five projects from across England worked with a wide range of community groups, including elders from Chinese, Greek Cypriot and Asian communities. A brief summary of Year One projects and what they achieved follows.

For more detailed information about how the projects were selected, supported by Help the Aged, what the projects achieved and contact details, please refer to the Year One Progress Report.

Barnet

The project in Barnet, North London linked the Primary Care Trust, Age Concern and local voluntary groups to work with members of the Asian community. A programme of health sessions aimed at improving health and well-being, focusing on the importance of an active lifestyle with regular exercise sessions. The project benefited around 200 people from minority ethnic communities in Barnet.

Camden

The 'Well and Wise' project in Camden ran a series of sessions with the Camden Cypriot Womens Organisation. They covered a range of health issues including falls, culminating in a successful sloppy slipper exchange. The project benefited almost 150 people through the information sessions.

Manchester

With the second largest Chinese population outside London, Manchester South & Central Primary Care Trusts were keen to equip people with falls awareness information. Over 200 Chinese elders attended a roadshow with talks on medicine management, diet, footwear, home safety, osteoporosis and exercise.

Portsmouth

The Local Implementation Team and Portsmouth Prevention Network for Older People worked together with the Chinese community to create a video for the community. Featuring elders from the local community, the video is voiced in Cantonese and gives advice on how to reduce their risk of falling.

West Euston

The Third Age Project in West Euston worked with South Asian elders, in particular Bengali men to promote falls awareness. They implemented a number of home visits to take the falls message to isolated members of the community.
Year Two Projects

Four projects based across the country, targeted a number of minority ethnic elder groups. For more detailed information about how the projects were selected, supported by Help the Aged, what the projects achieved and contact details, please refer to the Year Two Progress Report.

Doncaster

Doncaster Chinese Elders Project used their budget in a number of ways including home visits by volunteers, trilingual awareness raising days, leaflets and other printed information in Chinese script.

Leeds

This project with Leeds Older Persons Forum linked seven local organisations. The project enabled them to break down barriers between BME groups and increase falls awareness through awareness days and exercise sessions.

Birmingham

As a direct request by local older people, the Heart of Birmingham PCT trained thirteen representatives from eight different minority groups in Birmingham in falls prevention. Some of them also trained as EXTEND teachers to provide exercise classes in the local community.

London

The Latin American Elderly Project based in London developed drama classes focused on falls prevention, culminating in two performances by the older people.
What were the key messages?

The projects that took place over two years highlighted a number of key issues for health professionals looking to engage older people from minority ethnic communities in falls prevention.

- Involving older people from the community in developing projects and resources helps ensure projects are designed to meet local needs.
- Older people do not always report a fall because of fears of being regarded as vulnerable or being taken into care.
- It is essential to be aware of the customs and needs of different cultures when planning a project. The timing and location of meetings, the need for interpretation and translation of materials and catering, all play an important part in the success of the project.
- Building links and working in partnership with influential or accepted ‘gatekeepers’ from BME communities is essential to the success of a project.
- Reaching BME communities through their day centres or mosques and/or working with BME community workers can help put the message across and overcome cultural and language barriers.
- It is important to get the whole family involved in falls awareness so that everyone understands what needs to happen and what falling-related problems there are.
- GP surgeries, pharmacists and home helps are useful outlets which BME older people can reach to receive written information.

Home visits to Chinese elders, Year Two project, Doncaster
Who were these messages shared with?

During the third year of the programme, the findings of the projects first two years were disseminated to a wide range of individuals and organisations through events, press, networks and websites.

Findings from the project were also promoted in specialist press including items in:

- Healthcare Alliances E-newsletter June 2006
- Piece for AIM network
- Activate May/June 2006 (HtA Publication)
- Policy Update (HtA publication) March 07
- HEALTHCARE Magazine

The MEEFP Project Officer presented the key findings and learning points from the programme at the following conferences/events:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>22/23rd Nov 06</td>
<td>Race for Health (Distribution of materials)</td>
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<tr>
<td>Sep 06</td>
<td>Tipping the Balance (Distribution of materials)</td>
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<tr>
<td>Mar 07</td>
<td>RCN Conference: Osteoporosis and Falls - the next generation (Distribution of materials)</td>
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<td>May 06</td>
<td>HelpAge International (Speaker Platform)</td>
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<td>14th Sept 06</td>
<td>British Geriatrics Society 7th Falls and Bone Health Symposium (Speaker Platform)</td>
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<td>7th Feb 07</td>
<td>Falls Prevention in Older People Conference (Speaker Platform)</td>
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<td>Feb 07</td>
<td>Help the Aged Briefing for all employees (Speaker Platform)</td>
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<tr>
<td>Mar 07</td>
<td>Employers Retirement Association (Speaker Platform)</td>
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Networks and websites associated with minority ethnic elders, falls prevention and active ageing were targeted with information about the programme and downloadable versions of the reports.

- AIM network
- Help the Aged falls prevention network
- NCAA (c.30 national organisations) members
- BMEspark website
- Race for Health website resource library
Local community groups working with minority ethnic elders in falls prevention

The following groups were also identified and targeted with a specific mailing detailing the reports and resources available as a result of the project.

- Jeevan Project (Women's Mental Health)
- Kiran Asian Women's Aid
- Albion Health Centre
- Tower Hamlets Health Strategy Group
- The Chinese National Healthy Living Centre
- Chinese Medicine Centre
- Chinese Community Centre
- Cypriot Advisory Service
- Cypriot Community Centre
- Greek Cypriot Women's Association
- The Cypriot Turkish Association
- Ethiopian Health Support Project
- Ethiopian Community in Britain
- Ghana Welfare Association
- Gujerat Welfare Association
- Al-Hasaniya Moroccan Women's Centre
- Moroccan Information and Advice Centre
- Pakistani Welfare Association
- Pakistani Women's Welfare Association
- Somali Caring and Education Association
- Somali Mental Health Council Project Ltd
- Sudanese Community Information Centre
- Department of General Practice and Primary Care
- Uganda AIDS Action Fund
- Relatives Association - African, Caribbean Elders Project
- African and Caribbean Voices Association
- Al-Zahara Women's Centre
- Asian East African Senior Citizens
- Asian Health Agency
- Asian for Sierra Leonean Refugees (ASLER)
- Association of Jewish Refugees
- London Irish Elders Forum - LIEF
- New Roots Black and Asian Alcohol
- Advice Service
- Ethnic Minority Partnership Agency
- African Cultural Agency
- Barnet African Caribbean Day Care Centre
- Barnet African Health Organisation
- Barnet Elderly Asian Group
- Depala Day Centre
- East Finchley Neighbourhood Contact
- Sangam Association of Asian Women
- Centre for Chinese and Vietnamese
- Speaking Elders
- Pakistan Christian Welfare Organisation
- Sangam Asian Day Centres
- Bengali Community Education Centre
- BIAS (Irish Information and Advice Service)
- Brent Hindu Samaj
- Brent Indian Association
- Caribbean Cultural Organisation
- Healthwise Project
- Hibiscus Senior Citizens Club
- London Indian Elders Club
- New Testament Community Project
- Princess Royal Trust - Brent Carers Centre
- SETU - Harrow Women's Association
- Age Concern Ravensbourne
- Penge and Anerley Community Health Project
- Pineapple Club
- Bedford House Community Centre
- Camden Chinese Community Centre
- Camden Cypriot Women's Centre
- Henna Asian Women's Group
- Marchmont Community Centre
- West Hampstead Women's Centre
- Bangladeshi Welfare Association of Croydon
- Croydon African Caribbean Family Organisation (CAFCO)
- Croydon Community Care Service
- Nanak Community Centre
- Shiloh Senior Members Community Club
- Vietnamese/Chinese Community in Croydon
- Dominion Arts and Cultural Centre
- Southall Day Centre - Shackleton Branch
- Enfield Asian Welfare Association
- Enfield Caribbean Association
- Enfield Saheli - Support Centre for Asian Women
- Chinese/Vietnamese Elderly Group in Greenwich
- Greenwich Council for Racial Equality
- Greenwich Women's Centre
- Irish in Greenwich
- Asian Women's Advisory Service
- Claudia Jones Organisation
- Hackney Caribbean Elderly Organisation
- Hackney Chinese Community Services
- Hackney Muslim Women's Council
- Hackney Services for Older People
- Hoxton Health Group
- North London Muslim Community Centre
- Pakistan Welfare Association in Hackney
- Fatima Community Centre
- Hammersmith and Fulham Caring for Carers Association
- Hammersmith Bengali Association
- Club Anand
- Haringey Asian Day Care Service
- Haringey Chinese Centre
- Haringey Irish Cultural and Community Centre
- I CAN Care
- Jamait-Al-Nissa
- Asian Elders Group in Harrow
- Harrow African Caribbean Association
- K.S.I.M. Senior Citizen Association
- Lohana Sports and Social Centre - Elders Club
- Essex Islamic Educational Trust - Ethnic
- Hillingdon Asian Women's Group
• Asian Health Agency - Ashra Hounslow and Ealing
• Asian Health Agency - Hounslow Elders Access Project
• Hounslow Chinese Community Centre
• Hounslow Multi-Cultural Centre
• Sahil Multi-Cultural Women's Association
• Ajowa Ebi Senior Citizens Club
• Anand Mandal Asian Elderly Group
• Caribbean Pensioners and Friends
• Indo-Pakistan Cultural Centre
• Islington Chinese Association
• Islington Senior Citizens Club
• Latin American Elderly Project
• London Asian African Caribbean Centre - LAACC
• Pakistan Women's Welfare Association (Islington)
• The Factory Community Centre and Youth Project
• India Welfare Society
• Kingston Muslim Women's Welfare and Cultural Association
• Ashram - Lambeth Asian Day Centre
• Lambeth Chinese Community Association
• Mitali Asian Elders Group
• South London Islamic Centre
• Deptford Methodist Mission
• Elderflower Group
• Good Hope Club
• Ladywell Asian Elders and Carers Group
• Lewisham Indo-Chinese Community - Elderly Services Project
• Lewisham Irish Community Centre
• Lewisham Park Housing Association Day Centre
• Rose Apple Day Centre
• Sha-iba Age Care
• Asian Elderly Group of Merton
• Chinese Community Association - South West London
• Merton African-Caribbean Organisation
• Abba Day Care Centre
• Asian Agewell Project
• Cairde na nGael - Newham and District
• Eastwards Trust Saathi Resource Centre
• Ekta Project - Action for Asian Elders and Carers
• Newham Chinese Association
• Shree Swaminarajan Hindu Mission in East London
• Subco Elders Day Centre
• League of British Muslims UK
• Redbridge Bengali Welfare and Cultural Society
• Redbridge Gujarati Welfare Centre
• Redbridge Punjabi Centre
• Redbridge Gujarati Welfare Association
• Vietnamese Community Association
• Vietnamese Community Association in SW London
• AAWAZ - Southwark Asian Women's Association
• Black Elderly Group Southwark
• Golden Oldies Community Care Project
• Refugee Support Centre
• Rockingham Community Centre
• Southwark Irish Pensioner's Project
• Southwark Phoenix Women's Health Organisation
• Wickway Community Centre
• Euro Asian Centre - Asian Elderly Day and Carers Centre
• Muslim Cultural and Welfare Association of Sutton
• Surrey Indian Association
• Sutton Ashiyana
- Bangladesh Welfare Association - Tower Hamlets
- Chinese Association of Tower Hamlets
- Isle of Dogs Bangladeshi Association and Cultural Centre
- Jagonari Women's Educational Resource Centre
- Princess Royal Trust - Tower Hamlets
- Senior Citizen's Society
- Toynbee Asian Studies Department
- African Caribbean Women's Development Centre
- Afro-Caribbean Elders Association
- Asian Family Resource Centre
- Indian Muslim Federation UK
- Muslim Women's Welfare Association
- Pakistan Women's Welfare Association (Waltham Forest)
- Waltham Forest Afro-Caribbean Senior Citizen's Club
- Waltham Forest Asian Centre
- William Morris Day Care Centre
- Asian Women's Association - Elderly
- Hindu Society
- Tooting Neighbourhood Centre
- Wandsworth Bengali Welfare Association
- Wandsworth Black Elderly Project - Age Activity Centre
- Wandsworth Care Alliance
- Bishop RO Hall Chinese Centre
- Dutch Pot Lunch and Social Club
- Marylebone Bangladesh Society
- Queens Park Bangladeshi Association
- Asian Health Agency - Asad London
- Confederation of Indian Organisations UK
- Wai Yin Chinese Women's Association
- MOOA - Kin Cheng
- Devon & Cornwall Chinese Association
- Geron Foundation, Romania
What other materials have been produced to support the programme?

The MEEFP programme had specific funds available to improve the provision of falls prevention resources for older people from minority ethnic communities. Through the MEEFP programme, Help the Aged produced:

- **Be Strong, Be Steady**, a video demonstrating standing and chair-based exercises that strengthen muscles, increase flexibility and improve balance to help reduce the risk of a fall. Originally available in English, the MEEFP programme funded the translations of Be Strong, Be Steady into Punjabi (with safety message in Urdu), Bengali and Cantonese.

- **Step to the Future**, an exercise DVD targeted at more active older people. This DVD was made in consultation with older people and features an older presenter, Seona Ross and Asian community members as on-screen participants. The final product is bi-lingual in English and Hindi, making it ideal for individuals or community groups to use together and improve their physical activity levels. It can be purchased via Help the Aged Home Shopping for £12.00.

- **MEEFP Summary Flyers** promoting the final findings of the MEEFP programme in a succinct manner, ideal for sharing the messages to health professionals. 5000 were produced as a result of the programme and continue to be disseminated as a part of the Preventing Falls Programme at Help the Aged.

- **MEEFP Website**, a dedicated webpage was created on the Help the Aged website with a direct URL to improve access to the page (www.helptheaged.org.uk/meefp) This provides a one-stop shop for anyone interested in falls prevention for minority ethnic elders, with opportunities to share knowledge by joining the MEEFP network, learn about the ongoing projects, download the findings through the reports and learn about resources and other links.
What were the programme’s achievements?

There were a number of achievements as a result the MEEFP programme, for individual project leaders, older people from minority ethnic communities, health professionals interested in falls prevention and the voluntary sector. In particular it;

- Widened the knowledge of the community organisations and health practitioners across England and broadened their direct experience of working with older people from minority ethnic communities.
- Involved BME older people in the planning and delivery of each project, ensuring that work met local needs.
- Demonstrated how health professionals can reach BME older people, even with limited funding.
- Showed that older people from minority ethnic groups are receptive to falls prevention work when the right links are made.

Filming of Chinese Elders Falls Prevention DVD, Year One project, Portsmouth
How has Help the Aged learnt from the programme and how will it use the findings in its future work?

Help the Aged has incorporated the findings of the MEEFP programme into its Healthy Ageing Programme. New resources, reports and tools are produced with members of the whole community in mind. In addition Help the Aged continues to sustain the programme through:

**Continued production of resources:**
In September 2007 Help the Aged funded the further production of 100 of Be strong, Be steady videos of each language Bengali, Punjabi and Cantonese. This ensures its ongoing availability to members of these communities. It also continues to market and produce Step to the Future in its bi-lingual format which to date has sold over 1300 copies.

Help the Aged has also incorporated resources from other sources into its MEEFP web page including downloadable versions of DTI advice leaflets ‘Avoiding slips, trips and broken hips’ in:
- Punjabi
- Gujarati
- Urdu
- Chinese

**Ongoing network development:**
Stakeholders are also able to join the Help the Aged falls network and therefore share in the learning from this programme. With over 3,000 members, we will continue to promote best practice in falls prevention through these channels.

**Ongoing promotion:**
Although the programme is now completed, promotion of the findings continues as part of the Help the Aged Healthy Ageing Programme. This is delivered through our website, a variety of resources, conference programmes, and media opportunities. This includes dissemination to a number of physical activity networks including London Organising Committee of the Olympic Games - Older People’s group, Older People’s Active Living (a Bristol based research project).
Ongoing awareness raising:
Help the Aged continues to target the falls prevention message to BME communities with awareness raising initiatives such as National Falls Awareness Day. The bilingual DVD Step to the Future in English and Hindi was launched as part of National Falls Awareness Day in 2006. 1500 event organisers for the Day in 2006 had also received specialised information in the Local Action Pack from Help the Aged about how to reach and target members of minority ethnic communities within their area.

Recruitment of project leaders to Mid Life Health Checks consultation:
Help the Aged was asked by the Department of Health to pilot the Mid Life Health Checks by running a series of key information groups consulting on the prototype questionnaire with different community members from across England. Help the Aged took the opportunity to ensure that members from minority ethnic communities were among the ten groups consulted with, recruiting key informants from the Third Age Project, London (Year One) and the Doncaster Chinese Elders Group (Year Two).

Asian group practising Tai Chi, Year One project, Barnet
Conclusion

The MEEFP programme has now finished as a specific programme of work but its legacy continues through the promotion and dissemination of the findings and resources by Help the Aged via its Healthy Ageing Programme. This has a far reaching impact to other areas of health promotion such as encouraging physical activity amongst older adults.

The MEEFP programme made, not only a direct impact on the older people targeted through the funded projects, but provided a unique learning opportunity for the project leaders and the Charity in a specific health topic.

Many of the key messages may be useful to other areas of health promotion and provide useful strategies for engaging more members from these communities in falls prevention.

Greek Cypriot Elders, Year One project, Camden

With thanks to:
Department of Health
Section 64