

Plenary Session # 2

*Reducing Falls in the UK's  
Healthy Communities*  
*Collaborative: Discovering  
Change Agents around the Tea  
Kettle.*

Linda Henry -  
Director

National Primary Care Development Team

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The National Primary Care  
Development Team

- Small team based in Manchester
- Led by A GP
- Largest improvement Programme in the World – National Primary Care Collaborative (NPCC)
- Works across range of Statutory and Non – Statutory Agencies
- Programmes of improvement in CHD, Diabetes, COPD, Access, Nutrition, Education, Leadership, QulsP
- Award winning Healthy Communities Collaborative- Falls Prevention

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Communities and Health  
Improvement - Background

- Saving Lives – Our Healthier Nation
- Health and Neighbourhood Renewal
- Tackling Health Inequalities: A programme for action
- The Health Act – 1999
- Shifting the Balance of Power – 2001
- The NHS Plan - 2002

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**“New Partnerships to tackle Inequalities” – NHS Plan 2002**

- “*There will be a healthy communities collaborative .....led by the Modernisation Agency (NPDT) and supported by evidence provided by the Health Development Agency*”.

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**What is the Healthy Communities Collaborative?**

- A combination of the collaborative methodology and community development.
- We call this –  
– “*Community Action*”

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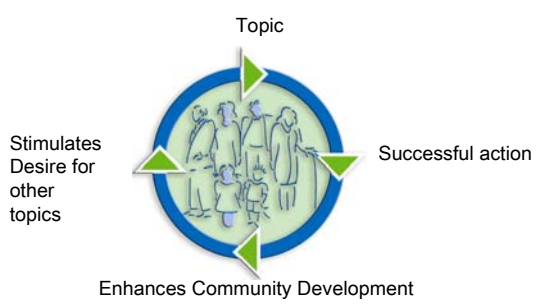
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**The Community Action Model**



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### What did it look like?

- 3 pilot sites –severe deprivation, ill – health,
- 5 teams in each site (15 teams) composed of local residents supported by professionals from a range of agencies
- Average age of participant 70, oldest 97.
- 3 learning workshops, 9 interim events many visits to see them work.

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### A Typical Team

- 6 community Members
- A nurse (RGN, CPN)
- A doctor (MD, Consultant Geriatrician)
- A pharmacist
- A Physiotherapist
- A social care provider
- A maintenance person

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### What is a Collaborative?

- Evidence based supported by good practical examples
- A framework of learning and doing
- An opportunity to develop “new” teams
  - It is not
- Research
- A passive exercise
- A waste of time

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## Why Falls?

- 62% of deaths in older people are caused by falls
- In over 65s falls account for over 71% of serious injuries
- In over 85s falls account for 78% of accidental injury deaths
- Fracture is diagnosed in 40% of deaths
- 14,000 people die per year in the UK as a result of an osteoporotic hip fracture.
- Every 5 hours in the UK someone over 65 dies from a fall

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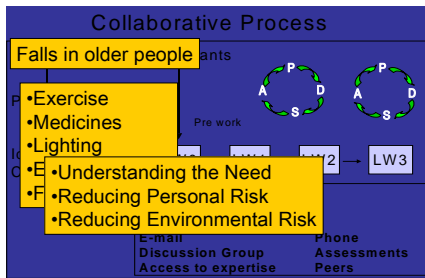
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**NPDT** National Primary Care Development Team



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## Accidental Injury Task Force (AITF, 2002)

- Reduce the risk of falling
- Strengthen the bones
- Reduce the energy of impact

• <http://www.hda-online.org.uk/evidence>

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## The Evidence Base for Falls

- What works?
  - Medication Review
  - Exercise
  - Footwear and Foot care
  - Eyesight
  - Environmental adaptations
  
- Easterbrook et al, (HDA 2002)

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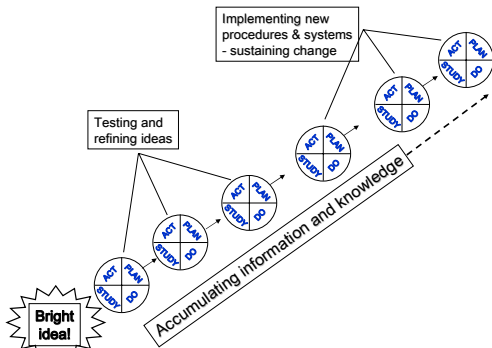
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## Developing improvement with PDSAs




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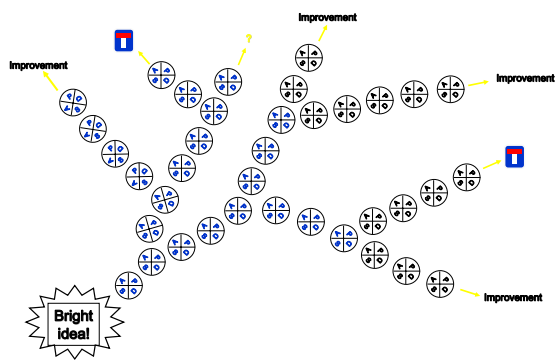
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## Developing improvement with PDSAs




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### What did NPDT do?

- Taught everyone together the skills and techniques.
- Taught teams how to map their area and set a baseline for number of falls and social capital.
- Taught them how to use the change principles and evidence to influence their local choice.
- Supported them while they made changes.

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### The change package for reducing falls in older people

- Understand the need
  - Map current provision of services, what is a typical fall like, who is at risk of falling?
- Reduce personal risk
  - Eyes, ears, medication, physical activity-  
Exercise
- Reduce Environmental risk
  - Pavements, Lighting, obstacles, snow, leaves

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### Skills

- PDSA
- Process Mapping and Service Mapping
- Care Pathway re – design
- Bidding for funds
- Commissioning services

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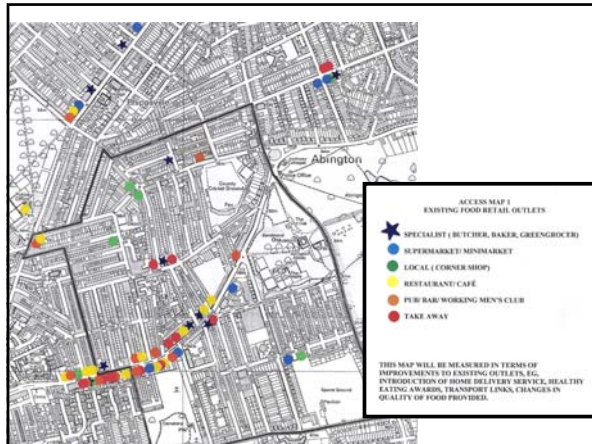
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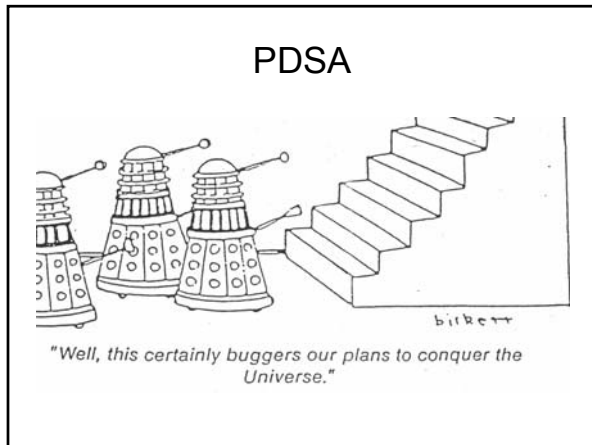
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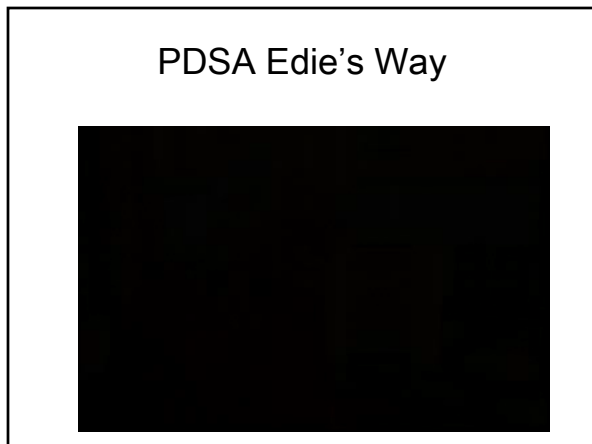
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### What did they do?

- Malcolm and the nightlights
- The Balloon Festival
- Tai Chi
- Qi gong
- Eye tests
- Foot checks
- Salt for pavements
- Changing the doors
- The big flu jab day
- Fit to feast
- Fall into fashion
- Message in a bottle
- Foot and mouth sessions
- Sloppy slippers
- Smoothie sessions

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### Malcolm and the Nightlights



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Barbara



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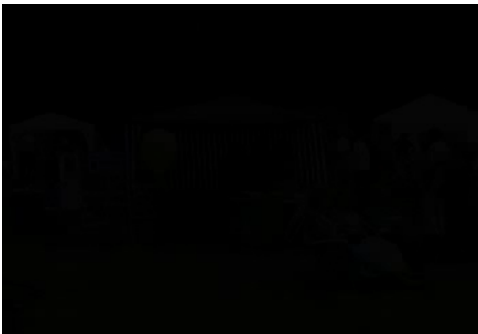
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Balloon Festival



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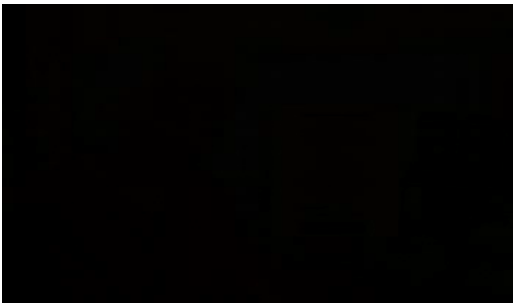
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### Eddie's work



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### Results in 12 months

- 32% reduction in falls in older people against a target of 30%
- Measurable increase in social capital
- A noticeable change in the attitudes of workers and organisations
- Desire to impact on another topic – Nutrition
  - 6 months into a new collaborative
  - “Widening Access to a healthy diet in low income groups”

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## The “Worker Perspective”



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## Nutrition Results – 6 months

- 20% improvement in the number of outlets for healthy food
- 17% improvement in the quality of existing outlets
- 223 people entered basic cooking, food and food hygiene courses
- 2 new jobs created
  - 1 unemployed single mum now Community Nutrition Assistant
  - Maurice – 74yrs old – “have fun cook for one”

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## And Finally – a word from Mrs Taylor



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• “Opening Doors to More Healthy Communities”.

• The Video

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I am Linda Henry  
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