

**LIVE STRONGER  
FOR LONGER**

LIVE WITH CONFIDENCE

# Targeted Grants

Falls Prevention Awareness  
April 2021

**LIVE STRONGER  
FOR LONGER**

LIVE WITH CONFIDENCE

# Can you help raise awareness of Falls Prevention in Derbyshire?

After two rounds of open applications to groups, teams and organisations, we are taking a more targeted approach and would like to invite applications of interest from ‘hotspot’ localities where incidence of falls is higher. If you have received this form, it’s likely that you are in one of those localities.

If you are a group, or work with a group who have an idea about raising awareness of falls prevention, we can give you £500 to help make that happen. Send us your idea using the form over page.

## How much can I receive?

**Awards of £500 are available.**

Activity for this work should be completed by August 2021.

## Why is Falls Prevention Important?

In Derbyshire, 70,100 people aged over 65 will fall every year, resulting in 11,000 ambulance call outs and 6,000 hospital admissions. Falls are one of the largest causes of emergency hospital admission for older people in Derbyshire.

**Falls can lead to pain, distress, injury, loss of confidence and even death in some cases. They can also lead to people needing increased help.**

But many falls are preventable. They are not a normal or inevitable part of ageing. Falls prevention helps maintain independence, good emotional health and also reduces illness.

**We know from local research in Derbyshire that:**

- As people get older, few think about their risk of falls and don't take steps to reduce their risk
- People sometimes avoid talking about falls because of embarrassment and a fear of losing their independence
- People respond better when talking about falls prevention as part of healthy ageing

**LIVE STRONGER  
FOR LONGER**

**LIVE WITH CONFIDENCE**

## What will I be expected to do?

We are inviting groups to run an awareness activity, put on an event(s), or extend a current meeting/event, that will raise awareness around the risks of falling. This can be from your group, team or network, as long as individuals are residents or working in Derbyshire County (excluding Derby City).

We would like groups to commit to running a campaign, an awareness raising event, or an activity that will reach at least 20 participants.

The changing Covid-19 social distancing regulations, mean that we are open to supporting remote/online awareness raising and covid-safe face to face activity.

Contact Adrian Smith for further information. (9 am - 5 pm)

Email: [falls@uni.uk.net](mailto:falls@uni.uk.net)

T: 0161 736 9207

M: 07894 264062

**We're looking for a good idea.  
We will work with you to make that  
idea happen.**

**We will be looking for ideas that include some or all of the following:**

- Ideas that are creative. Don't be scared to unleash your imagination!
- Activities that target older people aged 55 and upwards
- Activities that will target people who provide support to older people (aged 55 upwards)
- Activities that also involve family and friends. This is important to continue the social support (formal and informal) being provided to older people in Derbyshire
- Your activities may include some (or none) of the following: quizzes, online Zoom events, mail outs, using WhatsApp to message and involve people, use of Instagram, production of resources, training for staff, family or friends
- If covid-safe face to face activity is possible, you could consider bingos, quizzes, stalls, awareness sessions/ evenings, awareness walks and other activity

There is a simple 2-page evaluation form that you will need to complete at the end of your activity.

## How we can help you

**You don't need a final idea.**

We can provide you with lots of support:

- We can help you plan your activity in more detail and evaluate when it is done
- We can arrange for local speakers if needed
- We can help promote your activity across local networks
- Free online Falls Awareness training is being delivered by Age UK Derby and Derbyshire. *All grant recipients will be asked to sign-up and benefit from this training. It lasts 1 hour*

The Falls Prevention Campaign has been funded by Derbyshire County Council and is part of the work being carried out by social enterprise Unique improvements. They will be managing and supporting this grants fund as well as providing support to help your activities.

## How will my idea be assessed?

Ideas will be judged on:

- Numbers of people involved in your activity
- Location of event (we want a spread across Derbyshire and we are interested in areas with higher rates of falling. *The areas include South Derbyshire, Chesterfield, Erewash, North East Derbyshire & Bolsover, Amber Valley*)
- Who events target
- How you will involve communities or groups
- Innovative ideas for drawing in more people

**There is no deadline for ideas other than work must be completed by August 2021.**

**If you have a good idea, get in touch.**

**LIVE STRONGER  
FOR LONGER**

LIVE WITH CONFIDENCE

# Falls Prevention Awareness Targeted Small Grants Registration Form (April 2021)

## 1. Group/Organisation Details

Please give all your contact details accurately. For speed we often try and communicate via the telephone or e-mail.

Name of Lead Contact: .....

Organisation Name  
(if applicable): .....

Telephone Number: .....

If there are certain times in the day when it would be best to contact you, please indicate these here:

.....

Postal Address:  
.....

Email Address: .....

Website (if applicable): .....



## 2. My idea:

Please describe your idea:

## Returning your form

Applications should be returned by email or post to:

**E: [falls@uni.uk.net](mailto:falls@uni.uk.net)**

Falls Prevention Grants  
c/o Unique Improvements,  
Suite 3, 4th Floor,  
1 City Approach,  
Albert Street,  
Eccles, M30 0BG

