

Give
falls
the boot

HELPING TO PREVENT FALLS STEP BY STEP

THE FACTS

How common are falls?



Each minute, **6 people over 65** suffer a fall¹



1 in 3 older people fall every year²

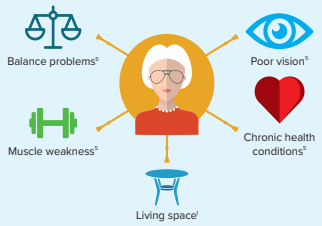
50%

of people who fall do so **twice or more a year**³



70,000 hip fractures as a result of a fall are reported annually⁴

What causes people to fall?



What are common risk factors?



What is the impact on the patient?



Falls are the **leading cause of death** due to injury among older people¹²



Falls knock confidence, increase isolation and **reduce independence**¹³



10% of older people **feel less independent** after experiencing a fall¹⁴



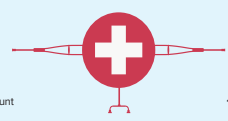
50% of people can **no longer live independently** after a hip fracture¹⁵

HOW DO FALLS IMPACT THE NHS?

The impact on resources



Falls and fractures account for over **4 million hospital bed days** annually¹⁶



10% of all ambulance calls are reporting falls¹⁷



Over **700,000** calls to the emergency services each year¹⁸

The financial impact of falls



Falls cost the NHS **£6 million per day**¹⁹



Ambulance call-outs cost **£15 per visit**²⁰



Hip fractures as a result of falls alone cost over **£2.3 billion per year**²¹

WHAT CAN WE DO TO HELP PREVENT TRIPS AND FALLS?

Undertake exercise



Recommend exercise at least two – preferably three – times a week



Aim to increase balance and stability, and maintain muscle mass

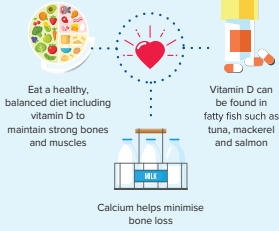


A tailored programme could reduce fall risk by 55%²²



Recommend local community exercise classes

Improve diet



Wear appropriate footwear



Remove slip and trip hazards at home

Check eyesight regularly

Reduce the risks

Fit banisters and handrails

Get involved in local support schemes

GIVE FALLS THE BOOT WITH KERRAPED®

66% of patients wear the wrong footwear³

Kerraped reduces plantar pressure by up to 30% and helps prevent falls⁴

Product features



Swollen feet and legs

Bulky foot dressings and bandages

Limited mobility and/or dexterity



We're here to help you Give Falls the Boot!

We have some great
Give Falls the Boot support packs
available for you and your team.

They contain everything you need to
raise awareness of falls prevention.
Top tips and educational materials
full of falls prevention information,
you'll be giving falls the boot in no time!



To request your pack, e-mail info@crawfordpharma.com

Or talk to your Territory Business Manager about how they can help you
Give Falls the Boot. Tel: 01565 654920.

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