

# Move More Live More

*Falls Prevention for over 65s*

*Healthy Ageing Challenge: Designed for Ageing*

Funded by



Innovate  
UK

**Siobhan Casey, Director of Marketing & Business Development, Age NI**



**Technicare**



**BIGMOTIVE**



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# Move More Live More

**Falls Prevention** programme using health **education**, smart **digital technology** and intelligent **data analysis** to revolutionise **wearables** for older people.

*The solution aims to detect signs of a fall up to 32 days before a fall occurs*

# Project Partners Include:



**Ireland's leading  
age charity -  
expert  
knowledge of  
and services for  
older people**



**UK's largest  
provider of  
personal alarms  
and monitoring  
services,  
part of AXA  
Health**



**BIG MOTIVE**

# The Opportunity

Designed for Ageing Competition  
Applications open September 2021



Healthy Ageing Challenge

World Guidelines for

## Falls Prevention and Management for Older Adults

A Global Initiative

#WorldFallsGuidelines

Find out more:  
[www.bgs.org.uk/WFG2022](http://www.bgs.org.uk/WFG2022)

***“Multidomain interventions tailored to individuals’ risk factors, are effective, where delivered.”***

# The Business Case

**The cost of falls to NI Health Service over the next two years is c.£375 million**

**314,000**

People aged  
65+ in  
Northern  
Ireland

**1 in 3**  
**over 65s**  
will fall at  
least once

**50%**  
**over 85s**  
will fall at  
least once

**12,590\***  
**Fractures**  
for over 65s  
in NI

\*Based on UK falls statistics and population extrapolations, based on NI Census 2022



**Falls are NOT an  
inevitable part of growing  
older**








# Who is it for?



## Over 65s

- No falls yet, aware of risk, seeking more information
- One fall –expert education and guided activity
- Two+ falls –wearable smart device
- High risk faller – wearable with fall detector /SOS alarm

## CLINICAL FRAILITY SCALE

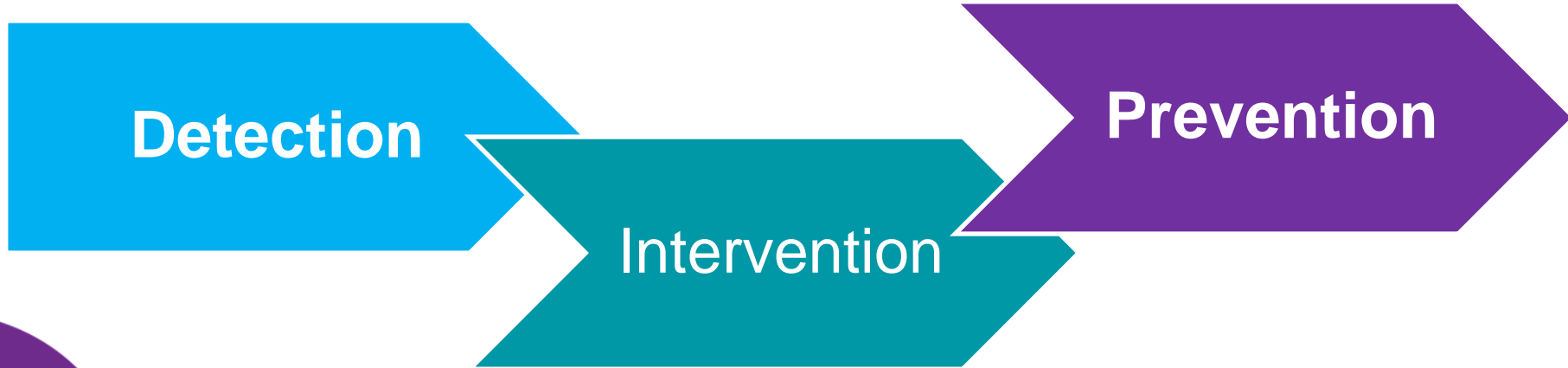
	<b>1</b>	<b>VERY FIT</b>	People who are robust, active, energetic and motivated. They tend to exercise regularly and are among the fittest for their age.
	<b>2</b>	<b>FIT</b>	People who have <b>no active disease symptoms</b> but are less fit than category 1. Often, they exercise or are very active <b>occasionally</b> , e.g., seasonally.
	<b>3</b>	<b>MANAGING WELL</b>	People whose <b>medical problems are well controlled</b> , even if occasionally symptomatic, but often are <b>not regularly active</b> beyond routine walking.
	<b>4</b>	<b>LIVING WITH VERY MILD FRAILITY</b>	Previously "vulnerable," this category marks early transition from complete independence. While <b>not dependent</b> on others for daily help, often <b>symptoms limit activities</b> . A common complaint is being "slowed up" and/or being tired during the day.
	<b>5</b>	<b>LIVING WITH MILD FRAILITY</b>	People who often have <b>more evident slowing</b> , and need help with <b>high order instrumental activities of daily living</b> (finances, transportation, heavy housework). Typically, mild frailty progressively impairs shopping and walking outside alone, meal preparation, medications and begins to restrict light housework.

# *The Programme*

**Move More**  
**Live More**  
*How does it work?*



**Traditional Personal Alarms services offer post-fall emergency assistance and, in some cases, fall detection.  
Move More Live More goes far beyond,  
aiming not just to DETECT falls but to PREVENT them.**



# Design-Thinking

Pre/Mid /Post Pilot Activity  
Feedback sheets  
Interviews  
Focus Groups – all tiers  
HCPs / Key Stakeholders

The image shows a grid of sticky notes on a light-colored background. A purple circle highlights a central cluster of seven sticky notes. A purple arrow points from the top-left of the grid towards the highlighted area. A yellow star is drawn on the sticky note that says 'Loved the journal'.

General Experience		Content		
1) Summarise your total experience in three words	2) If you were to explain the programme to a friend, how would you explain it?	3) What information or aspects of the programme in the last three weeks has been most helpful for your life? Is there anything that you didn't know before? (e.g. medication, moving home, etc.)	4) Has there been any helpful information included within these sessions?	5) Have you shared any of the information with anyone? What parts? Or why not?
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[Sticky notes]	[Sticky notes]	[Sticky notes]	[Sticky notes]	[Sticky notes]

Highlighted sticky notes:

- It was different
- Small group
- Loved the journal
- Has been tracking goals, walking more
- Goal to get on floor bike
- To help you to live better as an older person
- I didn't get as much out of it as others did

# The Pilot – Tier 2&3 Autumn 2022



I'm not as mobile as some other people. I was able to do more exercise which is better for me.



**Participants' quality of life score improved by 11%**  
**Fear of falling score reduced by 5%**

# The Proposition

## Tier One

Guide: Education & Awareness



## Tier Two



Six Week Programme:  
Expert-led Information  
& Activity (online Zoom)

## Tier Three

Smart wearable monitoring  
activity/HR/sleep,  
actionable alerts – 12 week



**Offboarding:** Social Prescribing using Elemental platform



# ***The Content***

***Move More***  
***Live More***



***6 Week Programme***

# The Launch

**Move More  
Live More**



**Aged over 65? Take Part in a New Falls Prevention Programme**  
*Growing older doesn't have to mean slowing down!*

Age NI is looking for participants for an exciting new project aimed at supporting older people to live well for longer, by staying strong and preventing falls.

Through tailored programmes to meet your needs, Move More will support you to:

**Want to Move More?**

Whether you have a fall or not, you can benefit from the programme and use the new technology to help you stay strong and prevent falls.

**How to Live More**

**APPLY ONLINE NOW:**

Scan the QR code (below) with the camera on your smart phone, or visit:

[www.ageni.org/movemorelivemore](http://www.ageni.org/movemorelivemore)

**Places are limited** and will be allocated subject to completion of a short online questionnaire.

This programme is offered **FREE** to anyone aged over 65 ~~in the XX area~~. The next programme will start week commencing XX DATE

**Join now!**



200 applicants in 10 days!

- Integrated Marketing Campaign
- Online self-referral and assessment:
- Clear participant requirements:
  - Online access, access to email
  - Willingness to participate in a research study / trial new technology



# Results



**Tier 1 :** 7000+ direct brochure requests participants & indirect another 3k

**Tier 2: 439 participants completed so far**

- High demand for future activity
- 16 groups booked April-June (F2F / Online)
- 7 planned in Autumn
- 618 social prescriptions

**Tier 3: 131 participants**

- 131 completed 12-week programme

# ***MMLM Results Analysis***

**Conducted by Professor Mark Tully**  
Research Director and Professor of Public Health  
School of Medicine  
Ulster University



# The WHOQOL-Bref UK Version

Department of Mental Health  
World Health Organisation  
Geneva

The following questions ask about **how much** you have experienced certain things in the last two weeks, for example, positive feelings such as happiness or contentment. If you have experienced these things an extreme amount, circle the number next to "An extreme amount". If you have not experienced these things at all, circle the number next to "Not at all". You should circle one of the numbers in between if you wish to show that your answer lies somewhere between "Not at all" and "Extremely". **Questions refer to the last two weeks.**

1. **How much do you feel that pain prevents you from doing what you need to do?** (F1.4)

Not at all	Not much	A moderate amount	Very much	An extreme amount
1	2	3	4	5

2. **How much do you enjoy life?** (F4.1)

Not at all	Not much	A moderate amount	Very much	An extreme amount
1	2	3	4	5

3. **How well are you able to concentrate?** (F5.3)

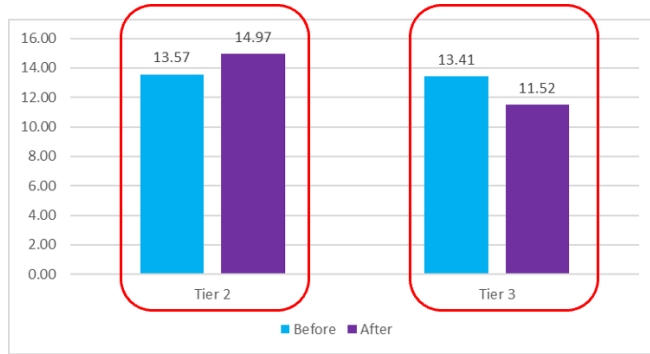
Not at all	Not much	Moderately	Very well	Extremely
1	2	3	4	5

## Falls Efficacy Scale-International (English)

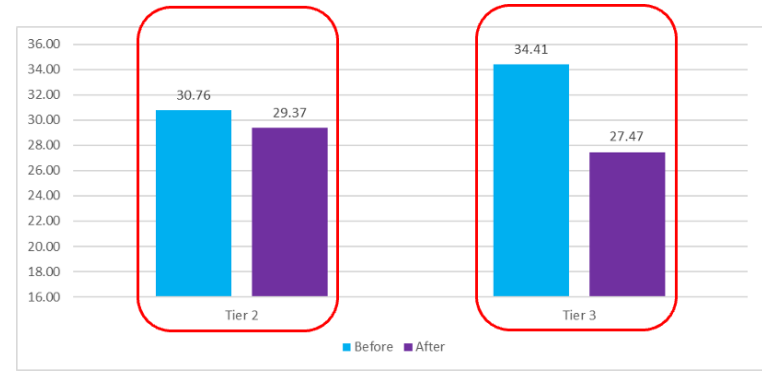
I would like to ask some questions about how concerned you are about the possibility of falling. For each of the following activities, please circle the opinion closest to your own to show how concerned you are that you might fall if you did this activity. Please reply thinking about how you usually do the activity. If you currently don't do the activity (example: if someone does your shopping for you), please answer to show whether you think you would be concerned about falling IF you did the activity.

		Not at all concerned 1	Somewhat concerned 2	Fairly concerned 3	Very concerned 4
1	Cleaning the house (e.g. sweep, vacuum, dust)				
2	Getting dressed or undressed				
3	Preparing simple meals				
4	Taking a bath or shower				
5	Going to the shop				
6	Getting in or out of a chair				
7	Going up or down stairs				
8	Walking around in the neighborhood				
9	Reaching for something above your head or on the ground				
10	Going to answer the telephone before it stops ringing				
11	Walking on a slippery surface (e.g. wet or icy)				
12	Visiting a friend or relative				
13	Walking in a place with crowds				
14	Walking on an uneven surface (e.g. rocky ground, poorly maintained pavement)				
15	Walking up or down a slope				
16	Going out to a social event (e.g. religious service, family gathering, or club meeting)				
Sub Total					
<b>TOTAL</b>					/64

# Quality of Life



# Falls Efficacy (score 16-64)



**Statistically significant improvements in:**

- **Physical Health and Social Quality of Life ratings (Tier 2)**
- **Psychological Health ratings (both Tier 2 and Tier 3).**

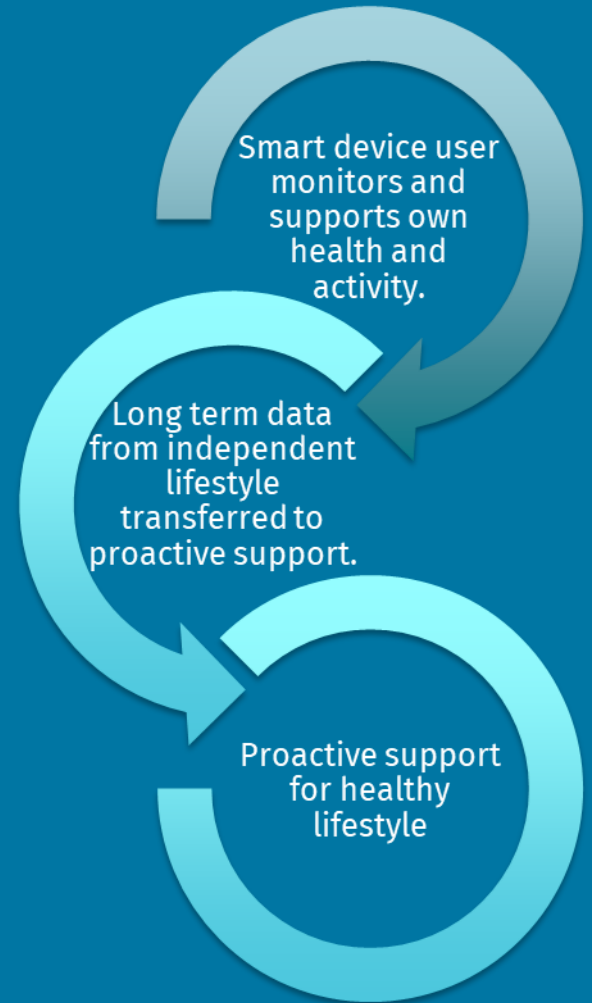
# ***Next Steps for MMLM***

**Siobhan Casey**

**Director of Marketing and Business Development  
Age NI**

# What's Next

- **PeacePlus Bid**
- **Commissioning Model** refinement
- **Diverse Technology Review**
- **Care Homes** – adapt and test
- **Tier 3 referral pathway for Highest Risk Community Dwellers**





# ***The Voice of the Participants***



## ***From NHSCT Day centre staff***

*“The educational aspect of MMLM reinforces the whole importance of exercise and healthy lifestyle. Both parts go hand in hand and shows the participants the things they can do no matter how small, rather than focus on what you are not able to do due to age, disability and other factors. All the participants have really enjoyed the experience and would highly recommend.”*

**Fiona Crook, Day Centre Manager**



# *Recruitment June 2023*

