

Dear Parish and Town Councils

Help reduce falls by displaying the 'Stronger for Longer' campaign materials from 8 October

It is a pleasure to be able to share with you the 'Stronger for Longer' campaign materials designed to encourage older people (particularly women 70-79 years old) to take up strength and balance exercises twice a week to reduce their risk of falling and keep them doing the things they enjoy.

The 'Stay Stronger for Longer' campaign, will encourage older people to join local classes or do the exercises at home as well as access information and advice on the Be-Well and Healthy Peterborough websites. It will be accompanied by news releases, newsletter articles and social media messages.

The campaign has been developed locally by Cambridgeshire and Peterborough Public Health Team in partnership with Cambridgeshire County Council Communications Team, CPFT and community partners.

Attached (see link below) is a communications toolkit, including articles, social media articles, posters and our 'Supersix' exercise leaflet.

Falls are a significant cause of injury and distress in older people. They are one of the most common causes of accidental injury in older people in the UK and the most common cause of accidental death in the over 75s. One in three 65-year olds will fall every year making falls a major public health issue. Strength and balance exercises are known to be the most effective intervention to reduce the risk of falling

For more information contact Helen Tunster on helen.tunster@cambridgeshire.gov.uk or 01223 699405.

Yours sincerely,

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Cambridgeshire County Council and Peterborough City Council

[Cambs Stronger for longer campaign toolkit Sept 18.docx](#)