

**Title of Intervention:** Make a Move intervention

**Website:** <http://www.health.nsw.gov.au/public-health/health-promotion/injury-prevention/types-of-injury/make-a-move.html>

**Intervention Strategies:** Campaigns and Promotions, Individual Education, Environments and Policies

**Purpose of the Intervention:** To increase awareness of falls risk factors and prevention and increase local exercise programs for older people

**Population:** Individuals aged 65 years and older, Chinese, Italian and Arabic-speaking communities were also targeted

**Setting:** Sydney metropolitan area and central coast of New South Wales; community-based

**Partners:** New South Wales Health Injury Prevention and Policy Branch (IPPB), metropolitan Area Health Service (AHS) Health Promotion Units (HPUs)

**Intervention Description:**

- **Campaigns and Promotions:** The intervention included a short-term media campaign to raise awareness of falls risk factors, promote the benefits of physical activity for preventing falls and promote local exercise classes suitable for older adults. Advertisements were placed in the local print media and media releases were developed and sent to local papers. A 30-second, unpaid community service announcement advocating the benefits of physical activity and featuring the voice of a well-known celebrity aired on metropolitan radio stations. The media campaign coincided with Seniors Week and ran for 16 weeks. Some communities placed notices about exercise classes in the community noticeboard section of local papers, informed general practitioners about the campaign by placing articles in Division of General Practice newsletters and used direct mail to provide campaign information to senior organizations, community groups, health workers and councils. A number of campaign resources were developed, including posters, local physical activity directories, nine falls prevention fact sheets, bookmarks, carry bags, fridge magnets and drink coasters. The campaign slogan "Make a Move. It's never too late to start exercising" was designed to be used in association with messages regarding falls risk factors. Resource images portrayed older people participating in a range of physical activities such as tai chi, ballroom dancing, walking and water exercise. Service providers and community organizations were asked to support the campaign by displaying and distributing campaign resources. Other local promotional events included multicultural dance festivals, interviews on community radio, information stalls during Seniors Week and educational talks for community groups.
- **Individual Education:** For the duration of each media campaign, communities set up local campaign hotline inquiry lines that provided information to callers about local physical activities. Callers to the hotlines received free falls prevention information kits that included information on falls risk factors, the benefits of physical activity and information on local exercise opportunities.
- **Environments and Policies:** As a way of encouraging older people to participate in exercise programs, some communities offered incentives such as free introductory and discounted exercise classes. The intervention used a range of strategies to enhance opportunities, including improved infrastructure.

**Theory:** Collaborative Management Model

**Resources Required:**

- **Staff/Volunteers:** Bilingual staff, fitness class instructors, hotline operators
- **Training:** Staff were trained to teach fitness classes
- **Technology:** Media production
- **Space:** Community space for classes
- **Budget:** Not mentioned
- **Intervention:** Campaign materials (posters, ads), self help kit, hotline, fact sheets, directories, bookmarks, carry bags, fridge magnets, drink coasters

- Evaluation: Logs, hospital records, hotline calls

**Evaluation:**

- Design: Repeated measures cross-sectional
- Methods and Measures:
  - An annual standardized log of local project activities was recorded, including media and promotional activities, resource development and dissemination, physical activity program enhancement and evaluation activities.
  - Response to the local media campaigns was measured by recording calls to the hotline inquiry lines.
  - Uptake of incentive offers and subsequent enrollments in ongoing classes were recorded following the media campaigns.
  - Fall-related hospital admissions were examined.

**Outcomes:**

- Short Term Impact: Overall, the number of physical activity classes increased by 19%. Ten new types of classes were made available. One hundred and thirty fitness leaders received training in falls prevention and to incorporate falls prevention components in their classes. Sixty-two percent of hotline callers reported they had started walking on their own.
- Long Term Impact: The fall-related hospitalization rate showed a slight decrease.

**Maintenance:** To sustain the efforts, the intervention focused on strengthening partnerships with providers, increasing funding for physical activity providers to expand existing and develop new types of programs and training of fitness leaders.

**Lessons Learned:** Hotline callers indicated the print advertisements in local papers was a successful way to reach the target group, especially older women. To improve reach to older people from lower socio-economic and disadvantage groups, provision of subsidized or low-cost programs by organizations such as councils, licensed clubs and charitable organizations may be required.

**Citation(s):**

Stackpool G. 'Make a move' falls prevention project: an area health service collaboration. Health Promot J Austr. Apr 2006;17(1):12-20.