

Queensland  
Stay On  
Your Feet®



## Be Safe Brochure Consumer Involvement Summary

### Background

Falls occur in all age groups, although they are the leading cause of unintentional injury for Queenslanders aged 65 years and over and the cost of falls and falls injury is significant. Older people are at greatest risk of sustaining an injury from a fall. At least one in four older people have a fall each year. Over 40% have multiple falls and over 30% of those who fall require medical attention as a result<sup>i</sup>. The rate of falls is even higher for older people living in residential care<sup>ii</sup> <http://www.health.qld.gov.au/stayonyourfeet/facts/statistics.asp>. The Be Safe brochure aims to provide consumers with information on how to minimise the risk of a fall and injuries as a result of a fall whilst in hospital and once they return home.

Qualitative research showed older Australians did not understand the term falls prevention and considered it meaningless<sup>iii</sup>. Often imagery used in educational materials is stereotypical with negative portrayals of frail older people –such as dependent with walking frame. Research recommends showing older people as a good 15 years younger, in a positive and healthy way, alert, full of vigour, laughing with friends and family and having fun with generations of people<sup>iv</sup>. Additionally, international research showed that older people were more receptive to messages about the positive benefits of balance and mobility<sup>v</sup>. Australian research highlighted the need to focus on enhancing lifestyle, staying independent<sup>3</sup> and using active ageing messages rather than falls prevention<sup>vi</sup>.

Consumer testing was a key part of the development of the Be Safe brochure. Worldwide, there is increasing acknowledgment that partnership between healthcare providers and consumers<sup>vii</sup> is an essential dimension of providing quality healthcare services. Based on the understanding that consumers are equal partners in the delivery of healthcare, consumer engagement is increasingly becoming an integral part of both planning and improvement process.

Consumer engagement is acknowledged as an important part of challenging our current and future workforce to view healthcare from the perspective of the consumer and this is reflected in both national and international quality frameworks. In Australia, consumer centred care is one of the three dimensions in the Australian Safety and Quality Framework for Health Care<sup>viii</sup> and is described in the National Safety and Quality Health Services Standards<sup>ix</sup>. Patients, clients, residents, families and carers have an important role to play in the delivery of healthcare. This role includes actively working with healthcare organisations to improve the safety and quality of care.

## Purpose

The purpose of consumer involvement and testing is to assess the Be Safe Brochure readability, comprehension and presentation/appearance from a consumer perspective.

## Objectives

1. To involve consumers in the development of resources developed specifically for consumer information
2. To gain an awareness of how the Be Safe brochure is actually received and understood by consumers
3. To improve the presentation and content of the Be Safe brochure and correct any errors prior to implementation
4. To provide assurance to key stakeholders that the Be Safe brochure design and development demonstrates consumer consultation and complies with NSQHS Standard 2, Partnering with Consumers, in particular 2.4 Consulting consumers on patient information distributed by the organisation. (Australian Commission on Safety and Quality in Health Care 2012)

## Consumer Involvement Methodology

The sample size was n=45. The sample size is considered appropriate due to the quantitative nature of the survey and the spread of survey participants across 17 Hospitals and Health Services. The sampling approach is purposive, only selecting people with specific characteristics of interest. The consumer group involved in the survey (appendix 1) included: patients, family members of patients, or carers of patients (non staff), 18 years of age or over, who were in a public hospital facility in Queensland at the time of survey. This approach aims to achieve a representative sample.

## Staff involvement in Brochure Development

The draft brochure was also distributed to all members of local Falls Working Groups, the members of the Falls Injury Prevention Collaborative Steering Committee and the Quality Coordinators Network Statewide, representing 17 HHSs in Queensland.

## Ethical Considerations

No ethical approval was required or sought for this survey which operates under the existing policies for seeking consumer feedback at the Queensland Department of Health. However, the following ethical issues related to human participants do apply:

- treating participants with respect and dignity
- ensuring participants' privacy, safety, health, personal, social and cultural sensitivities are protected
- providing adequate and appropriate information to support informed and voluntary consent to participate
- ensuring survey methods are sound, and that the survey has value that justifies participants' time and input
- disclosing any conflict of interest issues
- minimising any possible harm that may result from participation through careful analysis of survey procedures and robust support processes.

## Data collection, analysis and reporting

Data was collected in September 2011, over a one month period through the administration of a single survey questionnaire that sought the opinions of consumers. Data was analysed by the Patient Safety Unit and a report distributed to HHS's as part of the Stay On Your Feet®, Be Safe Brochure implementation process. Data analysis will be largely descriptive as the aim of the survey is to elicit the opinions of consumers to inform brochure development.

## Summary of Feedback

Overall the brochure was received well with positive feedback from 17% of participants rating their first impression of the brochure as excellent and 60% rating their impression as good. Approximately 60% found the brochure easy to read, 33% said the amount of information was about right and 57% said it was basic. The comments that were taken into consideration when reviewing the first version of the brochure were; "front page is too busy", "don't like the front picture" "Stay On Your Feet® heading is too small", "too many photos" and "too much white".

Another consumer suggestion led to the discussion of developing a more cultural sensitive brochure. Based on this consumer feedback two final versions of the brochure were developed. One brochure features an image with a multicultural staff member and another that features a Caucasian staff member on the front page. Either of these brochures can be ordered and used throughout the state of Queensland.

## Changes made as a result of consumer feedback

- Images were changed and less images used
- The shoe diagram replaced on page 1
- Layout changes
- Grammatical changes
- A culturally sensitive, multicultural version was developed

Please see appendix 2 for version 1 and appendix 3, for the final two versions of the Be Safe brochure after changes were made based on consumer feedback.

## For further information please contact:

Standards Resource Development Team, Patient Safety Unit ph: (07) 3646 9771

## Appendix 1: Be Safe Consumer Survey

### SOYF® In hospital and Prevent falls – Advice for patients, families and carers.

#### Consumer Feedback questions

Queensland Health is creating a patient/carer brochure to provide information to help reduce the incidence of harm from falls in hospital. We value your assistance in reading and providing your feedback regarding this draft of the brochure. By being involved in this feedback process you are assisting Queensland Health staff to develop resources that will improve your care.

#### Front cover

1. Is the brochure of interest to you?

If not, why not?

Yes

No

2. Does the information on the front cover get your attention?

Excellent

Good

Ok

Poor

Note any comments:

#### Content

3. Overall, what were your first impressions on the information provided?

Excellent

Good

Ok

Poor

Any suggestions for improvements? Note any comments:

4. Did you find it easy to read? Please state number using the scale

[0=easy to read and understand to 5 = hard to read and understand]

Note any comments:

5. If not, what could be altered?

Yes

No

If no, please explain why? other reason? I.e. not easy to read and/or understand?

6. Do you think that the amount of information was:

Too detailed / advanced

Quite detailed / advanced

About Right

Quite basic

Too basic






7. Was the size of the text, OK?

Yes

No

Note any comments:

1 of 2

8. Did the brochure help you understand the importance of preventing falls in hospital?

Yes

No

Note any comments:

9. Was there any new information for you in the brochure?

Yes

No

If yes, what was it?

10. What advice was most helpful?

Yes

No

Note any comments:

11. Is this information relevant to you?

Yes

No

Note any comments:

12. Has the brochure made you more aware of falls and harm from falls in hospital and at home?

Yes

No

Note any comments:

Home:

Hospital:

13. Would this brochure encourage you to discuss these issues with your health professional?

Yes

No

Note any comments:

14. Any other comments or suggestions you would like to make?

Yes

No

Note any comments:

Thank you very much for your assistance. The feedback has been extremely valuable. This information will be collated into a report and given to Queensland Health. I can assure you that your input will be taken seriously and changes will be made where appropriate.

## Appendix 2: Original Be Safe Brochure

### > Did you know?

Staff will complete a risk assessment for those patients who identify any risk factors.

A tailor made programme will provide you and your carers with a plan to limit harm from a fall.

**In hospital we want you to stay Healthy and Active which is about "Staying On Your Feet®".**

**Take charge of your health in hospital to prevent a fall or minimise the harm from a fall.**

### Plan for discharge:

Before you go home the health care team will assess your risk of falls. The team will:

- > Review your medications.
- > Assess your mobility and balance and risk factors before discharge. Staff will ask about your independence and healthy, active living.
- > Staff will write a discharge summary for your GP and any referrals you may need.



This other half of this image has had photo consent withdrawn

Helpful organisations.  
Contact numbers and websites:

- > 13 HEALTH – 13 432584.

The following organisations can help you stay active, independent and on your feet:

- > Commonwealth Care Link  
Free call 1800 052 222  
[www9.health.gov.au/ccsd](http://www9.health.gov.au/ccsd)
- > Council of the Aging Queensland (COTAQ)  
1300 738 348 [www.cotaq.org.au](http://www.cotaq.org.au)
- > Osteoporosis Queensland free call  
1800 242 141  
[www.osteoporosis.org.au](http://www.osteoporosis.org.au)
- > Home Assist Secure free call:  
1800 642 902  
[www.housing.qld.gov.au/programmes/ch/support/has.htm](http://www.housing.qld.gov.au/programmes/ch/support/has.htm)
- > Dieticians Association Australia  
Ph: 1800 812 942  
[www.daa.asn.au](http://www.daa.asn.au)
- > Medicines Line: 1300 888 763  
[www.nps.org.au](http://www.nps.org.au)
- > Queensland Health Patient Safety and Quality Improvement Service.

Falls Injury Prevention collaborative  
Level 14, block 7 RBWH  
Herston, QLD 4029  
Phone: 3636 9714  
Fax: 3636 9795  
Email: [psq@health.qld.gov.au](mailto:psq@health.qld.gov.au)



## Stay On Your Feet® In Hospital and Prevent Falls



### Advice for Patients, Families and Carers.

This brochure will advise you how to Stay On Your Feet® in hospital and reduce the risk of a fall. The information will provide some tips to assist you to stay independent, safe, healthy and active. A fall is an event which results in a person unexpectedly coming to rest on the ground, floor or other lower level (World Health Organisation).

### > BE SAFE – In hospital

**Buzzer:** Know how to contact hospital staff (**use the buzzer!**) and ask for assistance. Don't hesitate to call before you get out of bed.

**Environment:** Familiarise yourself with the room, the bathroom, lighting, and furniture. Reduce clutter such as your personal affects. Bring your walking aids, glasses and ALWAYS use them.

**Shoes:** Bring and wear low heeled, non slip shoes that fit well (house shoes) not slippers. At all times, do not walk without footwear OR in socks OR in TED stockings.

**Ask for assistance:** Especially when getting in and out of bed, putting on your footwear, walking, and using mobility aids.

Talk to the staff about your health, your mobility, medications, vision and blood pressure.

Ask staff about Staying Healthy and Active.

**Fluids:** Drink plenty of fluids if your fluid intake is not limited.

**Educate:** Find out about how to Stay On Your Feet® and ask about Aging with Vitality.

Enquire about community activities like Tai Chi, keeping your home safe, how to improve your balance and posture.

### > Are you at Risk?

When you come into hospital your risk of falling increases because:

- > the environment is not familiar;
- > you feel unwell;
- > you may have just had surgery;
- > of a change of medications and
- > of lots, lots more...

### A fall can happen to anyone in hospital

- > Do you have a medical condition like diabetes, arthritis or Parkinson disease, problems with your heart, your vision, or have you had a stroke?
- > Do you find it difficult to get up from a chair?
- > Have you just had surgery?
- > Are you in pain? Taking pain relief?

Some safety issues are the result of muscle weakness, or impaired balance from medication



- > Are you taking three or more medicines?
- > Are you taking sleeping tablets, tranquillisers or anti-depressants?

Some side effects and combinations of medicines can increase your risk of a fall.

- > Have you had a fall in the last year?

Previous falls increases the chance of falling again. 70% of falls in hospital affect people aged 65-85+.

**If you answered "yes"... to any of these questions you may be at risk of falling. The good news is that there are steps you can take to keep you staying on your feet.'**

Queensland Stay On Your Feet®

## Appendix 3: Final Be Safe Brochures for 2013

### When you arrive in hospital:

Staff will complete a falls risk assessment to determine your risk factors.

A tailor-made plan will provide you and your carers with ways to reduce the risk of falling.

#### In hospital we want you to:

- **BE SAFE and to Stay On Your Feet®**
- **take charge of your health to prevent a fall or reduce the harm from a fall.**

#### Plan for discharge:

Before you go home, the staff will assess your risk of falling. They will:

- review your medications
- assess how well you are moving around, your balance and any other risk factors
- write a discharge summary for your GP and any referrals you may need, including information to help you become involved in local community activities such as Tai Chi, Stepping On or the Otago Exercise Programme.

If you have any questions ask the staff.

This patient information brochure supports a number of the National Safety and Quality Health Standards (NSQHS) including:

- Partnering with Consumers - Standard 2 (2.4.1), Consumers and/or carers provided feedback on this patient information.
- Preventing Falls and Harm from Falls - Standard 10 (10.9). This brochure provides information on the risk of falls and includes falls prevention strategies.

The following organisations can help you stay active, independent and on your feet:

- Stay On Your Feet® [www.health.qld.gov.au/stayonyourfeet/](http://www.health.qld.gov.au/stayonyourfeet/)
- Get health advice from qualified staff 13 HEALTH – 13 432 584 (local call)
- Commonwealth Respite and Carelink Centres provide free and confidential information on community aged care, disability and other support services. [www.health.gov.au/ccsd/](http://www.health.gov.au/ccsd/) or call 1800 052 222
- Council of the Ageing (COTA) Queensland represent seniors and provide community programs. [www.cotaq.org.au](http://www.cotaq.org.au) or call 1300 738 348
- Osteoporosis Queensland provide information about bone health. [www.osteoporosis.org.au](http://www.osteoporosis.org.au) or call 1800 242 141
- Home Assist Secure assists with housing-related difficulties. <http://www.communities.qld.gov.au/housing/loans-and-grants/home-assist-secure> or call 1300 880 882
- Dieticians Association Australia provide information about food, health and well-being. [www.daa.asn.au](http://www.daa.asn.au) or call 1800 812 942
- NPS MedicineWise - Medicines Line [www.nps.org.au](http://www.nps.org.au) or call 1300 MEDICINE (1300 633 424)
- LifeTech Queensland provide solutions to everyday life activities [www.lifetec.org.au](http://www.lifetec.org.au) or call 1300 885 886

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Department of Health

Stay On Your Feet®  
in hospital and prevent falls

**BE SAFE**

Buzzer • Environment • Shoes  
• Ask • Fluids • Educate



This brochure will advise you how to Stay On Your Feet® in hospital, reduce the risk of a fall and prepare for going home.

Great state. Great opportunity.



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- assess how well you are moving around, your balance and any other risk factors
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- Commonwealth Respite and Carelink Centres provide free and confidential information on community aged care, disability and other support services. [www.health.gov.au/ccsd/](http://www.health.gov.au/ccsd/) or call 1800 052 222
- Council of the Ageing (COTA) Queensland represent seniors and provide community programs. [www.cotaq.org.au](http://www.cotaq.org.au) or call 1300 738 348
- Osteoporosis Queensland provide information about bone health. [www.osteoporosis.org.au](http://www.osteoporosis.org.au) or call 1800 242 141
- Home Assist Secure assists with housing-related difficulties. <http://www.communities.qld.gov.au/housing/loans-and-grants/home-assist-secure> or call 1300 880 882
- Dieticians Association Australia provide information about food, health and well-being. [www.daa.asn.au](http://www.daa.asn.au) or call 1800 812 942
- NPS MedicineWise - Medicines Line [www.nps.org.au](http://www.nps.org.au) or call 1300 MEDICINE (1300 633 424)
- LifeTech Queensland provide solutions to everyday life activities [www.lifetec.org.au](http://www.lifetec.org.au) or call 1300 885 886

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Stay On Your Feet®  
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**BE SAFE**

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This brochure will advise you how to Stay On Your Feet® in hospital, reduce the risk of a fall and prepare for going home.

Great state. Great opportunity.



## Final Be Safe Brochures for 2013 - inside page for both versions.

**A fall can happen to anyone in hospital**


A previous fall increases the chance of another fall.

70 per cent of falls in hospital affect people aged over 65.

Some fall incidents are the result of muscle weakness, or impaired balance from medication.

Some side effects and combinations of medicines can increase your risk of a fall.

- Do you have a medical condition like diabetes, arthritis, Parkinson's disease, problems with your heart, dementia or have you had a stroke?
- Do you find it difficult to get up from a chair?
- Do you have an eye condition?
- Are you in pain, or taking pain relief?
- Are you taking three or more medicines?
- Are you taking sleeping tablets, tranquillisers or anti-depressants?



**If you answered 'Yes' to any of these questions you may be at risk of falling.**

**The good news is that there are steps you can take to BE SAFE in hospital.**

**Queensland Stay On Your Feet®**

**BE SAFE in hospital**

**Buzzer:** Know how to contact hospital staff (**use the buzzer**), ask for assistance and wait for help.

**Environment:** Familiarise yourself with the room, the bathroom, lighting, and furniture. Bring your glasses and hearing aid and always use them.

**Shoes:** Bring and wear low heeled, non-slip shoes that fit well, not slippers.

**Ask for assistance:** Especially when getting in and out of bed, putting on your footwear, walking, and using mobility aids.

If there are issues about your health please talk to us. Tell the staff if you have trouble with walking and seeing.

**Fluids:** Drink plenty of fluids if your fluid intake is not limited.

**Educate:** Learn about balance, strength and exercise and when you may need help.

**Why people in hospital are at risk?**


When you come into hospital your risk of falling increases because:

- the environment is not familiar
- you may have just had surgery
- you feel unwell
- of a change of medications.

**Features of a good shoe include:**

- slightly rounded heel less than 2.5cm high
- non-slip sole that bends
- soles that are not too slippery and not too resistant
- conforms to the shape of your foot
- fastened by laces, zip or velcro.

Choose and wear shoes that are appropriate for your feet and suit the activities you do.



## References

- <sup>i</sup> Queensland Health. Omnibus Survey. Brisbane: Epidemiology Services Unit, Health Information Centre, Queensland Health. 2006
- <sup>ii</sup> National Public Health Partnership. 2005. National falls prevention for older people plan: 2004 onwards. Canberra: NPHP.
- <sup>iii</sup> Managing Innovation Marketing Consultancy Network . (2000). National Falls Prevention for Older People Initiative "Step Out with Confidence". A study into the information needs and perceptions of older Australians concerning falls and their prevention. Canberra: Commonwealth Health and Aged Care.
- <sup>iv</sup> Office of Seniors Interests . (1997). *Breaking the Ice: A guide to marketing to maturity.* . Perth Western Australia : Government of Western Australia
- <sup>v</sup> Yardley, T. a. (2005, April 19). *Encouraging Postive attitudes to falls prevention in later life. Prevention Falls. Don't mention the 'F' word.* Retrieved April 19, 2007, from Help the Aged: [http://www.helptheaged.org.uk/NR/rdonlyres/727A83F3-6579-452F-96AE-0478593DCC38/0/dont\\_mention\\_the\\_f\\_word.pdf](http://www.helptheaged.org.uk/NR/rdonlyres/727A83F3-6579-452F-96AE-0478593DCC38/0/dont_mention_the_f_word.pdf)
- <sup>vi</sup> Leader, J. (2007). *Unpublished paper.* NSW.
- <sup>vii</sup> In the context of the toolkit, the generic term 'consumers' includes patients, clients, residents, families and carers.
- <sup>viii</sup> Charmel, P. and S. Frampton (2008). "Building the Business Case for Patient-Centred Care." Healthcare Financial Management 62(3): 80-85.
- <sup>ix</sup> Australian Commission on Safety and Quality in Health Care (2012). Safety and Quality Improvement Guide Standard 2: Partnering with Consumers. Sydney, ACSQHC.

## Additional resources

Board, S. H. (1999). *National Health Service Scotland* . Retrieved August 1, 2007, from The Construction of the risks of falling in older people lay and professional perspectives.  
<http://www.healthscotland.com/documents/352.aspx>

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