

*You can use or adapt this sample media release to promote a Stay On Your Feet<sup>®</sup> getting started meeting. If distributing this media release from Queensland Health, consult your Public Affairs area first.*

## **MEDIA RELEASE**

### **Planning for falls prevention project starting soon**

Planning for the Stay On Your Feet<sup>®</sup> program will soon be underway in [name of local community], with the aim of reducing the number of falls experienced by local people aged over 60 years.

Local spokesperson for Stay On Your Feet<sup>®</sup>, [spokesperson's position and name] said that falls were not an inevitable part of getting older.

"Many things can be done to prevent falls, with most falls being contributed to by hazards in the home and community, physical health, the wrong footwear, poor eyesight or as a result of certain medications," he/she said.

"For the next four years, people from all sectors of communities across [local community name] will be working together to introduce new activities to help prevent falls, and strengthen existing ones."

Queensland Health's [local unit's name] Public Health Unit will coordinate the program, with the first step being to develop local action plans based on local priorities, needs and gaps.

### **Come to our 'getting started meetings'**

All interested community members and organisations are welcome to get involved and attend the Stay On Your Feet<sup>®</sup> 'getting started' meetings. You will hear about the latest research on the reasons for falls and a range of other falls prevention programs from throughout Australia. We will also talk about how you can be involved in developing a local action plan for [local community name].

Details of upcoming Stay On Your Feet<sup>®</sup> 'getting started' meetings are:

- [Location]: [date] at [time], [venue]  
RSVP by [date] to [local contact] by calling [telephone]
- [Location]: [date] at [time], [venue]  
RSVP by [date] to [local contact] by calling [telephone]
- [Location]: [date] at [time], [venue]  
RSVP by [date] to [local contact] by calling [telephone]

If you are an older person, or you work with older people, or you are a caring community member, we need your ideas and support so come along!

### **For more information**

[Local contact name]  
[Position]  
[Organisation]  
[Telephone number]

ENDS.