

## Developing a Stay On Your Feet® audio-visual resource for falls prevention

Presenter (authors): Gemma Davis, Roisin Sweeney, Catrina Wold  
Affiliation: Injury Matters, Leederville, Western Australia

### Conference:

3<sup>rd</sup> GrassRoots Falls Festival

### Background:

In partnership with the Department of Health Western Australia, Injury Matters delivers Stay On Your Feet®, WA's leading falls prevention program for older adults living in the community. To encourage older adults to keep active and alert to prevent slips, trips and falls, in 2018 Stay On Your Feet® ran the Strengthen Your Legs campaign. Focusing on the importance of leg strength for preventing falls and maintaining independence, the campaign involved a range of activities, including an animation. This presentation will discuss the development of the *Strengthen Your Legs* animation to raise awareness of the importance of strong legs in older adults.

### Activity:

To develop the animation a literature review was completed to identify the leading strength issues among older adults. Next the Social Cognitive Theory (SCT) was applied and key constructs were utilised to inform animation messaging, including expectations, reinforcements and self-efficacy. The messaging, script and character concepts of the animation were then focus group tested with community members and responses were themed.

### Conclusion:

The results of the literature review identified the frequency and importance of leg strength exercises for older adults. The SCT highlighted barriers and enablers to exercise including age, ability, cost and activity preference. The animation incorporated recommendations provided by the focus groups including reducing the focus on technology, using characters with a range of ages and abilities, and increasing the relatability of the main character. There is now an acceptable and relevant audio-visual resource available to increase awareness of falls prevention in WA.