Taking Care

Prevention in Practice: Reducing Older Adult Falls
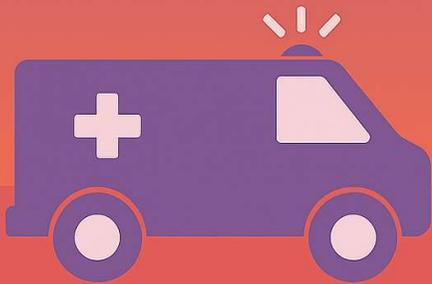(One Small Change at a Time)

FALLS IN OVER-65s

Around a third of people aged 65+ fall at least once a year

Falls are the number one cause of **injury-related** deaths in people over 65

Approximately 700,000 ambulance callouts for falls among over-65s each year

Why prevention matters

Injury

Loss of independence

Impact of falling

Fear

Reduced mobility

Sources for infographic statistics:
• OHID (GOV.UK), Falls and fractures: applying All Our Health (updated 25 Feb 2022) — states around a third of people aged 65+ fall each year. https://www.homecareinsight.co.uk/report-on-falls-and-admissions-hospitals
• UKRI, Home interventions reduce fall admissions for older people (13 Mar 2024) — states falls are the most common cause of death from injury in the over-65 age group. https://thiis.co.uk/nhs-confederation-reveals-interventions-with-the-highest-return-include-adapting-homes-to-prevent-falls
• HomeCare Insight (26 Jun 2025) — FOI-based reporting summary stating UK ambulance services respond to ~700,000 emergency calls related to falls among patients aged 65+ (presented as an estimate derived from FOI responses).
https://journals.rcni.com/nursing-older-people/assessment-and-prevention-of-falls-in-older-people-nop.26.6.18.e586

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What we did

- ✓ Trial (Innovate UK) May 2022 to March 2024
- ✓ Eligibility: aged 50+, at least one fall, smartphone/tablet + Bluetooth pairing
- ✓ 12-week trial using a Taking Care wearable device + app
- ✓ Age NI delivered 6 weekly online (Zoom) health & wellbeing sessions with guided movement
- ✓ Participants completed health & wellbeing questionnaires to capture outcomes

Reduce unplanned hospital admission (by 50%)	Reduce admissions to residential care (by 5.9%)	Reduce hospital admissions due to falls (by 44%)

- ✓ Prevention window: Identified increased falls risk up to 32 days before an incident
- ✓ Improved confidence in mobilising, quality of life and helped participants gain independence.

"Wearing this technology is making me more aware of my health. It's reassuring, especially when you live alone."
— Taking Care Prevent user

Report - https://taking.care/practicalprevention

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What we did next

✓ Developed the MMLM into a repeatable service: Taking Care Prevent
✓ The offer: wearable device + prediction analysis + Prevention Team
✓ Clear pathway: alerts → proactive call → personalised Action Plan → follow-up
✓ Notify in time to act: high-risk factors flagged ~10 days ahead
✓ The impact is measurable through engagement, response times, escalation signals
✓ Simple onboarding, clear rules, leadership-ready reporting
✓ Built the app experience so insight is visible, usable, and timely
✓ Created Hälo: Discovery → Co-design → Delivery (tailoring prevention at scale) Link to Hälo video
✓ Scaled Prevent B2B — with B2C launch next
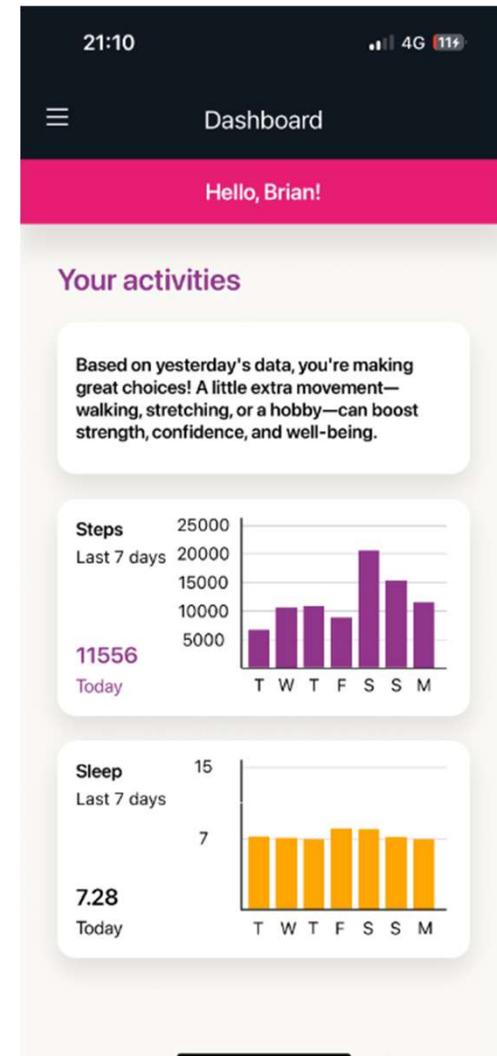
How Taking Care Prevent works
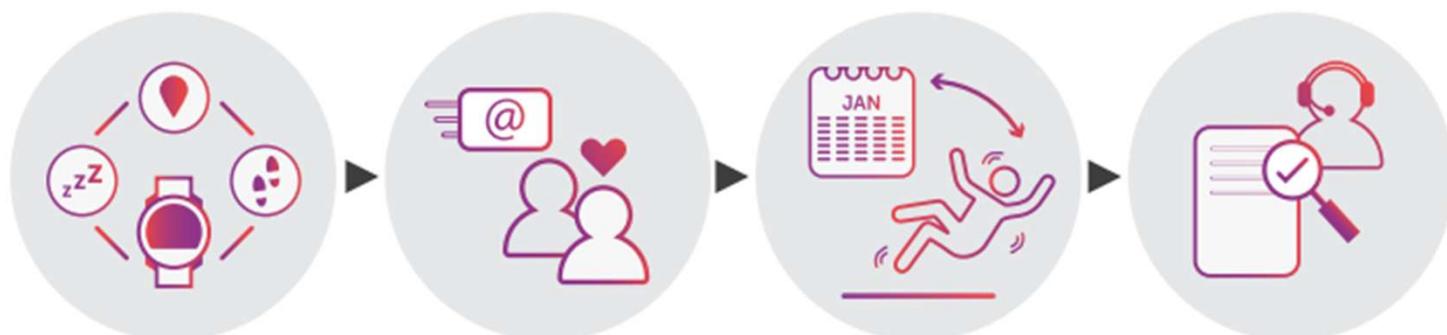
Smart activity tracking

- Fitness watch monitors activity levels with data viewable in an app.
- Prevention platform learns what is 'normal' for the wearer to detect changes.

Early fall risk alerts

- Insights from the app and email alerts notify user or care provider of changes that may increase fall risk.
- Helps proactive steps to be taken before issues escalate.

Fall prevention support

- Our Prevention Team is alerted to 'high' risk factors up to 10 days in advance.
- A team member will reach out at a convenient time to discuss a prevention plan.

Ongoing support

- Personalised action plans help reduce fall risk.
- The Prevention Team monitors progress with follow-up calls to ensure effectiveness.

Personalised Action Plan to address high risk factors

By analysing activity and inactivity, Taking Care's algorithms apply risk stratification to assess
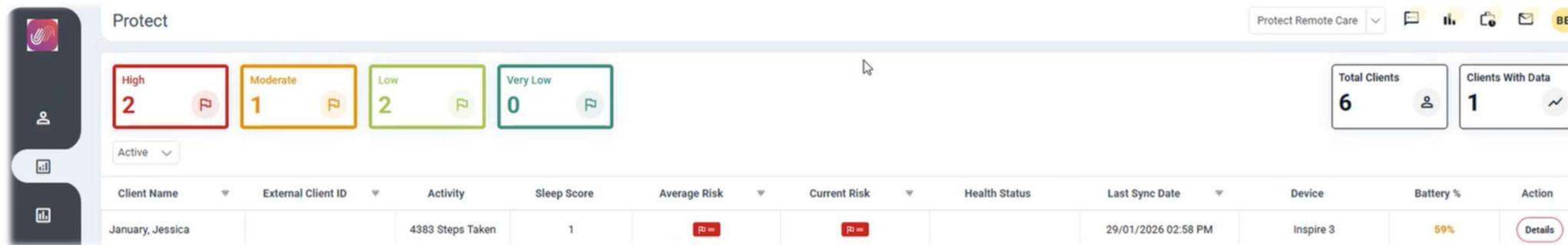
This proactive, personalised monitoring identifies individuals at the highest risk of falls. When combined with established pathways, it ensures the delivery of targeted interventions that effectively address individual needs, while also helping to manage rising care costs in the future.

Benefits

- ✓ Encourages mobility and a healthy lifestyle
- ✓ Detects frailty and the risk of falls early
- ✓ Predicts high risk incidents 10 days before they happen
- ✓ Reduces the risk of falls and hospital admissions
- ✓ Helps people live more independently at home
- ✓ Slows the cost of increasing care packages

Any questions?

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Thank you

Reports - https://taking.care/practicalprevention

https://taking.care/halo

http://taking.care/preventbrochure