



EUNESE News

European Network for Safety among Elderly

November-December, 2007

Center for Research and Prevention of Injuries

Editorial

Dear Members of the EUNESE,

With this newsletter we are happy to provide you with the latest news on the EUNESE progress and activities. We consider this effort as an effective way for disseminating and communicating information among network members-researchers, practitioners, and policy makers.

We kindly invite you to share with us and the members of EUNESE any abstracts you have submitted to national and international conferences and any related news on elderly safety activities, to be disseminated to our members.

We welcome your comments and suggestions which would lead to additional improvements of the newsletter.

EUNESE Communications Plan

The EUNESE Communications Plan aims to provide both the theoretical and the technical framework for the implementation of all EUNESE communications activities.

The Plan focuses on the different audiences that EUNESE targets (policy makers, researchers, practitioners, and older people) and discusses the different key messages that should be delivered to each one of them, as well as the methods and the means that should be used in order to efficiently deliver these messages. In brief, the main objectives of the EUNESE Communications Plan are the following:

- ◆ to promote the vision, goals, objectives and priorities of the EUNESE to potential members and supporters
- ◆ to promote effective communication about the EUNESE to target audiences
- ◆ to meet the needs of current EUNESE members and
- ◆ to recruit new members
- ◆ to reinforce the sustainability of the network

The EUNESE Communications Plan was developed based on the proposals that its members made during the 1st EUNESE Conference (May 2007) and it is considered as a living document that will change over time in order to address the evolving needs of the EUNESE. The core message of the EUNESE Communications Plan is that injury prevention works; there are huge benefits for everyone if injuries are prevented: **invite older people to a safer and better life**; the EUNESE ambition is to operate as clearing house on elderly safety issues by providing its members with state-of-art information on injury prevention and safety promotion among elderly in EU 27 and EEA countries. The key messages that need to be delivered to the different target audiences, based on the opinions of EUNESE members, are:

For elderly

- ◆ Live safely: live longer, healthier with an improved quality life
- ◆ Participate actively in injury prevention programs
- ◆ Keep self sufficient during advanced age

For practitioners

- ◆ Work WITH the elderly FOR the elderly
- ◆ Keep elderly active and safe in the community
- ◆ Implement effective interventions

For researchers

- ◆ Develop and implement comparable proportional indicators for EU 27 and EEA
- ◆ Work to harmonise existing injury data
- ◆ Communicate the data

For policy makers

- ◆ Injuries among elderly cause a huge financial and social burden in the EU; injury prevention should be prioritised
- ◆ Promote National Action Plans on injury prevention
- ◆ Support further research and implementation of good practices

EUNESE can achieve its communication goals by targeting audiences with the information they need, when they need it, in a manner they can understand



Abstracts accepted

The abstract entitled

“Injury prevention attitudes among older people: A focus group study in Greece”

by Petridou E,
Dinapogias A,
Germei E,
Tsirigoti A

has been accepted in the

9th World Conference on Injury Prevention and Safety Promotion

to be held
March 15-18, 2008
in
Merida, Mexico



see also:

Page 2: EUNESE members presentation
Page 3: EUNESE material presentation
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Center for Research and
Prevention of Injuries
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EUNESE

members presentation

2 Dr Katarzyna Szczerbinska, MD—PhD



Dr. Katarzyna Szczerbińska is an assistant professor at IPH at the Jagiellonian University Medical College, where she lectures in Health Promotion. She has worked as a geriatrician in a variety of clinical settings; for her doctorate, she studied the needs of the elderly and their access to services. Her areas of expertise are the organisation of long-term care, quality assurance and health promotion having trained at University of Limburg in Maastricht. Dr. Szczerbińska is a fellow of InterRAI (International Association of Researchers for Quality of Life of the Elderly which developed system of comprehensive geriatric assessment including indicators for quality of care and case-mix system for calculating the resources utilization groups - RUGs). More over Dr. Szczerbińska is an honorary research fellow at the School of Health, Sheffield and serves as an editor for the

European Journal of Ageing. An expert in the board of The Committee for Geriatric Care at the Ministry of Health in Poland. Dr Szczerbińska has published over 30 peer review papers, written major documents, received several research grants and worked on injury prevention in an international context for the past 10 years. Her current work involves writing documents on the burden of injuries and on the evidence base of what can be done about them. An essential part of the work involves supporting Member States of the European Region in injury and violence prevention activities.

Dr. Szczerbińska has participated in 10 international projects including: TEMPUS - No. 3734/94 (for health promotion education); COPE -Carers of Older People in Europe (for developing the COPE Index – tool for assessment of quality of life of the family caregivers); CLESA – Comparison of Longitudinal European Studies on Ageing (for assessment of the accessibility of health and social care services for the elderly) (FP5: QLRT-2001-02932). Dr. Szczerbinska now leads the Polish team for ComPro project - Competence Profiles for Learning Supporters in Elderly Care - (Leonardo da Vinci programme) and for EUNESE. In the EUNESE project Dr. Szczerbinska developed the pilot project aimed with falls prevention in the nursing homes in Kraków, Poland.

Dr Marek Zak, Physiotherapist

Dr Marek ZAK, PhD, PT, is a reader in physical rehabilitation, Chair of Clinical Rehabilitation, University School of Physical Education, Krakow. Principal research focus: development and promotion of effective techniques for restoring and sustaining individual functional capabilities in the frail elderly. Actively involved in the pursuit of major European research projects (NUTRICIA - Nutritional Supplementation in the Elderly 2000-2003; CLESA - Comparative European Studies on Aging 2004-2006). Completed his internship in geriatric rehabilitation at the Clinic of Geriatric Medicine, Catholic University of Louvain, Belgium (1998-2003). Guest speaker in the National Institutes of Health, Bethesda, MD, USA (2006). Principal author of 25 original research papers on geriatric rehabilitation, co-author of 3 special-focus chapters in the highly esteemed academic compendia. Presently involved in the EUNESE (European Network



for Safety among the Elderly) project, apart from his pursuit of original research into the methods of counteracting the age-induced deterioration into functional dependency among the free-living and institutionalized elderly.



Pilot project “Falls prevention among the Elderly living in the Nursing Homes in the frame of EUNESE project PL”

The pilot project 3 conducted in Kraków, Poland referred to three “Es”:

Engineering: assessment of the infrastructure of nursing homes (NH) in the context of their safety for the elderly.

Education: providing training for NH staff to improve their ability to recognize the risk of injuries in the NH environment and undertake the preventive actions.

Enforcement: the supervision of the implementation process of standard of falls prevention in the NH to maintain its use in practice by staff for long time.

Characteristics of current situation in the NH in Poland, such as lack of epidemiological data in Poland, lack of a monitoring system for injuries in NH and of standardized tools for assessment of health problems of the elderly led to the necessity of the presented project.

Aims and Objectives

The main aim of the project is to reduce numbers of injuries of elderly in NH.

The project’s objectives were:

- ◆ To enhance knowledge among the personnel about falls prevention
- ◆ To elaborate and implement monitoring system for falls in the NH institution
- ◆ To implement controlled trial educational intervention with follow-up
- ◆ To ameliorate the implementation of preventive procedures
- ◆ To monitor changes in number of falls and other indicators observed to measure the change

Conclusions

Some of the important conclusions from the project include:

- ◆ The falls registration chart developed in the pilot project EUNESE is a useful tool to measure the incidence of falls in the Nursing Homes (NH)
- ◆ The falls registration chart plays an educational role
- ◆ The implementation of falls registration chart can reduce falls incidence itself especially in the NH with poor architectural infrastructure. That is because nursing staff learned to recognise risk factors for falls
- ◆ One of the falls prevention recommendations is to ask patient or resident for fall at least once a year; “repeated falls” is a frequent phenomenon among the elderly and provides a means for predicting them
- ◆ Short and simple training of nursing homes staff can result with significant reduction of the incidence of falls in the NH

Project developed by Szczerbinska Katarzyna, MD, PhD
Health Promotion Unit at the Institute of Public Health , Krakow, PL



Learn from the EUNESE Pilot Projects Experience: An Implementer’s Guide

The aim of the EUNESE WG3 was to plan and implement specific operational pilot projects that would create measurable injury prevention efforts targeting the two main sub-segments of the elderly population: those self-supported and those living in supportive communities.

After completing and reporting all pilot projects the main task of WG3 was the development of a 7-Step Guide to implement a successful intervention for injury prevention among elderly people (65+). The guide was developed in the format of an implementers’ guide providing the possible implementers with necessary information about the process and the methodology as well as with the available materials. It is addressed to whom it may concern on the subject of unintentional injury prevention among elderly people, as health professionals working with elderly people in community level.

The Guide consists of three discrete sections, one for each pilot project. Each section includes an outline of the pilot project, a brief introduction, a template that gives all the main information for the intervention at a glance and the 7-steps for each project’s implementation. Finally, an additional section under the title of “Notes for Implementers” is included in the guide with the perspective to provide a guideline for successfully designing implementation projects highlighting the facilitating factors and ways to overcome possible impediments during project development/implementation.





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Members news, announcements, requests

Dear EUNESE Members & Friends,

Please feel free to share with us and the rest members of the EUNESE any abstracts you have submitted in national and international conferences and any related news on elderly safety activities. We will be happy to further disseminate this information to our members.

Networking Activities EUNESE Website Update

We proudly welcome you to our updated website! Amongst the information on EUNESE's role and goals, you could find:

- ◆ The **“who is who” list**; this list contains contact information for all the members of the EUNESE. From here you can see their organizations' identities as described in their websites, find contact details, or visit their personal home pages.
- ◆ The **“Useful links” page**; descriptions and links for elderly-safety related organizations around the world are provided.

Visit at : www.euroipn.org/eunese

Membership: In order to become a member of EUNESE, please visit: www.euroipn.org/eunese/membership.htm or www.eunese.org (members area), fill in the application form and return it by e-mail to: eunese@med.uoa.gr

EUNESE fact sheet series for the five leading causes of unintentional injuries among EU senior citizens are now available in 6 EU languages!

The EUNESE facts sheets have also been translated into French!

We would like to express our gratitude to the Spanish Ministry of Health and Consumer Affairs for their initiative to provide us with a Spanish version of the EUNESE facts sheets. The Spanish translation will soon be available.

Thanks to the new additional translations the **EUNESE facts sheets up today can be addressed to at least 77% of population in EU-27.**

For your information please visit:

www.euroipn.org/eunese/factsheets.htm

Internal evaluation of the EUNESE Project

by Malcolm Barrow, Consumer Safety UK

The aim of the internal evaluation was to ensure that EUNESE was a values driven project and to monitor the progress and good communication of all Working Groups.

The internal evaluator acknowledged that as all parties became increasingly involved in detailed work they still effectively got to grips with the big issues and were able to stand back to take the overview which was so crucial at all times.

The internal evaluator concluded in that EUNESE was a fundamentally strong project, which led to efficacious deliverables. Problems of cohesiveness and communications, which were expected to be found in high-budgeted programs like EUNESE, were of minor importance and overcame quickly, thanks to good management and good will of all Working Groups.



This Newsletter was developed in the context of the European Network for Safety among Elderly (EUNESE) project aiming to address injury prevention and safety promotion among senior citizens through an EU Network. The project run under the auspices of DG SANCO (Directorate C-Public Health and Risk Assessment, Health & Consumer Safety) and coordinated by CEREPRi.

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EUNESE Coordinating Team would like to take this opportunity to wish all EUNESE members and friends Merry Christmas and a Happy New Year!

