



Fall-proof
Strength and balance plan

Campaign Toolkit

September
2026

Please Note:
Embargoed until
21st September 2026



Active
Gloucestershire



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The Ask

As a trusted partner of both **Active Gloucestershire** and of **older adults in Gloucestershire**, we would love you to help us promote the Fall-Proof campaign by sharing the materials & assets through your newsletters, social media, community spaces and in conversations with older adults.

This toolkit will outline what Fall-Proof is, the aim of this campaign and how you can show your support. Giving you some suggested content, assets and pictures to use. You can also of course tailor and create your own content if you wish.

1 - Introduction

What is Fall-Proof?

Fall-Proof is a Gloucestershire-wide campaign and strength and balance programme, developed in partnership with NHS Gloucestershire, that aims to raise awareness of the importance of maintaining strength, balance and mobility as we age. The programme provides information, resources and practical support to help people understand their own capabilities and build strength and balance activities into their daily routines.

At the heart of the programme is an easy-to-follow strength and balance plan, supported by exercise guides and Move to Improve reminder cards that can be placed around the home to encourage regular activity. These simple exercises are designed to help people stay strong, steady and independent, reducing their risk of falls and helping them continue to do the everyday activities they enjoy.

Alongside the self-guided resources, Fall-Proof also connects people with friendly, supportive strength and balance exercise sessions in their local communities. Through regular participation, individuals can improve their balance, build physical strength, increase their confidence and maintain their independence for longer. Ultimately, Fall-Proof empowers people across Gloucestershire to stay active, reduce their risk of falling, and live well as they age.

Fall-Proof is particularly beneficial for:

- Older adults who want to remain active and independent
- People who have experienced a fall in the past
- Those who feel unsteady on their feet
- Individuals who have lost confidence in their mobility
- People living with long-term health conditions that affect balance or strength

Importantly, participants do not need to be fit or have previous exercise experience to benefit from the programme. Strength and balance activities can be adapted to suit a range of abilities.



2 - Aim & Objectives

Aim

To inspire and enable older adults across Gloucestershire to improve their strength, balance and confidence through accessible local opportunities and resources, supporting healthier ageing, greater independence and a reduced risk of falls.

Objectives

- 1 Increase awareness of Fall-Proof resources across Gloucestershire.
- 2 Increase awareness of local strength and balance opportunities.
- 3 Encourage older adults to undertake regular strength and balance activity.
- 4 Promote positive attitudes towards ageing, strength and independence.
- 5 Showcase inspiring participant stories and real-life experiences.
- 6 Create consistent campaign messaging across trusted organisations.
- 7 Strengthen partnership working around healthy ageing and falls prevention.



3 - Key Messages

1

Falls are not an inevitable part of ageing

Building strength and balance is a key aspect of preventing possible future falls.

2

Strength builds confidence & independence

Improving strength and balance supports mobility, independence and wellbeing. Including completing daily activities, staying social and helping to manage health conditions.

3

Small actions make a big difference

Participating in regular activity can help reduce falls risk and improve quality of life. Bolt activities onto tasks you already do e.g. boiling the kettle. You don't need to exercise for hours!

4

It's never too early to start, or too late

As we age, we naturally lose strength and muscle, but strength can be built at any age. Through Fall-Proof, we're challenging stereotypes and promoting positive ageing.

5

Strength can be built at home or in the community

Using the resources at home is a great way to add strength training into your life. Attending community classes is a great way to exercise and socialise with others.

4 - Campaign Schedule

Date	Theme / Activity	Detail
W/C 7th September 2026	Campaign Assets	All campaign assets and toolkit available to download from we can move website.
Monday 21st September 2026 9:20am Falls Prevention Awareness Week	Campaign Launch - Falls are not an inevitable part of ageing	Campaign goes live. Share the launch content across your organisation's social channels/newsletters/emails etc. Please do not post before this date and time.
Tuesday 22nd September	Strength builds confidence & independence	Strength training plays a huge role in helping older adults feel steadier and more confident in everyday life - utilise local stories.
Wednesday 23rd September	Small actions make a big difference	Connection to the new Chief Medical Officer Guidelines. Highlighting the Fall-Proof reminder cards.
Thursday 24th September	It's never too early to start, or too late	Strength can be gained at any age.
Friday 25th September 2026	Strength can be built at home or in the community	Promotion of Fall-Proof resources & Community classes - videos/stories.
Ongoing: 26th September Onwards	Continued Sharing	Campaign assets remain available. Continue sharing content and directing people to the website, fall-proof resources and community sessions beyond campaign week.

Important: Please do not post or share any campaign content before 10am on Monday 21st September 2026.

5 - Campaign Assets

All campaign assets are available to download from the Fall-Proof Campaign Hub on the website, click here: [Fall-Proof Campaign Hub](#)

We'd love you to share assets across the whole week if possible but the assets are also designed for you to use them on an ongoing basis.

1

Social Media Assets & Content

- x 1 'We're Supporting Fall-Proof'
- x5 Themed Pictures
- Fall-Proof Video



2

Print Resources

- Fall-Proof Reminder Cards
- Fall-Proof Booklet
- Fall-Proof A4 Posters



3

Digital Templates

- x6 Social Media Post Captions
- x1 Email Template
- x1 Press Release Template
- Powerpoint Presentation



Campaign Assets Continued

All files have been clearly named and organised by theme, format and platform size, making it quick and easy to find the content you need. Assets are available in a variety of formats for use across social media, websites, newsletters, presentations and community settings. Please refer to the file names and dimensions below when selecting assets for your channels.

File Naming Guidance

Assets are named to make them easy to find and use. The naming convention is:

FP _[AssetType]_[Size].[ext]

For example:

- FP_We'reSupportingFPGraphic1_01.jpg
- FP_PressRelease.pdf



If you have any issues accessing or downloading assets, please contact **benlangworthy@activegloucestershire.org** or **tomhandley@activegloucestershire.org** as soon as possible.

Platform	Format	Recommended Size
Instagram	Feed Post	1080 x 1350px
Facebook	Post Image	1200 x 630px
LinkedIn	Post Image	1200 x 627px

6 - Getting Involved

There are lots of ways you can take part in the Fall-Proof promotion, from a single social media post or conversation to a full week of activity. Every action helps spread the word about the Fall-Proof and the opportunities available to highlight the importance of Strength and Balance activity for older adults.

Essential Actions

- Share campaign content on social media using the hashtag #FallProof & #FallProofGloucestershire
- Post the photos/videos across the week, ideally on the themed days
- Direct audiences to the website - **fallproof.me**
- Share your own stories and promote your own sessions happening
- Promote the Fall-Proof resources (booklets & reminder cards)

Get social

Share, like, and repost Fall-Proof campaign content from Active Gloucestershire throughout the week.

Use the hashtag & website link

Always use #FallProof in your posts. This links all campaign activity across channels and helps build momentum locally whilst including the website link fallproof.me

Follow the schedule

Use the content schedule in Section 6 as a guide. The more organisations that are posting around the same time, the louder the campaign.

Use the assets

Make full use of the provided graphics and videos. We've created a bank of content to make it easy to keep posting throughout the campaign week and beyond.

Share your stories

If the campaign inspires others to share their stories or experiences, encourage them and let us know so we can amplify them.

Keep us updated

We want you to engage with all our content during campaign week and beyond. Tag Active Gloucestershire and key people in your networks so they can like and share.

7 - Suggested Templates

Email / Newsletter Copy

The following copy is ready to use across your organisation's newsletters, email bulletins and member communications throughout campaign week and beyond. Feel free to adapt the language to suit your audience and organisational tone of voice, but please retain the core information and call to action to ensure consistent messaging across the campaign. Templates include:

- Fall-Proof Awareness Week Email Template – ideal for sharing during Falls Prevention Awareness Week.
- General Fall-Proof Email Template – suitable for ongoing promotion throughout the year.

Access the email templates via the [Fall-Proof Campaign Hub](#)

Press Release Copy

We've created a ready-to-use press release template to help partners promote their support for Fall-Proof through local media, websites, community publications and stakeholder communications.

The template has been designed so you can easily add your organisation's details, local context and a supporting quote from a spokesperson.

You're welcome to tailor the content to reflect your organisation and audience, but we recommend keeping the key campaign messages, campaign information and website link to support a consistent countywide approach.

Access the press release template via the [Fall-Proof Campaign Hub](#)



7 - Suggested Templates

Social Media Copy

Ready-to-use posts are available for campaign week. Feel free to adapt the wording and use your own images, videos and local stories, but please keep the campaign theme, hashtags and call to action. **Remember:** Direct audiences to fallproof.me

Monday 21st September 2026 - Campaign Promotion

Instagram / Facebook / LinkedIn

Did you know that falls are not an inevitable part of ageing?

Many people believe becoming less steady on their feet is simply part of getting older, but there are simple things we can do to help maintain our strength, balance and confidence.

That's why we're supporting the promotion of Fall-Proof, a Gloucestershire-wide campaign helping older adults stay strong, steady and confident through strength and balance activities.

👉 Find out more and access free resources at - fallproof.me

#FallProof #FallProofGloucestershire #StrongerForLonger #AgeingWell

Tuesday 22nd September 2026 - Strength Builds Confidence & Independence

Instagram / Facebook / LinkedIn

What does independence mean to you?

Whether it's getting out for a walk, doing the gardening, shopping independently or spending time with family, maintaining our strength can help us continue doing the things that matter most.

Building strength and balance isn't just about physical health. It's about confidence, independence and quality of life.

Through Fall-Proof, older adults across Gloucestershire can access practical resources and local opportunities to stay active and well.

👉 Discover more - fallproof.me

#FallProof #FallProofGloucestershire #AgeingWell #StrongerForLonger

Wednesday 23rd September 2026 - Small Actions Make a Big Difference

Instagram / Facebook / LinkedIn

Falls are not an inevitable part of ageing!

Many falls can be prevented by taking simple steps to improve strength and balance. Regular activity can help us stay steady on our feet, maintain our independence and continue doing the things we enjoy.

That's why we're supporting the promotion of Fall-Proof, a Gloucestershire-wide campaign helping older adults stay strong, steady and confident through strength and balance activities.

👉 Find out more and access free resources at - fallproof.me

@activegloucestershire #FallProof #FallProofGloucestershire #StrongerForLonger
#AgeingWell

Thursday 24th September 2026 - It's Never Too Early To Start, Or Too Late

Instagram / Facebook / LinkedIn

Have you ever thought, "I'm too old to start exercising"?

The truth is that strength can be improved at any age.

While we naturally lose muscle strength as we get older, regular activity can help us stay stronger, steadier and more confident for longer. Fall-Proof is challenging the idea that getting older means slowing down. With the right support and opportunities, everyone can take positive steps towards ageing well.

It's never too early to invest in your future health, and it's never too late to start.

💬 What's one thing you'd like to keep doing independently as you get older?

👉 Learn more about Fall-Proof - fallproof.me

@activegloucestershire #FallProof #FallProofGloucestershire #StrongerForLonger
#AgeingWell

Whether you prefer exercising at home using the Fall-Proof resources or joining a local strength and balance class, there are plenty of ways to get involved 🙌

Regular strength and balance activity can help you stay active, independent and confident while connecting with others in your community.

👉 Visit fallproof.me to access free resources, exercise videos and information about local opportunities.

#FallProof #FallProofGloucestershire #StrongerForLonger #ActiveAgeing
#CommunityWellbeing

Ongoing - Campaign Promotion

Instagram / Facebook / LinkedIn

Did you know that building strength and balance can help you stay active, confident and independent as you get older?

Whether it's getting out for a walk, gardening, keeping up with family, or simply feeling more confident in your everyday life, maintaining your strength and balance can make a real difference.

That's why we're supporting Fall-Proof, a Gloucestershire-wide campaign helping older adults stay strong, steady and independent through practical resources, simple exercises and local opportunities to get active.

- ✅ Free resources and guidance
- ✅ Simple exercises that can be done at home
- ✅ Information about local strength and balance classes
- ✅ Tips to help build activity into everyday life

Do you know an older adult who could benefit from improving their strength and balance? Or perhaps you're looking for ways to stay active and independent yourself?

👉 Find out more at - fallproof.me

#FallProof #FallProofGloucestershire #StrongerForLonger #ActiveAgeing

8 - Posting Guidance

Tagging and Handles

When posting, please tag **Active Gloucestershire** and relevant partners so we can engage with and amplify your content:

Instagram	Facebook	LinkedIn	Website
@activegloucestershire	Active Gloucestershire	Active Gloucestershire	fallproof.me
@wecan_move	We Can Move		

Suggested Posting Times

For maximum reach, please aim to post at these times:

Morning	8:00am - 9:00am - Strong engagement before the day begins
Lunchtime	12:00pm - 1:00pm - Strong engagement across social media during lunch
Evening	6:00pm - 8:00pm - ideal for reaching community groups, volunteers, carers and family members after work hours

Engagement Tips

- Reply to comments on your posts, even a short response goes a long way in building community
- Share and repost content from Active Gloucestershire, local organisations and campaign supporters.
- Encourage colleagues, volunteers, community champions and local networks to like, share and repost campaign content
- If a member shares a story or comment that relates to the campaign, ask their permission to repost it
- Don't be afraid to post more than once - varied content across the week is far more effective than a single post

9 - Frequently Asked Questions

Who is the campaign for?

- The campaign is primarily aimed at older adults across Gloucestershire who want to stay active, confident and independent as they age. It is also relevant to family members, carers, healthcare professionals, community organisations, voluntary groups and anyone supporting older adults in their local community.

Can we adapt the graphics?

- The graphics have been designed for use as provided to ensure consistent branding across the campaign. Please do not alter the core design, messaging or logos. If you require a specific adaptation, such as adding your organisation's logo or resizing an asset, please contact the campaign team.

Can we create our own content?

- Absolutely. We encourage partners to tailor messaging to suit their audiences and share local stories, activities and opportunities. Please ensure that any content aligns with the campaign's key messages and includes a link to fallproof.me where possible.

Where should we direct people for more information?

- Please encourage audiences to visit fallproof.me, where they can access resources, exercise videos, practical guidance and information about local strength and balance opportunities.

Can we continue using the campaign assets after campaign week?

- Yes. The assets have been designed for ongoing use beyond Falls Prevention Awareness Week.
- We encourage partners to continue sharing resources, stories and opportunities throughout the year.

What if we run local strength and balance sessions?

- We strongly encourage you to promote your local sessions alongside the campaign. Fall-Proof aims to increase awareness of strength and balance opportunities across Gloucestershire, so showcasing local activities is a great way to support the campaign.

Can we share participant stories and testimonials?

- Yes. Real stories are one of the most effective ways to inspire others to get involved. If you share participant stories, please ensure that you have the appropriate permissions and consent in place.

Who do we contact for support?

- For campaign, communications or asset-related queries, please refer to Chapter 10.
- The campaign team will be happy to support you with assets, content, case studies, media opportunities and any questions you may have.

10 - Contact & Support

We want to make it as easy as possible for your organisation/club to take part. If you have any questions about the campaign, need help with assets, or want to tell us about your activity/session, please get in touch via the email below.



fallproofme@activegloucestershire.org

Thank you for supporting Fall-Proof!

Every post shared, every poster displayed and every conversation started helps more older adults across Gloucestershire discover ways to stay strong, steady and independent.

Together, we can raise awareness of the importance of strength and balance, support healthier ageing and help more people continue doing the things they love.

Find out more: fallproof.me

