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AGE CONCERN URGES OLDER PEOPLE TO STAY SAFE THIS WINTER

As the clocks go back and the nights start drawing in, Age Concern is urging older people to take extra care in their homes this winter.

Every year more than a quarter of a million elderly people seek medical treatment in an Accident and Emergency Department as a result of a fall at home. A fifth of these falls result in a fracture and although most do not result in a serious injury the faller can also be at risk of hypothermia or pressure sores if they are unable to get up.

Lindsay Kirk from Aid Call commented: "The risk of falling increases as we get older – an 85 year old is five times more likely to have a fall than a 65 year old – so it is important that help is readily at hand. Older people can often feel particularly vulnerable during the colder and darker winter months but there are some things they can do to help them feel more confident in their own homes. Regular contact with family and friends for example or, if this isn't practical, a personal alarm system will make them feel safer yet still let them live their lives as normal."

A product such as Aid Call from Age Concern, enables an older person to gain instant help when they fall in their home, giving peace of mind to the older person whilst enabling them to maintain their independence.

The Aid Call alarm operates a two-way speech link to enable the person who has raised the alarm to talk to an operator within seconds. The operator can then in turn contact their chosen keyholder - a friend, neighbour or relative - who will visit and offer assistance. If there is no contact available, the emergency services will be contacted.

To find out more about Aid Call or to arrange a free no obligation demonstration please call 0800 77 22 66 or visit www.aidcall.co.uk/personalalarms.

Aid Call provides reassurance for over 40,000 people every year and the 24-hour emergency response system can be installed at homes anywhere in the UK, where possible within 48 hours of the initial enquiry.

Lindsay Kirk from Aid Call added: “We pride ourselves on delivering a top quality service to people at risk across England and Wales. We have a dedicated Emergency Response Centre on hand 365 days a year and answer an average of 1600+ calls over a 24 hour shift. 80% of calls are handled within 20 seconds, 90% within 30 seconds and 98.5% within 60 seconds to reach the TSA target of 96.5%. In addition, Aid Call is a long standing and accredited member of the Telecare Services Association (TSA) which sets a Code of Practice that ensures - through annual audit - all accredited members operate to a very high standard and always employ best practice.

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NOTES TO EDITORS

ABOUT AID CALL:

Aid Call is a discreet personal alarm system owned by Age Concern that summons help, at the touch of a button. Over 40,000 people throughout the UK rely on the Aid Call emergency alarm service. Users are not exclusively older people; some have a physical disability, or a chronic condition such as epilepsy or diabetes, some are recovering from illness, while others are more concerned for their security than their health.

All of Aid Call’s profits help to fund the works of Age Concern, both in campaigning and lobbying at a national level, and providing essential services to the older community at a local level.

ABOUT AGE CONCERN:

Age Concern is the leading charity in the UK concerned with ageing and older people, and works to improve the quality of life for all older people. Nationally, it is involved in campaigning, policy guidance, research and information, and through its trading arm, Age Concern Enterprises (ACEnt), offers a range of products and services specifically designed for older people.

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