

Safe Falling: Does it Stand up?



**Richard Marsh (4-consulting) & James Feenan,
Safe Falling Conference December 2024**

Safe falling: Does it stand up?

Measuring the impact of teaching safe falling

Can we use research to show impacts?

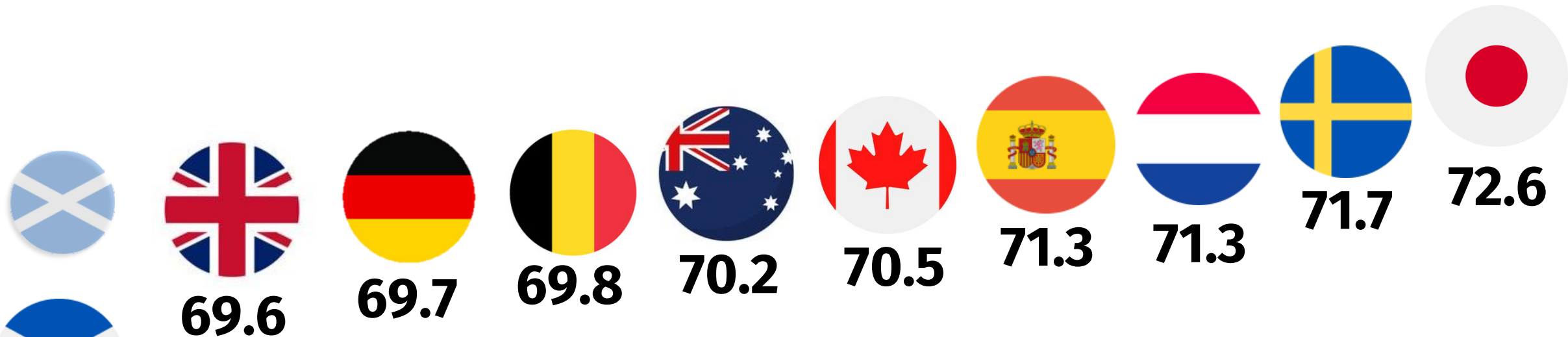
Showing the return on investment

How does judo compare?

The case for supporting safe falling programmes

Tackling financial, demographic & health challenges?

Years of healthy life (males)



60.4

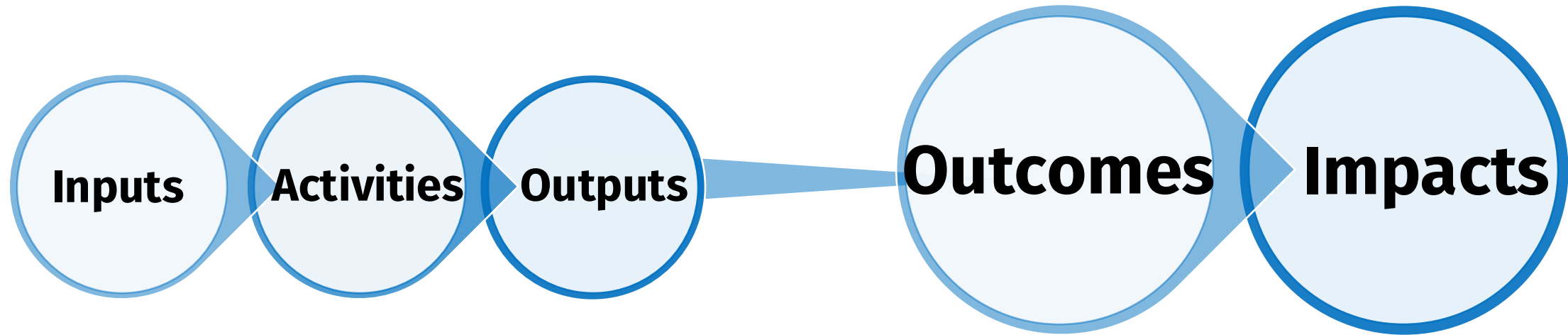
Scotland similar to middle-income states



48.2

Scotland's poorest communities (only 4 states below)

Theory of change (logic model)



Participants

Coaches

Dojo

Funding

Classes,

Coach
training

Promotion

Numbers of:

Classes

Participants

Coaches

Reduced fear of
falling

Increased physical
awareness

Improved flexibility

Reduced fall injuries

Improved quality of life

Reduced health costs

Community benefits

Economy benefits

Key evaluation issues

Impacts usually informed by reducing **number** of falls, **not severity** of injuries

Use of control groups (but relies on **meta-analysis**)

Costs & benefit **definitions often subjective**

Benefits usually refer to **cost savings** (easy to measure)

Persistence of benefits and **targeting** of those in need

Otago

Home adaption

Benefits and Costs

Reduction in falls

Adapted home	31%
Postural	18-26%
Otago	35%
Tai Chi	28%

Cost per person

Adapted	£330	¥63,000
Postural	£290	¥56,000
Otago	£580	¥111,000
Tai Chi	£500	¥95,000



Tai Chi



Postural

Otago

Home adaption

Benefit Cost Ratio

Direct benefits only

Adapted home	3.17
Postural	0.99
Otago	0.95
Tai Chi	0.85

Plus quality of life

Adapted home	7.34
Postural	2.28
Otago	2.20
Tai Chi	1.97



Tai Chi



Postural

Scotland's pilot project

Full costs £220 (¥42,000) per participant (12 weeks)

Costs lower as **community driven**, not commercial and draws on **judo DNA** and coach experience

Benefits based on most conservative assumptions taken from Otago, Tai Chi & Postural plus **reduction in fear of falling**

Cost-Benefit Ratio **1.3 (direct)** rising to **3.1 (all benefits)**

Scotland's pilot project

Instead of modelling **what happened**, we model **what if?**

Scottish Government model showed what if childcare sector was like that of Sweden or Norway

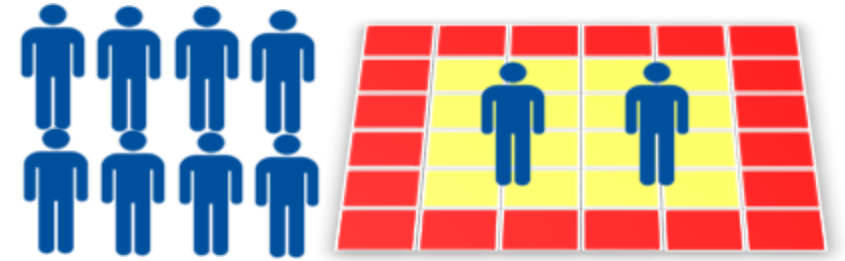
What if we had a national safe falling programme?

GDP (GVA) rises by **£370 million (¥71 billion)** each year

Taxes rise by **£130 million (¥25 billion)** each year

Leverage and storytelling?

Impact of Judo in Scotland sustains
£6.4m (¥1.2b) **of turnover**, nearly 100 jobs
and **£2.5m** (¥0.5b) of wage



UK's Treasury suggests use of 'social weights' – doubles benefit to cost ratios but needs **targeting of communities in need**

Japan model shows many sectors delivering healthcare; Scotland just one sector. **Around £900m** (¥172b) **of health services would be delivered outside of the NHS each year**

Progression and persistence, judo offering the 柔道