

## Coverage:

Newham Recorder, page 12, 1 September 2010

Paisley Daily Express, page 10, 1 September

Paisley Daily Express website, 1 September 2010: <http://www.paisleydailyexpress.co.uk/renfrewshire-news/local-news-in-renfrewshire/paisley-news/2010/09/01/lifeline-for-buddies-terrorised-by-cold-callers-87085-27172854/>

Sevenoaks Chronicle, page 13, 2 September 2010

Abergavenny Chronicle, page 7, 2 September 2010

### Nuisance Calls Inflict Elderly Falls

It has emerged that fear of falling is of great concern to the elderly. According to CPR Global, nuisance calls also impose a threat to the elderly as rushing to answer the phone can lead to dangerous consequences. With the stark rise in unsolicited calls, householders are receiving up to six unwanted sales calls in a single day.

More than 700,000 people over 65 attend accident and emergency after a fall every year<sup>1</sup> making it the biggest cause of accidental death in the UK, which is a concerning factor for the elderly population. Numerous falls result in a fear of falling, where people can become so nervous of falling again that they struggle to balance. It isn't surprising that death often occurs three months after a fall.

Nuisance calls have dire effects on the mental welfare of the elderly. One in ten people aged 60 to 74 in UK households have mental disorders, such as anxiety, depression and phobias<sup>4</sup>. The new study suggests that maintaining a healthy mental attitude is key to preventing falls of this nature and maintaining the welfare of older generations.

Silent calls can be particularly irritating for consumers; this is where auto-dialling result in the agents outnumbering the consumers, leaving them to hear silence. Due many pensioners' lack of mobility and fear of falling, receiving such calls can create adverse psychological implications. 1.3 million Pensioners rely solely on their state retirement pension and benefits<sup>2</sup> with no other financial means to spend on canvassed products and services, or for support in times of ill-health or injury.

Unsolicited calls pose a threat to the elderly where in some cases they are unable to answer the telephone due to their physical state. The possibility of the caller being a friend or relative is often too much to risk and after struggling to get to the phone, finding a sales person on the line can be extremely irritating. Falls on the stairs, in particular account for an estimated 1000 deaths of older people each year<sup>5</sup>.

Around 29 per cent of older adults in the UK report experiencing age discrimination more than any other form of prejudice<sup>3</sup>. Their vulnerability makes them susceptible to pushy sales tactics and sometimes charities play on their compassion by convincing them to donate money.

Nuisance calls are a dominant factor in affecting falls at home and registering with CPR Global can dramatically reduce this risk by eliminating unwanted calls from UK and overseas companies. With an expert customer care team in place, CPR Global works tirelessly towards handling companies who avoid the industry guidelines.

Ensuring there are no trip hazards is also vital in preventing accidents at home, making sure the correct lighting is fitted, alongside chair lifts and walking sticks could also be a significant in preventing accidents at home. More information can be found on the Age UK website.

In 2004, 56 per cent of women aged 85 or over lived alone, this figure is projected to rise to 70 per cent by 2024<sup>3</sup>. The isolated elderly people are subjected pushy sales tactics simply because they want someone to talk to and many marketing companies are exploiting this.

Kathryn Powell of Call Prevention Registry says "The elderly are known to be anxious and frightened when alone and nuisance calls amplify this problem. It is shocking to find that their vulnerability is an attraction for marketing companies. Many elderly people are claiming to feel 'on edge' every time the phone rings."

Every five hours an older person dies after a fall at home, representing the most frequent and serious types of accident in the over 65 age group, with one in three elderly people experiencing a serious fall every year<sup>6</sup>. The UK population is ageing and the cost of falls incurred by the NHS and other agencies is expected to escalate. Based on current trends in the UK, hip fractures among older people resulting from a fall may rise to 120,000 per annum by 2015<sup>7</sup>.

Customers can relax knowing that three telephone lines are protected, whether it's at work, home or even your mobile, you can rest assured that you'd be covered wherever you are. For £39.75, the Call Prevention Registry is available for its customers throughout the year, ready to handle any complaints and to offer helpful advice with ease.

Those who are experiencing a surge of nuisance calls should consider registering their details with Call Prevention Registry by calling freephone 0800 652 7780 or by visiting [www.callpreventionregistry.com](http://www.callpreventionregistry.com). E-mail is also available at [info@callpreventionregistry.com](mailto:info@callpreventionregistry.com). Customers can be assured a top level of privacy with a fast and friendly call back service.

<sup>1</sup> BBC: The Pensioners Cutting Elderly Falls, 28 August 2009

<sup>2</sup> Pensioners Income Series 2006/7, DWP, 2008

<sup>3</sup> Age Concern Research Services/University of Kent, 'How ageist is Britain?' 2005

<sup>4</sup> Evandrou, M., (2005) Health and well-being amongst older people in Britain at start of 21st Century (Source 3 - <http://www.scotland.gov.uk/Topics/Health/care/OlderPeopleCare/FallsGroup>)

<sup>5</sup> Hill LD, Haslam PA, Brooke-Wavell K, Sloane JE (2001) Safety of older people on stairs: behavioural factors, Loughborough University

<sup>6</sup> All our futures: Planning for a Scotland with an Ageing population <http://www.scotland.gov.uk/Publications/2007/03/14163202/2>

<sup>7</sup> Johnell O, Gullberg B, Allander JA, Kanis JA, The MEDOS Study Group (1992) The apparent incidence of hip fracture in Europe: a study of national register sources. Osteoporosis International, 2, pp1248-50.

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