# Norfolk County Council expands AI initiative to prevent falls among vulnerable residents



Norfolk County Council is set to expand its innovative use of artificial intelligence (AI) in a proactive effort to address the issue of falls among vulnerable individuals in the community. Following successful trials conducted in parts of Norfolk, the county aims to implement this AI-driven initiative on a wider scale, with the goal of reducing hospital admissions and alleviating pressure on the National Health Service (NHS) and adult social care services.

The council has deployed AI technology to analyse data pertaining to individuals with whom it and district councils have had interactions, to identify those at heightened risk of falling at home. By employing machine learning algorithms, the AI system assesses thousands of risk factors and relationships to determine the most effective predictors of falls. This data-driven approach allows the council to target outreach efforts to those most in need.

As reported, 12,000 individuals have been identified as being at risk of falls through this initiative. In the initial trial phase, 700 people were contacted, yielding responses from 538, with 278 engaging in conversations regarding their care. Of those who participated in discussions, 156 individuals accepted referrals, leading to 239 interventions, which included practical adaptations such as the installation of handrails in their homes.

Alison Thomas, the cabinet member for adult social care at Norfolk County Council, stated, "Proactive intervention is a vital tool in supporting people to live independent, healthy lives, in the place they choose to call home." She further emphasised that the pilot project demonstrated the council's capability to identify at-risk individuals and reduce the likelihood of falls. Thomas anticipates that a comprehensive rollout across Norfolk will significantly benefit not only the individuals involved but also their families and caregivers, while helping to alleviate substantial pressures within both health systems and adult social care.

Following the initial success in identifying 700 at-risk individuals, a subsequent trial carried out in south Norfolk further identified an additional 2,400 individuals. The response to these outreach efforts has been encouraging, with many individuals accepting offers of support and interventions aimed at enhancing their safety and wellbeing.

The council's initiative is timely, coinciding with broader government initiatives aimed at improving the adoption and application of artificial intelligence across the UK. Prime Minister Sir Keir Starmer has expressed support for increasing AI integration into public services, stating, "AI isn’t something locked away behind the walls of blue chip companies. It’s a force for change that will transform the lives of working people for the better." He highlighted the transformative potential of AI in making public services more human and reconnecting staff with their motivations for entering public service roles. Starmer has framed this moment as a critical opportunity for the UK to position itself as a leader in AI innovation, urging a national conversation on whether the country will become an "AI maker or AI taker."

As Norfolk prepares to widen the impact of its AI-driven initiative, it represents a significant step in leveraging technology to enhance community health and safety, ultimately contributing to the ongoing discourse about AI's future role in business and public services nationwide.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.norfolk.gov.uk/article/44389/Computer-data-helps-target-support-to-those-at-risk-of-a-fall> - This article explains how Norfolk County Council is using AI to identify individuals at risk of falls, and the proactive measures taken to prevent falls, including sending letters and making calls to offer support.
2. <https://www.norfolk.gov.uk/article/44389/Computer-data-helps-target-support-to-those-at-risk-of-a-fall> - It details the use of machine learning algorithms to analyze social care records and predict falls, as well as the involvement of South Norfolk and Broadland Council in the scheme.
3. [https://www.local.gov.uk/sites/default/files/documents/tw14\_-nick\_clinch-\_artificial\_intelligence\_ai\_the\_future\_of\_prevention.pdf](https://www.local.gov.uk/sites/default/files/documents/tw14_-_nick_clinch_-_artificial_intelligence_ai_the_future_of_prevention.pdf) - This document from the Local Government Association discusses the use of AI for falls prevention, including the pilot phases, data analysis, and the goal of proactive intervention to reduce falls and hospital admissions.
4. [https://www.local.gov.uk/sites/default/files/documents/tw14\_-nick\_clinch-\_artificial\_intelligence\_ai\_the\_future\_of\_prevention.pdf](https://www.local.gov.uk/sites/default/files/documents/tw14_-_nick_clinch_-_artificial_intelligence_ai_the_future_of_prevention.pdf) - It outlines the methodology of identifying at-risk individuals, the types of interventions offered, and the collaboration with various partners in the Integrated Care System (ICS).
5. <https://www.norfolk.gov.uk/article/44389/Computer-data-helps-target-support-to-those-at-risk-of-a-fall> - The article quotes Cllr Alison Thomas, highlighting the importance of proactive intervention in supporting people to live independently and reducing pressures on health and social care services.
6. [https://www.local.gov.uk/sites/default/files/documents/tw14\_-nick\_clinch-\_artificial\_intelligence\_ai\_the\_future\_of\_prevention.pdf](https://www.local.gov.uk/sites/default/files/documents/tw14_-_nick_clinch_-_artificial_intelligence_ai_the_future_of_prevention.pdf) - This document provides case studies and user feedback on the pilot, showing the positive impact of the interventions on residents' lives.
7. <https://www.norfolk.gov.uk/article/44389/Computer-data-helps-target-support-to-those-at-risk-of-a-fall> - It mentions the compliance with GDPR and the expansion of the scheme to include South Norfolk and Broadland Council's records.
8. [https://www.local.gov.uk/sites/default/files/documents/tw14\_-nick\_clinch-\_artificial\_intelligence\_ai\_the\_future\_of\_prevention.pdf](https://www.local.gov.uk/sites/default/files/documents/tw14_-_nick_clinch_-_artificial_intelligence_ai_the_future_of_prevention.pdf) - The document explains the financial and health benefits of preventing falls, including the reduction in care costs and hospital admissions.
9. <https://www.norfolk.gov.uk/article/44389/Computer-data-helps-target-support-to-those-at-risk-of-a-fall> - The article details the types of support offered, such as chair-based exercises, mobility help, and home fire safety checks, which are part of the proactive interventions.
10. [https://www.local.gov.uk/sites/default/files/documents/tw14\_-nick\_clinch-\_artificial\_intelligence\_ai\_the\_future\_of\_prevention.pdf](https://www.local.gov.uk/sites/default/files/documents/tw14_-_nick_clinch_-_artificial_intelligence_ai_the_future_of_prevention.pdf) - It discusses the long-term strategy for building a proactive prevention capability, including data sharing and collaboration with partners.
11. <https://www.norfolk.gov.uk/article/44389/Computer-data-helps-target-support-to-those-at-risk-of-a-fall> - The article highlights the national interest in Norfolk's falls prevention work and its potential to improve outcomes and reduce pressures on social care budgets.
12. <https://www.edp24.co.uk/news/24856240.ai-identifies-12-000-people-norfolk-risk-falls/?ref=rss> - Please view link - unable to able to access data