



# **A Collaborative Approach to Reducing Falls in Wisconsin**

Saving lives. Preserving independence.  
Reducing costs.

Suzanne Morley, BS, CHES  
*Falls Prevention Program Coordinator*



**wiha**  
Wisconsin Institute  
for Healthy Aging

# About WIHA . . .

Non-profit administrator of evidence-based healthy aging programs in Wisconsin

**Mission:** To bring evidence-based programs to communities throughout Wisconsin to encourage healthy living and healthy aging

# WIHA Partnerships

From Research, to Practice, to People

## Academic Researchers



From the University of Wisconsin School of Medicine & Public Health, Pharmacy, Nursing, Psychology, Engineering, and other disciplines

## Wisconsin State Public Health & Aging Policy Agencies



Wisconsin Division of Public Health's Bureau of Aging and Disability Resources and the Bureau of Community Health Promotion

## Community Organizations



Local aging offices and Aging & Disability Resource Centers (ADRCs), senior service providers, public health agencies, senior centers, senior dining programs, senior housing facilities, fitness centers, culture-focused groups, disability agencies, faith-based organizations, and more.

## Health Care and Related Organizations



Health care providers and payers including hospitals, clinics, health systems, and health insurers

# WIHA's Evidence-Based Health Promotion Programs



**Living Well with Chronic Conditions**

(English & Spanish)

**Healthy Living with Diabetes**

(English & Spanish)

**Healthy Living with Chronic Pain**

**Walk With Ease**

**Physical Activity for Lifelong Success (PALS)**

**Stepping On (falls prevention)**

(English & Spanish)

**Stand Up for Your Health**

**Mind Over Matter: Healthy Bowels,  
Healthy Bladder**

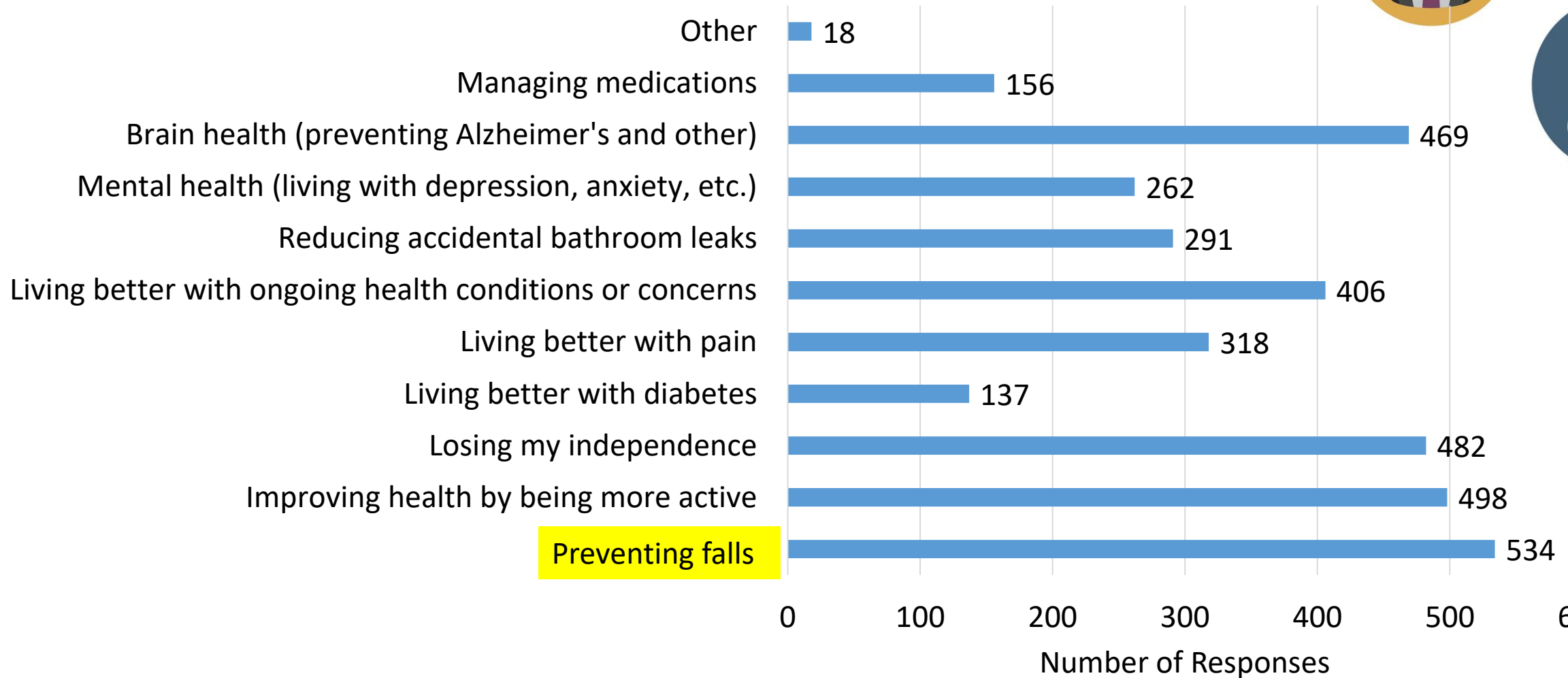


## The Falls Problem...

- Nationally, more than 1 in 4 older adults falls each year (CDC)
- Wisconsin has the highest rate of injury-related deaths due to falls among older adults in the country (CDC)
- In 2021, 43,004 older adults in WI went to the emergency department for a fall (DHS WISH)
- Costs for older adult fall-related hospitalizations in WI in 2020-2021 was \$427 million, up 11% from 2016-2017 (DHS WISH)
- In 2022, EMS in WI responded to over 130,000 falls and the number of falls that EMS responds to are increasing by nearly 10,000 a year statewide (WARDS)

# Older people are concerned about falls:

In 2022, over 700 older adults were asked which of the following is a concern for them as you get older? (Check all that apply)



# Why it Matters ...

Falls are the leading injury category in WI



Incident ICD-10 Injury Category	Total Cases	Percent of All Injuries
(X71-X83) Intentional self-harm	402	1.10%
(V02-V09) Pedestrian injured by vehicle	443	1.20%
(X92-Y08) Assault	1,496	4.20%
(W00-W19) Slipping, tripping, stumbling, and falls	22,198	62%
(V40-V59) Occupant car, pick-up truck, or van injured in transport accident	4,159	12%
(V20-V29) Motorcycle rider injured in transport accident	1,063	3.00%
(W20-W49) Exposure to inanimate mechanical forces	1,528	4.30%
(V80-V89) Other land transport accidents	1,368	3.80%

Source: WI DHS – Division of Public Health (2022)

## Top Five Injury Categories by Age Range

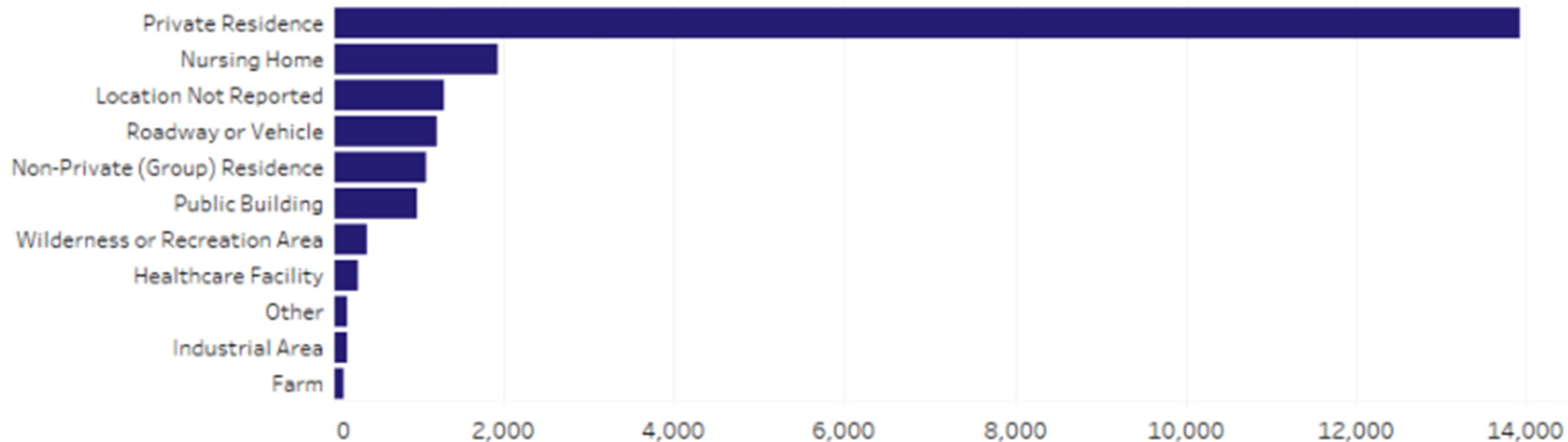
(ICD-10 Code) Mechanism of Injury	0	1-4	5-9	10-14	15-17	18-19	20-24	25-34	35-44	45-54	55-64	65-74	75-84	85+
(W00-W19) Slipping, tripping, stumbling, and falls	117	283	382	169	81	56	155	423	632	1,015	2,582	4,482	5,879	6,429

# The Falls Problem...

Most older adult falls happen in the home.



Fall Injury Locations in 2022



Source: WI DHS – Division of Public Health (2022)



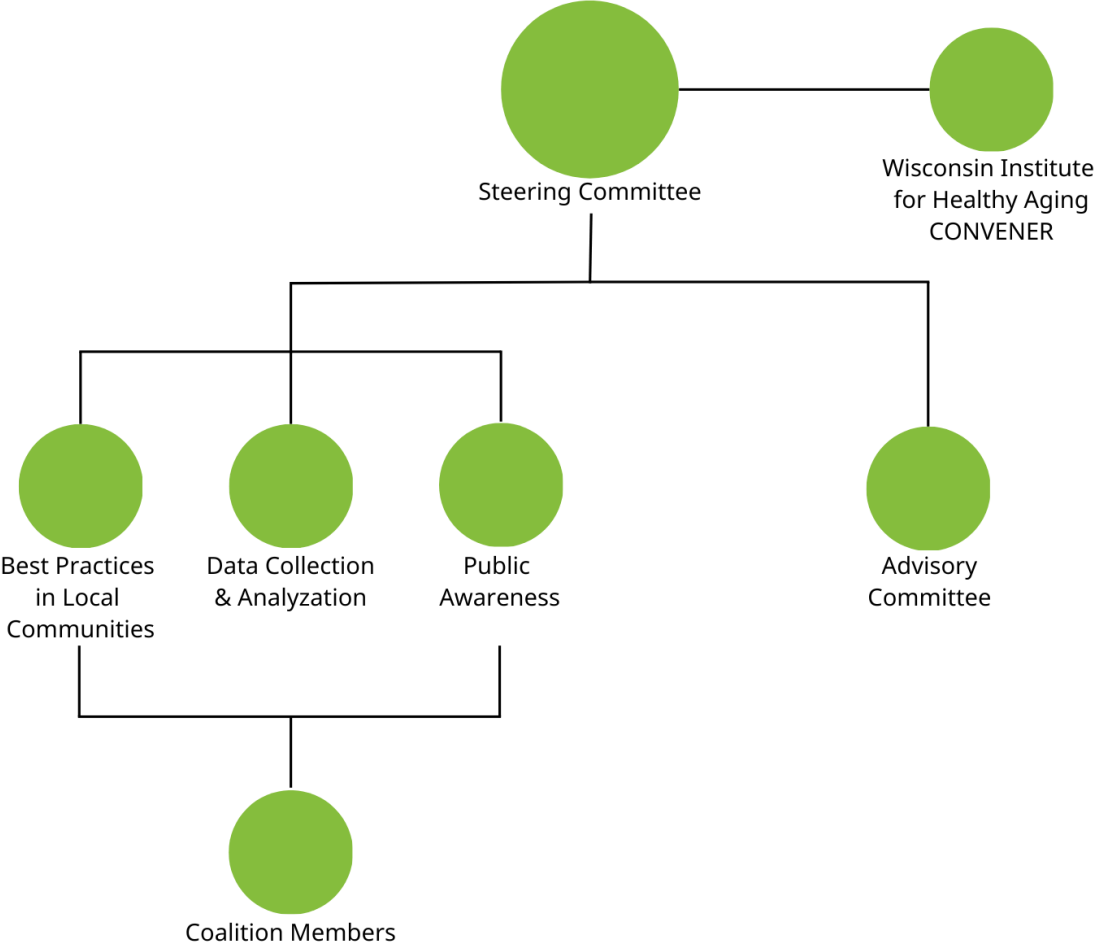
# The Falls Free Wisconsin initiative takes a public health approach to falls prevention in Wisconsin.

- Address root causes of falls.
- Promote programs but also practices that reduce falls risk.
- Instill a belief that falls are preventable.



# Falls Free Wisconsin Coalition

A collective impact approach to falls prevention



# Best Practices Work Group

## Local Coalition Support and Development

- Coalition Quick Guide
- Collecting and sharing best practices

### Falls Free® Wisconsin Coalition Quick Guide

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August 2022



# Best Practices Work Group

## Local Coalition Support and Development

- Coalition Quick Guide
- Collecting and sharing best practices

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# Data Collection Work Group

## Data Mining and Customization

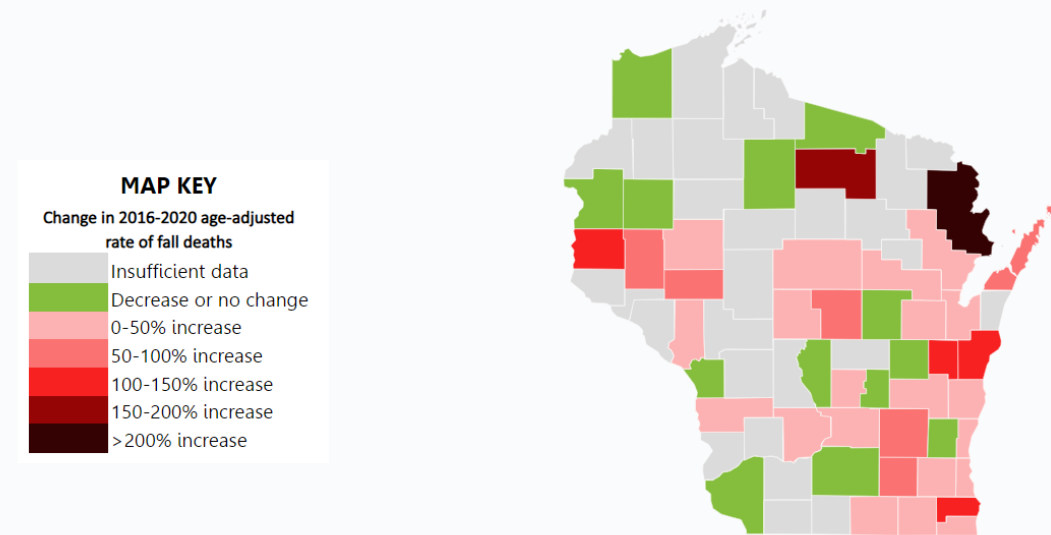
- Collecting and analyzing falls data
- Providing data customization for local communities

### How do we know that falls are an issue in Wisconsin?

From the data! Data shows us that falls are happening frequently, they are expensive and that they have enormous health and community implications. According to the **Centers for Disease Control and Prevention (CDC)**, **Wisconsin has the highest death rate due to falls in the nation**. By looking at the data, you can get a better understanding of the impact of falls nationwide, in Wisconsin and your local area, and make the case for **falls prevention**.

### Falls Data by County

Green counties have seen an improvement (reduction in fall deaths as indicated by the age-adjusted rate) between 2016-2020. Click on a county to see data for number of emergency department visits and hospitalizations, as well as cost of falls due to emergency department visits and hospitalizations.




# Data Collection Work Group


## Data Mining and Customization


- Collecting and analyzing falls data
- Providing data customization for local communities


### Available Data Sources:

Center for Disease Control and Prevention (CDC) 

WARDS (Wisconsin Ambulance Run Data System) Elite 

Wisconsin Hospital Association (WHA) 

WISH (Wisconsin Interactive Statistics on Health) Query System 

Wisconsin Trauma Registry 

### Local Data

You may be able to get local data right from the source of your healthcare system or emergency services provider. Ask your local providers what falls data they collect. Consider requesting regular reports and monitoring for changes in trends over time.

### Limitations of Data

Just like humans, data isn't perfect. Each data set may have its own limitations. Be sure to look at the definitions of the data, where the numbers come from, what geographic area the numbers cover and more. Consider the effect of the COVID-19 pandemic or other factors that may have impacted the data.

# Data Collection Work Group

## Data Mining and Customization

- Collecting and analyzing falls data
- Providing data customization for local communities

### Average cost of falls per person (amount billed<sup>1</sup>)

	Emergency Department Visits			Hospitalizations		
	2016-2017	2020-2021	2016-2021 % Change	2016-2017	2020-2021	2016-2021 % Change
Adams	\$1,283	\$1,711	33%	\$19,288.56	\$18,116.95	-6%
Ashland	\$1,633	\$1,908	17%	\$20,044.57	\$23,003.33	15%
Barron	\$1,223	\$1,341	10%	\$15,098.45	\$20,310.82	35%
Bayfield	\$1,670	\$2,202	32%	\$28,463.60	\$35,728.64	26%
Brown	\$1,054	\$1,389	32%	\$11,956.64	\$15,959.31	33%
Buffalo	\$2,065	\$3,115	51%	\$26,524.45	\$39,373.22	48%
Burnett	\$1,311	\$2,317	77%	\$28,550.08	\$32,267.86	13%
Calumet	\$919	\$1,225	33%	\$10,292.73	\$15,939.07	55%
Chippewa	\$1,393	\$1,883	35%	\$14,551.45	\$22,654.75	56%
Clark	\$1,582	\$2,016	27%	\$12,576.09	\$17,101.32	36%
Columbia	\$1,390	\$1,992	43%	\$15,445.72	\$20,430.67	32%
Crawford	\$1,867	\$2,454	31%	\$16,628.03	\$26,482.13	59%
Dane	\$1,665	\$2,275	37%	\$17,077.61	\$20,740.23	21%
Dodge	\$1,649	\$2,121	29%	\$16,781.74	\$19,327.69	15%
Door	\$1,075	\$1,467	37%	\$14,178.64	\$19,906.23	40%
Douglas	\$2,425	\$3,061	26%	\$40,054.50	\$42,274.43	6%
Dunn	\$1,345	\$1,985	48%	\$11,770.34	\$29,407.25	150%
Eau Claire	\$1,160	\$1,835	58%	\$16,690.86	\$21,033.79	26%
Florence	X	X	X	X	\$9,020.08	X
Fond du Lac	\$1,444	\$1,789	24%	\$15,711	\$16,239	3%
Forest	\$2,007	\$2,224	11%	\$13,205	\$14,572	10%
Grant	\$1,706	\$2,332	37%	\$23,242	\$34,255	47%
Green	\$1,569	\$2,015	28%	\$17,452	\$18,528	6%
Green Lake	\$1,185	\$1,671	41%	\$11,147	\$17,275	55%
Iowa	\$1,341	\$1,758	31%	\$12,253	\$18,628	52%
Iron	\$1,588	\$1,843	16%	\$17,961	\$28,819	60%
Jackson	\$2,557	\$2,467	-4%	\$13,421	\$13,532	1%
Jefferson	\$1,200	\$1,641	37%	\$14,923	\$17,982	21%
Juneau	\$1,486	\$1,785	20%	\$17,956	\$18,850	5%
Kenosha	\$971	\$1,327	37%	\$17,561	\$20,465	17%
Kewaunee	\$1,112	\$1,285	16%	\$16,120	\$16,388	2%
La Crosse	\$981	\$1,240	26%	\$17,197	\$19,753	15%
Lafayette	\$1,431	\$1,943	36%	\$28,936	\$17,336	-40%

# Public Awareness Work Group

## Consumer & Professional Education

- Falls Prevention Awareness Month resources
- Falls Free WI promotion
- Webinars





# Public Awareness Work Group

## Consumer & Professional Education

- Falls Prevention Awareness Month resources
- Falls Free WI promotion
- Webinars

Date	Activity	Asset	Suggested Message for <u>Social Media</u>
8/25	Social Media Teaser Post	<p><b>THE FALLS SITUATION IN WISCONSIN</b> Together, we can prevent falls!</p> <ul style="list-style-type: none"> <li>1 Wisconsin has the highest rate of fall-related deaths due to falls among other states in the country*</li> <li>43,004 Wisconsin residents suffer a fall each year**</li> <li>Falls represent an increasing percentage of 911 calls, with 1.5 million calls in WI in 2015 (1.5M) compared to 1.2M in 2014</li> <li>\$427 million in direct and indirect costs from falls in WI in 2015</li> <li>43,004 Wisconsin residents suffer a fall each year**</li> <li>\$1 billion in caregiver costs from falls in WI in 2015</li> </ul>	Falls may be common, but they don't have to be a normal part of aging. Together, we can prevent falls. Falls Free® Wisconsin is here to support you staying falls free. Visit <a href="http://fallsfreewi.org">fallsfreewi.org</a> to learn how.
8/28	Social Media Teaser Post	<p><b>Falls Free Wisconsin Tip: Think Prevention</b></p> <p>Don't underestimate the role you play in your own health. Be prevention-minded when it comes to your falls risk. Take steps to avoid a fall so you can keep doing what you love!</p> <p><a href="http://fallsfreewi.org">fallsfreewi.org</a></p>	There are many things you can do to prevent falls and Falls Free® Wisconsin is here to help. Visit <a href="http://fallsfreewi.org">fallsfreewi.org</a> to learn more.

# Public Awareness Work Group

## Consumer & Professional Education

- Falls Prevention Awareness Month resources
- Falls Free WI promotion
- Webinars



1

**Webinar: Innovative Approaches to Falls Prevention in Wisconsin Communities 9/22**

Wisconsin Institute for Healthy Aging -WIHA • 171 views • 1 year ago



2

**Falls Free WI - Tools & Strategies for Preventing Falls in Wisconsin 10 12 21**

Wisconsin Institute for Healthy Aging -WIHA • 101 views • 1 year ago



3

**Best Practices in Screening Patients for Falls Risks and Connecting to Community-Based Programs**

Wisconsin Institute for Healthy Aging -WIHA • 35 views • 1 year ago



4

**Webinar: Public Safety Approaches to Falls Prevention in Wisconsin Communities**

Wisconsin Institute for Healthy Aging -WIHA • 64 views • 2 months ago



5

**Webinar: Bringing Falls Free Wisconsin to Your Community**

Wisconsin Institute for Healthy Aging -WIHA • 56 views • 1 month ago



Wisconsin Institute  
for Healthy Aging

# Public Policy

## Healthy Aging Grants

State budget support for falls prevention

Drafted a bill to provide \$756,000 in biennial support for falls prevention work in Wisconsin

### Falls Free Wisconsin

A Comprehensive, Coordinated Initiative to Reduce Falls Among Older Adults

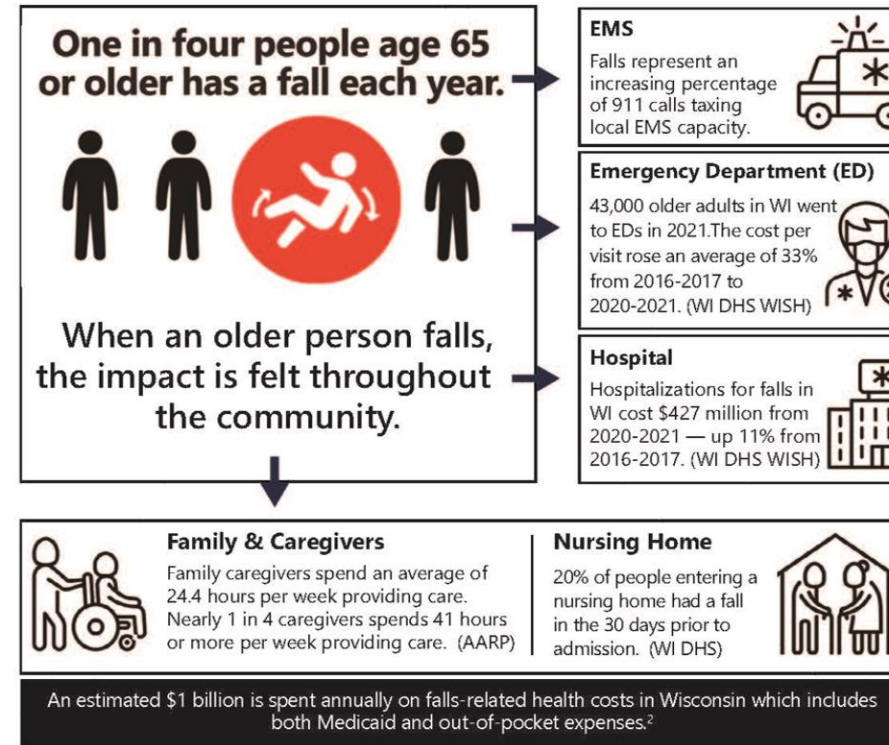
Wisconsin has the highest rate of deadly falls among older adults in the country (CDC). From 2018-2020, there were 4,986 deaths due to falls among the 65+ population in Wisconsin – nearly triple the number of people of all ages who died in motor vehicle accidents.<sup>1</sup> Falls are responsible for substantial costs to individuals, families, emergency responders, insurers and the state.

The good news is that falls are not an inevitable part of old age. They can be prevented. The Falls Free Wisconsin (FFWI) Initiative with its statewide network of partners is prepared to do just that.

# #1

Wisconsin has the highest death rate due to falls among older adults in the country — most occurring at home. (CDC)

### The Heavy Impact of Falls



Wisconsin Institute for Healthy Aging | wihealthyaging.org



# LEAF Grants

Localizing Efforts to Address Falls

- Awarded \$70,000 to 10 organizations (up to \$10,000 each)
- To support sustainable falls prevention efforts with a focus on reaching underserved communities
- Grant ran 1/1/23 – 8/31/23

## SAFE COMMUNITIES Activate Bailando

**Project Goal(s):** Build infrastructure and capacity for Activate Bailando and provide a culturally competent dance program for Spanish-speaking older adults. Help reduce social isolation and 75% of participants will report positive health outcomes primarily on balance.



### Activities

- Advertised and recruited for 2 sessions of Activate Bailando held in 2023. Provided transportation for participants, which was identified as a major barrier of participation
- Held an Activate Bailando instructor training and trained one additional instructor
- Collected and analyzed pre- and post-data (TUG, 4 Stage Balance, UCLA Loneliness Scale, Social Network Scale)
- Participants performed at the Hispanic Heritage Month Celebration at the Madison Senior Center
- Graduation celebration held for participants



### Partners

- NewBridge Madison
- Dr. Laura Prieto (UW-Madison Kinesiology)
- La Movida
- Catholic Multicultural Center
- Lussier Community Center
- Centro Hispano



### Outcomes/Lessons Learned

- Participants ranges from low risk to medium-higher risk of falling and for social isolation and loneliness
- Increased public awareness of falls prevention among the Spanish-speaking community
- Anecdotal evidence from participants that the class had value and meaning



### Sustainability/Next Steps

- Continue to expand the reach of the program with new instructors and seeking additional funding
- Engage participants in programming that promotes health and wellness

## For Consumers, Families & Caregivers

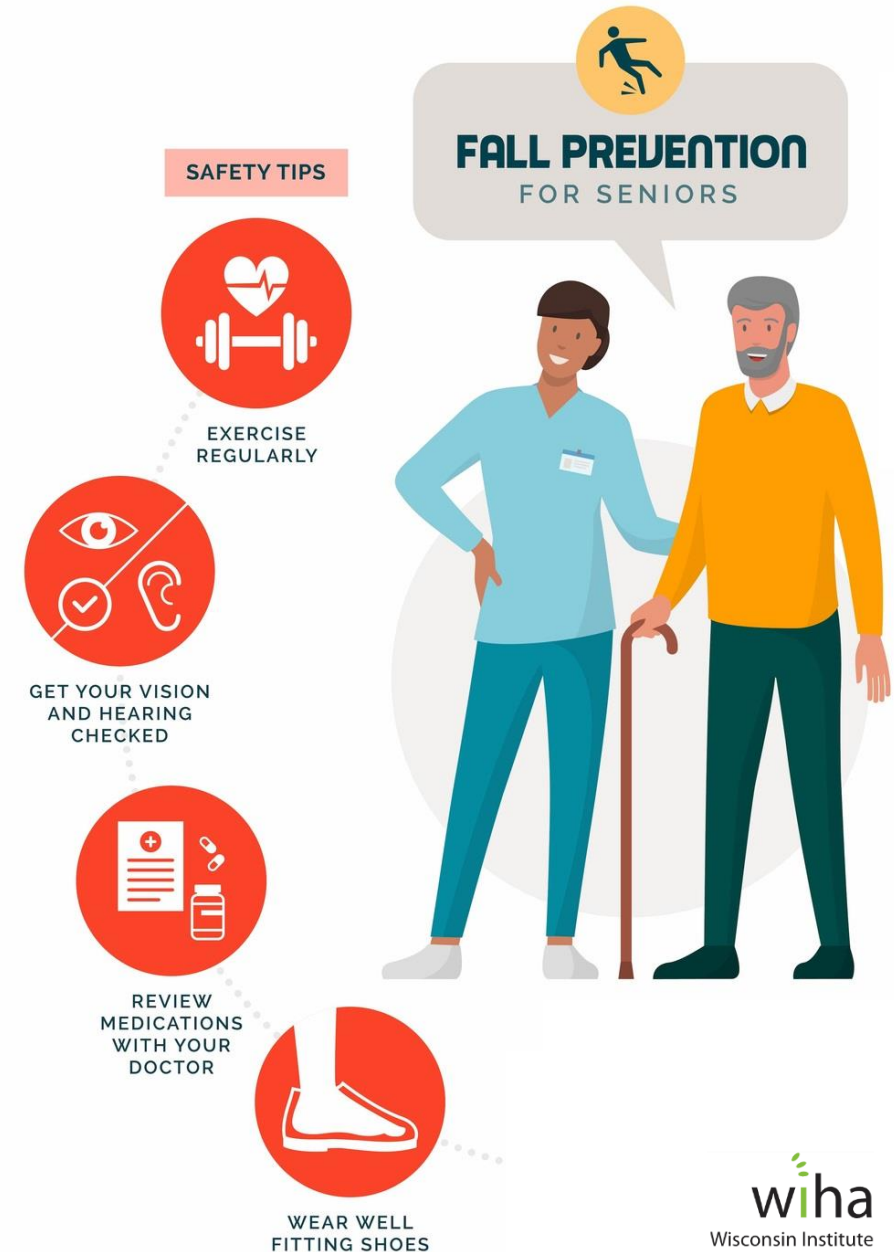
A positive, upbeat, you-can-do-it virtual space for consumers to find falls prevention information, strategies, programs and motivation.

- **Consumer content for preventing a fall**
  - Printable content addressing falls factors
  - Simple language and easy-to-follow instructions
  - Planning tools for safety and mobility



## For Consumers, Families & Caregivers

- **Promotion plan** to ensure that people know about and are motivated to visit the website
- **Virtual home safety challenge** identifying in-home hazards and safety tips
- **Interactive quizzes and tools** to teach falls prevention strategies
- **Relatable stories** both text and video
- **Access** to evidence-based falls programs



# Website Traffic

Use during soft launch



Users

7.1K

New users

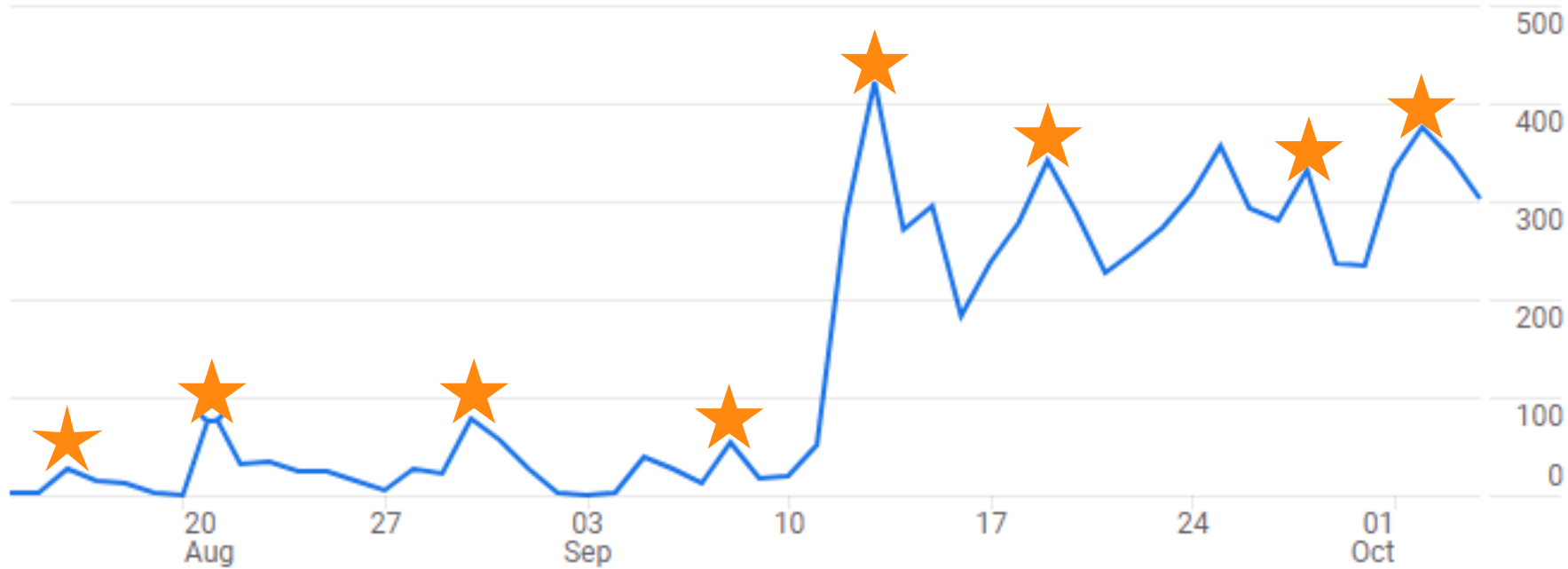
7.1K

Average engagement time <sup>?</sup>

0m 38s

Total revenue <sup>?</sup>

\$0.00

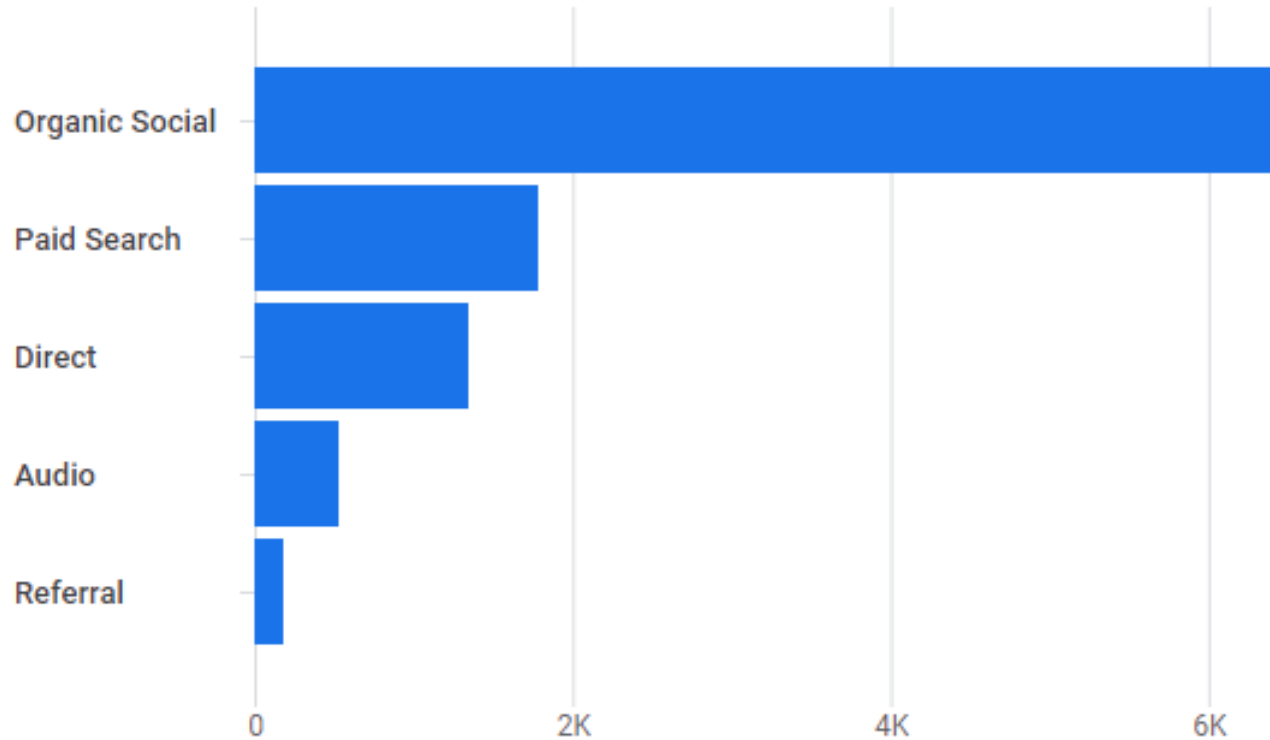


# Website Traffic

Where users are coming from



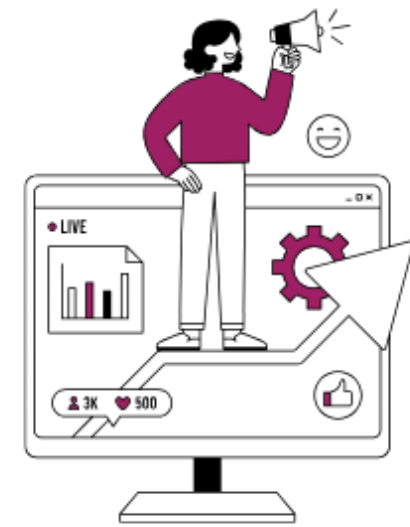
New users by First user default channel group





# Website Traffic

Where users are coming from



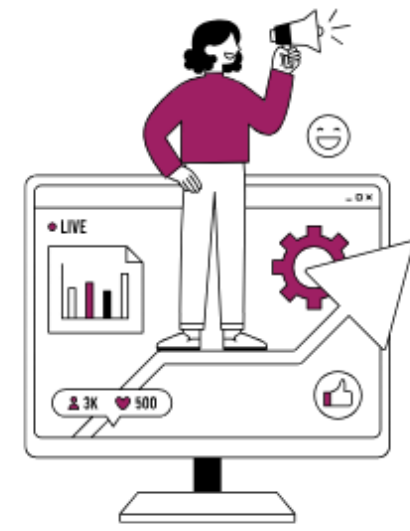
↓ First user defa... channel group ▾ +

Average  
engagement time

		35s Avg 0%
1	Organic Social	6s
2	Paid Search	9s
3	Direct	2m 53s
4	Audio	17s
5	Referral	2m 12s
6	Organic Search	2m 38s

# Website Traffic

What users are looking at



	Page title and screen class <span>+</span>	↓ Views	Users	Views per user	Average engagement time
		17,074 100% of total	10,553 100% of total	1.62 Avg 0%	35s Avg 0%
1	Interactive Home Safety Challenge - fallsfreewi.org	10,820	9,002	1.20	4s
2	Home - fallsfreewi.org	2,472	1,502	1.65	34s
3	Home Safety Challenge	991	638	1.55	4m 49s
4	Prevent Falls - fallsfreewi.org	636	286	2.22	1m 32s
5	Promotional Resources - fallsfreewi.org	353	249	1.42	37s
6	Balance & Strength - fallsfreewi.org	282	196	1.44	1m 09s
7	Test Your Knowledge - fallsfreewi.org	179	133	1.35	24s
8	About - fallsfreewi.org	151	117	1.29	34s
9	Falls Free® Wisconsin Coalition - fallsfreewi.org	112	72	1.56	32s
10	Surroundings - fallsfreewi.org	100	74	1.35	50s

# Paid Media

Via Our Vendor

Flight 1 "Sweetheart"							
Channels	Start	End	Impressions	Views	Reach	Freq	Clicks
FB/Insta							
Carousel	9/12/23	10/7/23	136500				4881
Video	9/12/23	10/7/23	75882	40872			3524
Hulu							
	9/12/23	10/6/23	94638		60187	1.6	
Pinterest							
Carousel	9/12/23	9/19/23	22623				136
Panel	9/20/23	10/8/23	1450				7
Spotify							
	9/12/23	10/7/23	192918		93787	2.06	681
YouTube							
	9/22/23	10/7/23	347315	17419			3084



**Impressions:**  
1,471,825

**Hulu & Spotify  
Reach:**  
270,714

**Clicks:**  
12,313

Note that not every type of ad has every type of stat; the relevant ones are filled in per ad type.

# Paid Media

Via Our Vendor



Flight 1 "Sweetheart"						
Flight 2 "Joke"						
Channels	Start	End	Impressions	Views	Reach	
FB/Insta						
Carousel	11/5/23	11/18/23	153276		66653	
Video	11/5/23	11/18/23	57459	23808	33807	
Hulu	11/5/23	11/18/23	52009		41898	
Spotify	11/5/23	11/18/23	105884		74842	
YouTube	11/5/23	11/18/23	231871	18161		
YouTube	9/22/23	10/11/23	347515	17419		3084

**Impressions:**

1,471,825

**Hulu & Spotify**

**Reach:**

270,714

**Clicks:**

12,313

Note that not every type of ad has every type of stat; the relevant ones are filled in per ad type.

**Falls Free Wisconsin**  
Published by Glenn Chung · November 3 at 2:40 PM · 🌐

Falling Isn't Inevitable As You Age...  
Take our Home Safety Challenge to find and fix falls hazards that might be in YOUR home.



Home Safety Challenge

[Learn more](#)



Home Safety Challenge

[Learn more](#)

[See insights and ads](#)

[Boost post](#)

👍👍 48

3 comments 2 shares

Note that not every type of ad has every type of stat; the relevant ones are

**Falls Free Wisconsin**  
Published by Glenn Chung · November 3 at 2:02 PM · 🌐

Falling Isn't Inevitable As You Age...  
Take our Home Safety Challenge to find and fix falls hazards that might be in YOUR home.



FALLSFREEWI.ORG  
Home Safety Challenge

[Learn more](#)

# Falls Paid Media



Falls Free Wisconsin

Published by Glenn Chung · September 8 · 🌐

Falling Isn't Inevitable As You Age...

Take our Home Safety Challenge to find and fix falls hazards that might be in YOUR home.



Home Safety Challenge

[Learn more](#)



Home Safety Challenge

[Learn more](#)

[See insights and ads](#)

[Boost post](#)

👍 60

1 comment 2 shares

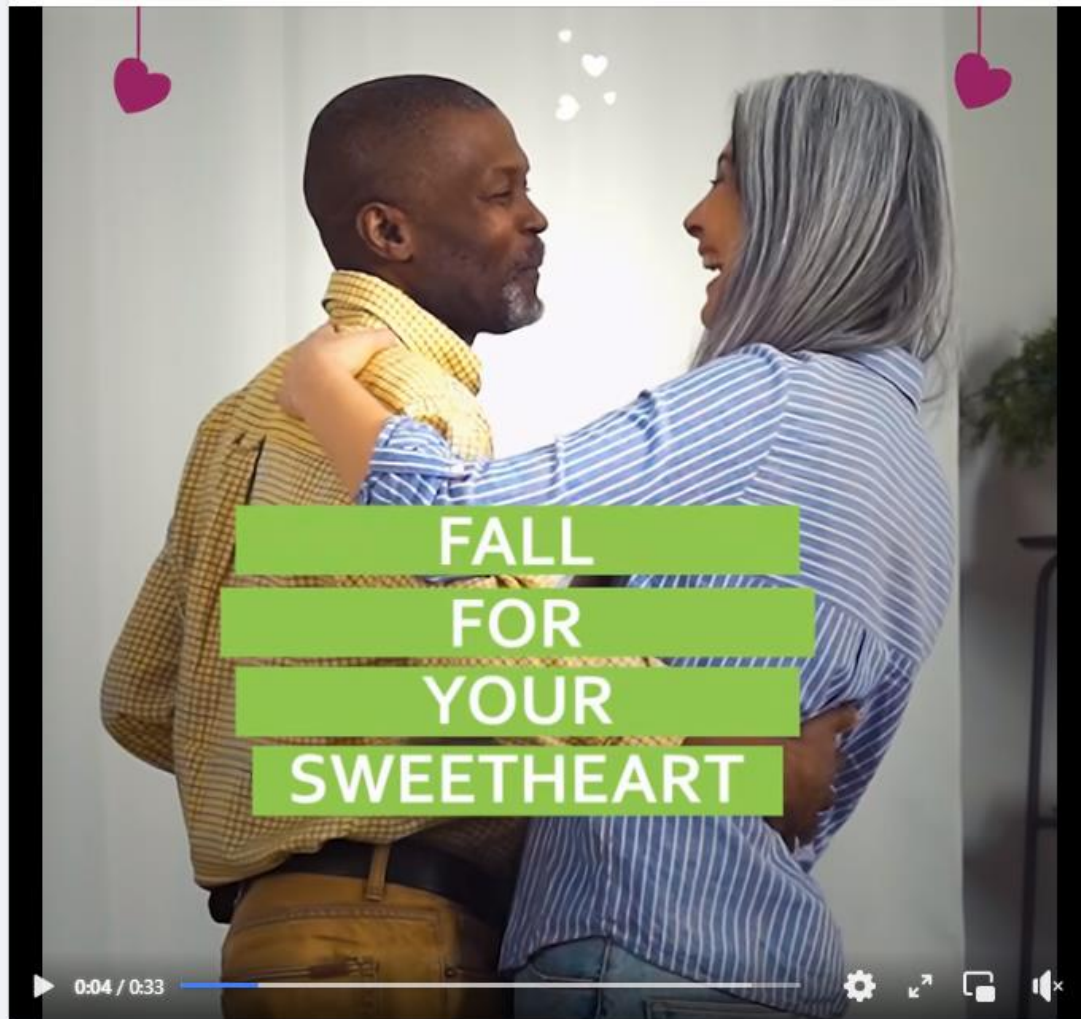


Falls Free Wisconsin

Published by Glenn Chung · September 8 · 🌐

Falling Isn't Inevitable As You Age...

Take our Home Safety Challenge to find and fix falls hazards that might be in YOUR home.



FALLSFREEWI.ORG

Home Safety Challenge

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[Boost post](#)

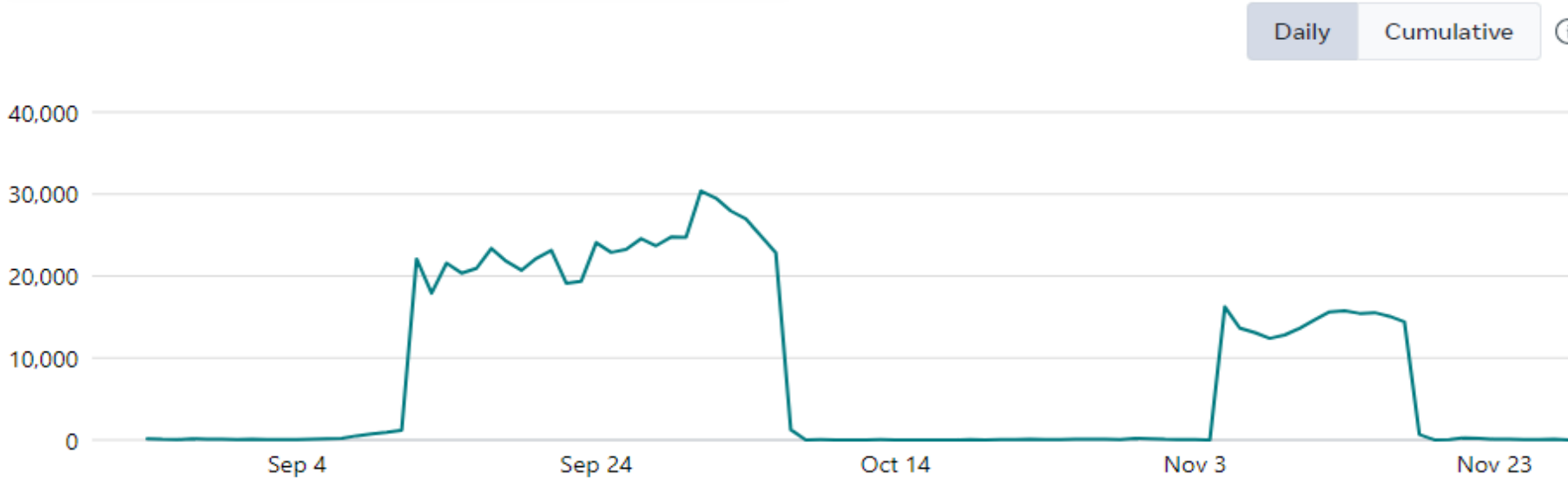
👍❤️ 70

1 comment 6 shares

Note that not every type of ad has every type of stat; the relevant ones



Facebook reach ⓘ  
237,257 ↑ 1.6M%



**Likes:** 47

**Followers:** 78

**Visits:** 2,196

Falls Free Wisconsin



### Falls Free Wisconsin

Published by Suzanne Morley · September 26 at 6:00 PM · 🌐



Our furry friends are great companions, but they can also increase your risk of falling! Falls Free® Wisconsin has resources to help keep you safe from falls. Visit [fallsfreewi.org](https://fallsfreewi.org) today.

Thanks to our Falls Free Wisconsin sponsors!

[UW Health Greater Wisconsin Agency On Aging Resources](#) [AARP Wisconsin](#) [TMG Wisconsin](#)



FALLSFREEWI.ORG

Home - [fallsfreewi.org](https://fallsfreewi.org)

Falls Free WI (FFWI) provides education, tools, and resources to learn how t...

Learn more

See insights and ads

Boost again

👍 12

1 share



### Falls Free Wisconsin

Published by Suzanne Morley · September 22 at 4:00 PM · 🌐



This National Falls Prevention Day, we wanted to talk about how to have conversations about falls. Talking about falls with your family, friends and healthcare providers can be tough, but it's important. Visit Falls Free® Wisconsin for tools to start the conversation [bit.ly/3PFCnfG](https://bit.ly/3PFCnfG).

Thanks to our Falls Free Wisconsin sponsors!

[UW Health Greater Wisconsin Agency On Aging Resources](#) [AARP Wisconsin](#) [TMG Wisconsin](#)



FALLSFREEWI.ORG

Home - [fallsfreewi.org](https://fallsfreewi.org)

Falls Free WI (FFWI) provides education, tools, and resources to learn how t...

Learn more

See insights and ads

Boost again

👍 6

1 comment 1 share



nts:

**viha**  
Wisconsin Institute  
for Healthy Aging



FFV



### Falls Free Wisconsin

Published by Suzanne Morley · September 10 at 8:00 AM ·

Happy Grandparents' Day! Falls Free® Wisconsin can help you stay strong and active to keep up with your grandkids by practicing balance and strength exercises to prevent falls. [bit.ly/47cmQn3](https://bit.ly/47cmQn3).

Thanks to our Falls Free Wisconsin sponsors!

[UW Health Greater Wisconsin Agency On Aging Resources](#) [AARP Wisconsin](#) [TMG Wisconsin](#)



FALLSFREEWI.ORG

Home - [fallsfreewi.org](https://fallsfreewi.org)

Falls Free WI is a Falls Center of Excellence created by the Wisconsin Institut...

Learn more

See insights and ads

Boost again

13



### Falls Free Wisconsin

Published by Suzanne Morley · September 7 ·

Many communities throughout Wisconsin hold regular falls prevention and physical activity programming. Contact your local Aging & Disability Resource Center to find out if there are any upcoming classes in your area. Falls Free® Wisconsin has information on falls prevention programs and more at [fallsfreewi.org](https://fallsfreewi.org).

Thanks to our Falls Free Wisconsin sponsors!

[UW Health Greater Wisconsin Agency On Aging Resources](#) [AARP Wisconsin](#) [TMG Wisconsin](#)



FALLSFREEWI.ORG

Home - [fallsfreewi.org](https://fallsfreewi.org)

Falls Free WI is a Falls Center of Excellence created by the Wisconsin Institut...

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Wisconsin Institute for Healthy Aging

# Earned Media

## Media Tour



WJFW Newswatch 12: **September marks 'Fall Prevention Month' to raise awareness on keeping our older population safe**

- Wisconsin Department of Health Services Article: **New report finds Wisconsin EMS providers are responding to more falls**
- OnFocus Article: **New report finds Wisconsin EMS providers are responding to more falls**
- Wisconsin State Journal Article: **Wisconsin EMS calls related to falls are up 24% in 3 years**
- Greater Madison InBusiness Article: **New report says falls are top injury responded to by Wisconsin EMS**
- WAOW News 9 Article: **Elderly falls on the rise in Wisconsin**
- Tomahawk Leader Article: **DHS report: Wisconsin EMS providers responding to more falls**
- EMS1 Article: **Data shows Wis. EMS responses to falls increasing by nearly 10,000 a year**
- Wisconsin Health News Article: **Falls prevention should be prioritized, says report**
- Wisconsin Public Radio – The Larry Meiller Show: **Fall prevention for older adults**
- WSAW Channel 7: **Event provides information, resources for top injury risk among older adults**
- Fox 6 Milwaukee: **Wisconsin fall prevention, senior safety prioritized**
- WXOW 19: **Deadly falls a growing health crisis in Wisconsin: falls prevention tips**

# Falls Free Wisconsin

"Falls can seriously impact a person's life. The good news is that there are steps people can take to reduce their risk of a fall," says Kris Krasnowski, Executive Director of the Wisconsin Institute for Healthy Aging (WIHA), a statewide nonprofit that convenes Wisconsin's falls prevention coalition. "Our new Falls Free Wisconsin initiative has been designed to give older adults, their families, and caregivers the resources they need to assess their risk of a fall and be safer at home and in the community."

According to WIHA, most falls happen in and around the home. Vision problems, medications, poor lighting, loss of balance and strength, even some kinds of footwear are all factors that can lead to a fall. Falls Free Wisconsin has information, tools, and resources to help people make changes that address these challenges. Because while falls may be common as we all age, there are things everyone can do to avoid them:

- Eliminate trip hazards such as cluttered walkways and throw rugs.
- Install grab bars to steady yourself in the bathroom.
- Exercises to improve balance and strength.
- Check with a pharmacist or physician to learn how the medications can affect balance and strength.

In addition to the [Falls Free Wisconsin initiative](#), WIHA's [Stepping On program](#) provides information for people who want to reduce their falls risk. Wisconsin's network of [Aging and Disability Resource Centers \(ADRCs\)](#) can support older adults in connecting with services and resources to encourage healthy aging.



The Wisconsin Institute for Healthy Aging, which offers Stepping On classes, has a Falls Free Initiative, with information at [fallsfreewi.org](https://fallsfreewi.org).

"The good news is that there are steps people can take to reduce their risk of a fall," said Kris Krasnowski, executive director of the institute.

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→ Fox 6 Milwaukee: [Wisconsin fall prevention, senior safety prioritized](#)

→ WXOW 19: [Deadly falls a growing health crisis in Wisconsin: falls prevention tips](#)



# Fall prevention for older adults

Air Date: Monday, October 2, 2023, 11:00am

SHARE:  

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One-third of people over 65 will fall every year, according to the Wisconsin Department of Health Services. A statewide initiative's goal is to decrease the amount of falls seniors take. We learn more about the program and what you can do to prevent falls.

## Related Links:

[Free Falls Wisconsin website](#)

## Host(s):

Larry Meiller

## Guest(s):

Kris Krasnowski

Dr. Gerald Pankratz

## Producer(s):

Clara Neupert

## Technical Director(s):

Trina La Susa

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- [Wisconsin Department of Health](#)
- [OnFocus Article: \*\*New report find\*\*](#)
- [Wisconsin State Journal Article: \*\*W\*\*](#)
- [Greater Madison InBusiness Article: \*\*W\*\*](#)
- [WAOV News 9 Article: \*\*Elderly fal\*\*](#)
- [Tomahawk Leader Article: \*\*DHS re\*\*](#)
- [EMS1 Article: \*\*Data shows Wis. EV\*\*](#)
- [Wisconsin Health News Article: \*\*F\*\*](#)
- [Wisconsin Public Radio – The Lar](#)
- [WSAW Channel 7: \*\*Event provides\*\*](#)
- [Fox 6 Milwaukee: \*\*Wisconsin fall y\*\*](#)
- [WXOW 19: \*\*Deadly falls a growing\*\*](#)

# Earned Media

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- Wisconsin Department of Health Services: [New report: Falls prevention tips for older adults](#)
- OnFocus Article: [New report: Falls prevention tips for older adults](#)
- Wisconsin State Journal Article: [Falls prevention tips for older adults](#)
- Greater Madison InBusiness Article: [Falls prevention tips for older adults](#)
- WAOW News 9 Article: [Elderly falls prevention tips](#)
- Tomahawk Leader Article: [DH: Falls prevention tips for older adults](#)
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- Wisconsin Health News Article: [Falls prevention tips for older adults](#)
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- WXOW 19: [Deadly falls a growing health crisis in Wisconsin: falls prevention tips](#)



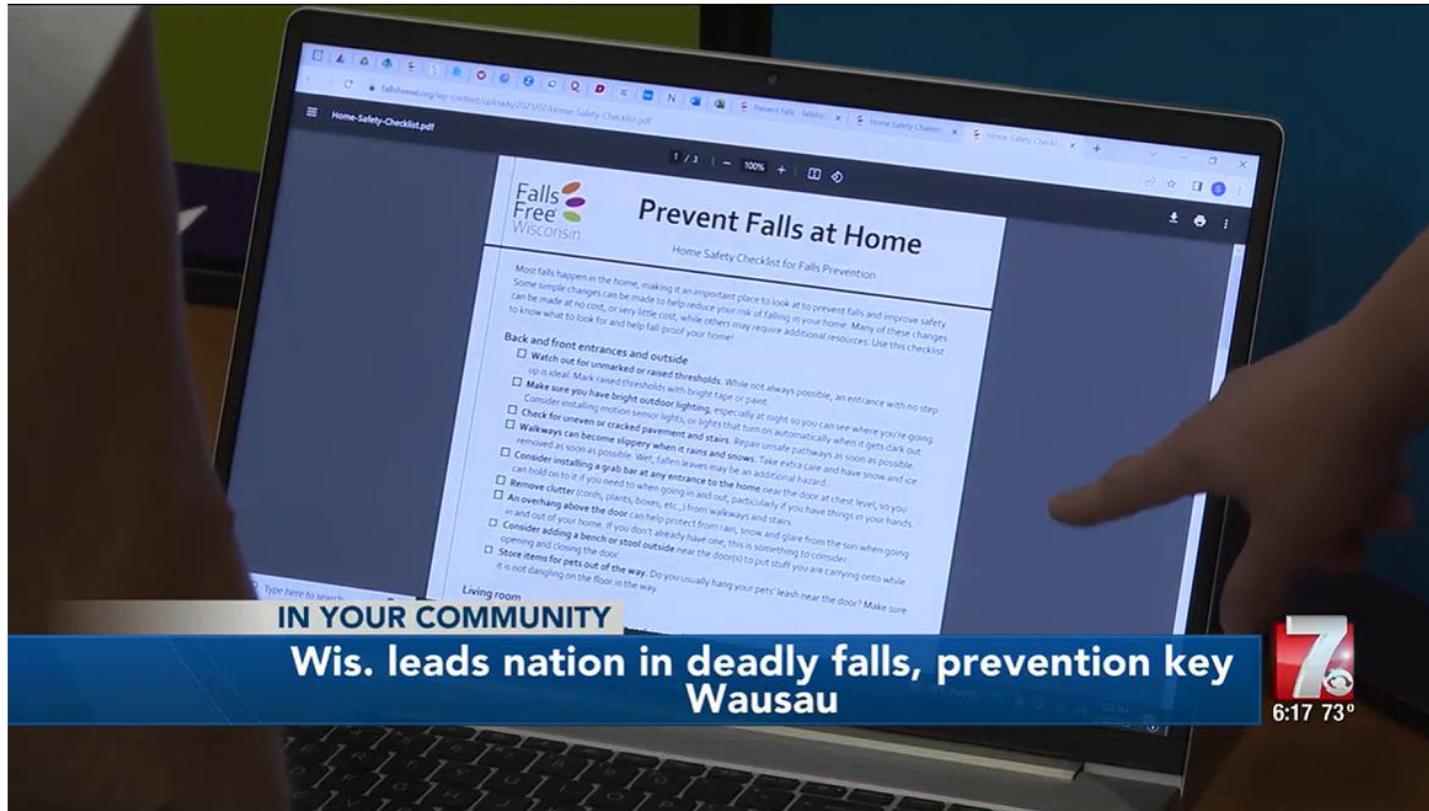
# Earned Media

Media Title

## Event provides information, resources for top injury risk among older adults



- Wisconsin Department of Health
- OnFocus Article: **New report fir**
- Wisconsin State Journal Article
- Greater Madison InBusiness Art
- WAOW News 9 Article: **Elderly I**
- Tomahawk Leader Article: **DHS**
- EMS1 Article: **Data shows Wis. I**
- Wisconsin Health News Article:
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- WSAW Channel 7: **Event provid**
- Fox 6 Milwaukee: **Wisconsin fal**
- WXOW 19: **Deadly falls a growir**



Wisconsin leads the nation in deadly falls for people who are age 65 or older

### Falls Free Wisconsin

Published by Kris Simonson Krasnowski · September 26 at 7:30 AM ·

Falls prevention efforts are going strong in Brown County! Thanks to our friends at the [De Pere Health Department](#) and De Pere Mayor James Boyd for inviting Falls Free WI to Monday's Bingocize falls prevention class. Check out the Stepping On falls prevention program offered by the [Aging & Disability Resource Center of Brown County WI](#)



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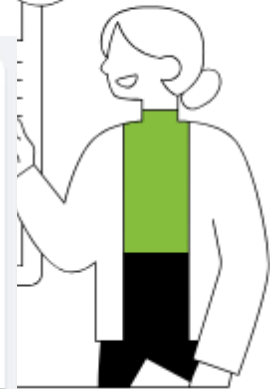
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### Falls Free Wisconsin

Published by Suzanne Morley · September 29 at 8:50 AM ·

Thanks [Eagle Crest Communities](#) for showing us all about Bingocize yesterday! What a fun way to learn about falls prevention, stay active and win some prizes at the same time!

One of our Localizing Efforts to Address Falls (LEAF) grantees, [Gundersen Health System](#), was able to offset the cost of Bingocize licensure at nine local independent and assisted living facilities, including Eagle Crest North. Over 10 new facilitators were trained in the La Crosse area to be able to off... See more



wiha

Wisconsin Institute for Healthy Aging

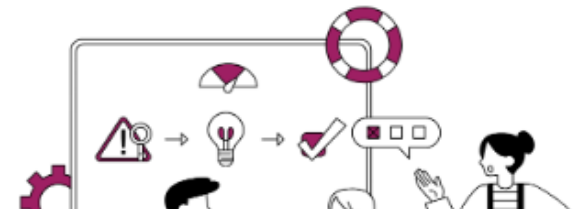
## Next Steps

Future plans & goals

- Ad flight #3 will run in 2024
- Continue to present to partners about the initiative
- Plan for larger reach to constituents (through AARP, pharmacies, healthcare providers, etc.,)
- Plan for earned media campaign throughout the year (winter safety & falls, gardening & falls, etc.,)







*Leave the falling to the leaves*



STAY SAFE THIS HUNTING SEASON WITH FALLS FREE<sup>®</sup> WISCONSIN



the year (winter safety & falls, gardening & falls, etc.,)



# Next Steps

FOR YOURSELF

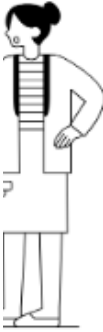
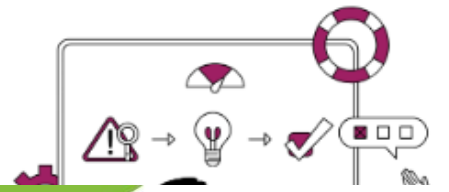


AND FOR THEM



falls, etc.)

falls, gardening &



# STAY SAFE



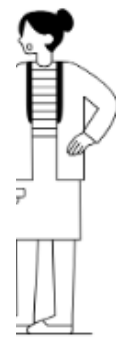
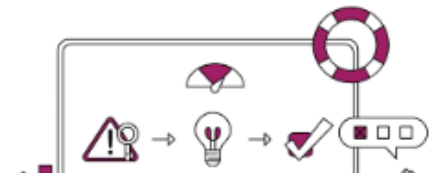
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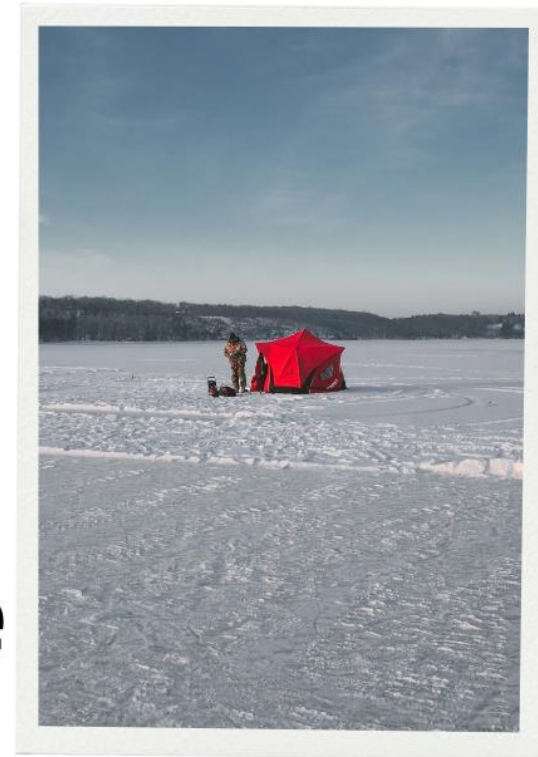
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Next Steps



Keep doing the things you love



the year (winter safety & falls, gardening & falls, etc.,)



## Questions?

- Join the Falls Free WI Coalition
- Visit [fallsfreewi.org](https://fallsfreewi.org)



[bit.ly/3RDEi4F](https://bit.ly/3RDEi4F)



Contact [suzanne.morley@wihealthyaging.org](mailto:suzanne.morley@wihealthyaging.org)