207 words (not including agency name)

Chances are you or someone you know has experienced a fall. If you have, you’re not alone. Each year, more than one in four people aged 65 and older falls - most happening at home. In Wisconsin, that translates to over 130,000 911 calls, 47,000 emergency department visits, and over 10,000 hospitalizations per year. While they may be common, falls are not inevitable as you get older. They can be prevented by taking steps to reduce your risk. Falls Free® Wisconsin can help! YOUR AGENCY NAME HERE encourages older adults, their families and caregivers to find resources, tools and strategies by visiting Falls Free Wisconsin website at[**fallsfreewi.org**](http://fallsfreewi.org).

There are many factors that can influence your risk of a fall. [**Fallsfreewi.org**](http://Fallsfreewi.org) has the information and resources to help you avoid one including:

* Exercises to improve your balance and strength.
* How medications, footwear, vision, and hearing can affect your risk of a fall.
* How to use assistive devices, like canes and walkers, correctly.
* How to stay safe at home with an interactive home safety challenge to identify hazards and helpful tips.
* Falls prevention programs, such as Stepping On (which has been proven to reduce older adult falls by 31%), near you.

You can prevent a fall! Visit Falls Free Wisconsin at[**fallsfreewi.org**](http://fallsfreewi.org).

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207 words (not including name, title and organization)

Falls are the leading cause of injury death for older adults nationwide. More than one of every four older adults falls every year and older adult falls cost more than $50 billion in medical costs each year. In addition, over 3 million emergency department visits and 1 million hospital stays annually are a result of older adult falls. Most falls happen in people’s own homes.

Falls may be common; however, they **don’t have to be a normal part of aging and can be prevented.** Falls Free® Wisconsin is here to help! I encourage healthcare workers, government officials, community organizations and others to take action to prevent older adult falls by visiting Falls Free Wisconsin at [**fallsfreewi.org**](http://fallsfreewi.org/).

Click through the interactive home safety challenge, find local county-level falls data, learn about evidence-based programs and practices to help older adults reduce their risk of falling, likeStepping On which has been proven to reduce falls by 31%, near you. It’s time to invest in the health of older adults and help reduce the rate of deaths due to falls in Wisconsin. Make a difference by going to [**fallsfreewi.org**](http://fallsfreewi.org/).

Name

Title

Organization