**372 words, not counting title**

**Help Older Adults Reduce their Risk of a Fall**
**Visit Falls Free Wisconsin for older adult falls prevention today!**

**Did you know?**

* More than one in four older adults falls every year.
* Every 11 seconds an older adult somewhere in the United States (US) is admitted to an emergency department for a fall.
* One out of ten falls causes a serious injury. Falls are the most common cause of traumatic brain injuries (TBI) and 83% of hip fracture deaths and 88% of emergency department visits and hospitalizations for hip fractures are caused by falls.
* In the US, falls cost more than $50 billion in medical costs each year.

While falls may be common, we want older adults to know that they are not a normal part of aging. They can be prevented by taking steps to reduce falls risk. That’s where we come in. The Wisconsin Institute for Healthy Aging (WIHA), in partnership with the Falls Free Wisconsin Coalition, has launched Falls Free® Wisconsin – a new website full of falls prevention tools and resources for older adults and their families, professionals and local decision-makers. Think of Falls Free Wisconsin as a one-stop-shop for falls prevention that puts easy-to-use information and resources right at your fingertips.

Falls Free Wisconsin is interactive with a wide variety of resources for consumers such as videos, toolkits, a home safety challenge, handouts and helpful links. It also has resources for professionals including:

* Evidence-based falls prevention programs and best practices.
* County-level Wisconsin falls data.
* A toolkit for starting a falls prevention coalition in your local community.
* Information on how to join the Falls Free Wisconsin coalition and gain access to technical assistance and professionals throughout the state dedicated to falls prevention.
* Resources you can share with your clients and patients so they can learn more about how to reduce their risk of falling and remain independent in their home. And more!

Whether you are already engaged in falls prevention or are looking to get started, WIHA and YOUR AGENCY NAME HERE encourage you to visit [www.fallsfreewi.org](http://www.fallsfreewi.org) and use or share the information and resources as opportunities arise. Together, we can make a difference in the lives of older adults by helping them reduce their risk of a life-altering fall.

If you have questions, please contact Suzanne Morley at suzanne.morley@wihealthyaging.org.