

# Falls Free Wisconsin

A statewide coalition to reduce falls risk and support falls prevention

Falls among older adults are common and are the cause of serious physical, psychological, and financial harm. The pandemic has exacerbated the risk and fear of falling for older adults; therefore, it is more important than ever to raise awareness and engage in falls prevention efforts across the state.

**The Falls Free Wisconsin Coalition is a movement to prevent falls in Wisconsin — and you can help.**

Using a collective impact approach that brings together public and private entities, we're organizing to identify and deploy meaningful responses to the challenge of falls among older adults in Wisconsin. Join us as we work to tackle the challenges with a focus on breaking down disparities in communities of color and rural communities by addressing these areas:



## Public Awareness

We will raise awareness of falls as a public health issue and share strategies to reduce falls risk and support systems for falls prevention.



## Best Practices in Local Communities

We will create a research-driven knowledge base to support and inform coalition activities and interventions to be deployed locally.



## Policy and Systems Change

We will seek evidence-based interventions as well as public policy solutions and related systems change to combat the root causes and consequences of falls.



## Data

We will curate data sources and share national, state and local level data to support falls prevention efforts.



Data from the Centers for Disease Control and Prevention (CDC) retrieved 6/15/22.

## How Can Your Organization Play a Role in Preventing Falls in Your Community?

**Join the Falls Free Wisconsin Coalition!** Decreasing falls will take all of us working together with a unified mission and purpose. When you join, you become part of a broad-based network that includes community, health care, public safety, social service and advocacy agencies and organizations. As a member, we invite you to:

- 1) Participate in coalition meetings, support coalition advocacy work, and play a role in activities and message dissemination locally; and
- 2) Be a source of information, best practices and feedback for the coalition.

### Ready to Join?

Visit the FFWI website – <https://fallsfreewi.org/for-professionals/falls-free-wi-coalition/> – and click on the JOIN US button to learn more about the coalition and show your interest and support for the movement.

### For more information, contact:

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### Who's Part of the Falls Free WI Coalition?

Individuals and organizations from:

**Aging Services** including aging offices, Aging & Disability Resource Centers, senior centers, senior housing, and more

**Public Safety** including fire and EMS departments, first responders and more

**Health Care** including physicians and other health care providers, trauma coordinators, managed care organizations, and more.