208 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. In Wisconsin, that translates to over 130,000 911 calls, 47,000 emergency department visits, and over 10,000 hospitalizations per year. While falls may be common, they are not inevitable as you get older and there are steps you can take at all ages to reduce your risk. Falls Free® Wisconsin can help! YOUR AGENCY NAME HERE encourages all adults, families, and caregivers to find resources and tools to prevent falls by visiting [**FallsFreeWI.org**](http://fallsfreewi.org/).

There are many things that can put you at risk of a fall. [**FallsFreeWI.org**](http://fallsfreewi.org/) has education and strategies to help you prevent falls, 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, where most falls occur, with an interactive Home Safety Challenge to identify hazards and helpful tips to make your home safer.
* Falls prevention programs, such as Stepping On (which has been proven to reduce older adult falls by 31%) near you.

Age with confidence, prevent falls. Learn more at[**FallsFreeWI.org**](http://fallsfreewi.org/).

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196 words (not including agency name)

Chances are you or someone you know has experienced a fall. If you have, you’re not alone. Nationwide, falls are the leading cause of injury death for older adults (aged 65+) and more than 1 in 4 older adults falls every year. Most falls happen in people’s own homes.

Falls may be common; however, they aren’t a normal part of aging and can be prevented at any age!Falls Free® Wisconsin is here to help! YOUR AGENCY NAME HERE encourages everyone to take action, regardless of your age, to prevent falls by visiting [**FallsFreeWI.org**](http://fallsfreewi.org/).

Click through the interactive Home Safety Challenge, take the Falls Free CheckUp to learn about your risk, find education on medications, footwear, vision and more, learn about evidence-based programs, and find printable tools and videos of things you can do – before you need to – to prevent falls. It’s time to invest in your health and the health of older adults to reduce and prevent deaths due to falls in Wisconsin. Age with confidence, prevent falls by visiting [**FallsFreeWI.org**](http://fallsfreewi.org/).