**FOR IMMEDIATE RELEASE** **CONTACT:** Name  
Date Email | Phone

**Age With Confidence, Prevent Falls**  
Visit Falls Free® Wisconsin Today!

(CITY, WI) Chances are you or someone you know has experienced a fall. If you have, you’re not alone. Falls can happen at any age – making falls prevention a concern for many, though especially for older adults. According to the Centers for Disease Control and Prevention (CDC), more than one in four people aged 65 and older will have a fall each year and one out often falls end in an injury, making older adult falls a growing health crisis as Baby Boomers enter the ranks of higher-risk age groups.

The good news is that while falls are common, they don’t have to be a normal part of aging. Falls can be prevented, and the Wisconsin Institute for Healthy Aging (WIHA)is here to help! In partnership with the Falls Free Wisconsin Coalition, WIHA has developed [**FallsFreeWI.org**](https://wihealthyaging.sharepoint.com/sites/WIHA/Partners/Coalition%20-%20Falls%20Prevention/1.%20Awareness%20Workgroup/2024%20FPAM/FallsFreeWI.org), an interactive website that gives you the information and tools to prevent falls. Falls Free Wisconsin can help you:

* Identify ways to remain safer at home by making simple home modifications.
* Understand what your risk of falling is and what impacts your risk.
* Learn how to take action to reduce your risk of falling.
* Find resources in your local area.

A weak lower body, use of certain medications, vision or hearing problems, unsafe footwear, balance issues, home safety hazards and more are all things that could contribute to a fall. The more risk factors someone has, the more likely they are to fall. While the impact on individuals and families is clear, falls also have serious implications for health care and emergency medical services (EMS). A report by the Wisconsin Department of Health Services (DHS) found that in 2022, EMS providers in Wisconsin responded to over 130,000 older adult falls, making falls the top injury response. In addition, older adult falls were responsible for more than 47,000 emergency department visits and over 10,000 hospitalizations in the same year alone.

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We’re all aging. From older adults to their families or caregivers, and everyone in between, [**FallsFreeWI.org**](https://wihealthyaging.sharepoint.com/sites/WIHA/Partners/Coalition%20-%20Falls%20Prevention/1.%20Awareness%20Workgroup/2024%20FPAM/FallsFreeWI.org) is for you! The interactive website has resources that can be applied to people of all ages – like finding some simple balance and strength exercises to practice or getting tips on increasing the amount of calcium in your diet. With videos, quizzes, a Home Safety Challenge, printable handouts, helpful links and more, Falls Free Wisconsin is your one-stop-shop to age with confidence and prevent falls. Visit [**FallsFreeWI.org**](http://fallsfreewi.org/) today!

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