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

**Visit Falls Free**® **Wisconsin Today!**  
Expanding awareness of older adult falls prevention and tools for action

(CITY, WI) According to the Centers for Disease Control and Prevention (CDC), for adults aged 65 and older, over one in four people will have a fall each year and one out of ten falls causes injury, making older adult falls a growing public health crisis as Baby Boomers enter the ranks of higher-risk age groups. The medical costs of older adult falls that cause injuries are more than $50 billion every year in the United States (US). In addition, a new report from the Wisconsin Department of Health Services (DHS) found that Emergency Medical Services (EMS) providers responded to over 130,000 fall-related calls across the state in 2022, and that number is increasing by nearly 10,000 per year. The good news? Falls are preventable!

That is why the Wisconsin Institute for Healthy Aging (WIHA), in partnership with the Falls Free® Wisconsin Coalition and funded by the federal Administration for Community Living, has launched Falls Free Wisconsin, a statewide initiative and website for older adults and their families to learn more about how to prevent falls. Falls Free Wisconsin can help you:

* Find tools to remain independent at home
* 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

With videos, interactive quizzes, a home safety challenge, handouts, helpful links and more, Falls Free Wisconsin has something for everyone. Visit [**fallsfreewi.org**](http://fallsfreewi.org) today!

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. 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 **Falls Free Wisconsin** is here to help!

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What are you waiting for? Visit [**fallsfreewi.org**](http://fallsfreewi.org/) today!

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