

## Falls Free® Wisconsin Coalition

### Falls Prevention Awareness Month Design Contest

Get creative for a cause! The Falls Free Wisconsin Coalition is launching a fun and impactful contest — and we want YOU to design a magnet or sticker that shares a powerful falls prevention message for older adults. The winning design will be shared across the state during Falls Prevention Awareness Month (FPAM) this September, and winners will receive support to help cover costs to order. Let's make safety stick!

#### Submission Requirements:

- Submit magnet/sticker design in a format that can be shared and edited by partners (PDF, Word, PPT).
- Create a 1-sided document, size: 5" x 7" (portrait OR landscape).
- 18 pt+ sans serif font (Corbel, Noto Sans, Helvetica, Open Sans, etc.,). Avoid fancy or narrow fonts or all caps, use bold for emphasis, and limit use of italics and underlines.
- Use dark text on a light background. If unsure, run text/background through an accessibility filter (example: [bit.ly/3QmtW9N](https://bit.ly/3QmtW9N)).
- Incorporate these colors throughout:
  - Orange: Hex: #FF8811; RGB: 255, 136, 17
  - Fuchsia: Hex: #9E1F63; RGB: 157, 32, 99
  - Green: Hex: #85BD3D; RGB: 133, 190, 61
- Use language at an 8th grade reading level.
- Include Falls Free WI [logo](#) AND/OR website link: [FallsFreeWI.org](https://FallsFreeWI.org).
- Address the theme: "Falls Prevention is a Team Effort" OR include information from at least ONE or several of the [6 Steps to Prevent a Fall](#) as the theme for your design.
- Include only images that are public domain from sites such as [Unsplash](#) or [Adobe Stock](#).
- **We encourage submissions in Spanish, Hmong or other languages!**  
*If submitting in another language, please include English translation for contest judges.*

### How to Enter:

- Email submissions to [falls@wihealthyaging.org](mailto:falls@wihealthyaging.org).
- Include submitter's name, organization, city, state, email address, and phone number.

**Deadline: Friday, July 25, 2025.**

### Judging and Awards:

- Contest submissions will be shared on the Falls Free Wisconsin website for partners throughout the state to use.
- Judges from the Falls Free Wisconsin Coalition will choose the top 3 design winners.
- Monetary prizes will be awarded to the organizations that win 1st-3<sup>rd</sup> place in the design contest.

**Questions?** Contact [falls@wihealthyaging.org](mailto:falls@wihealthyaging.org).

See example at right for inspiration of a recent magnet that the South East Regional Trauma Advisory Council (SERTAC) designed.



**Heel-Toe Stand**  
Hold your support. Place one foot straight in front of the other or slightly off-center. Try letting go to balance and hold for 10 seconds. Switch legs. Repeat 5-10x.

**Knee Raises**  
Hold your support. Lift one knee up and hold for 2-10 seconds then lower slowly. Switch legs. Repeat 5-10x.

**Sideways Leg Raises**  
Hold your support. Keep legs straight and raise one leg out to the side. Hold for 2 seconds then lower slowly. Switch legs. Repeat 5-10x.

**Heel Raises**  
Hold your support. Lift your heels off the floor and hold for 2 seconds. Lower slowly. Repeat 5-10x.

**Sit-to-Stand**  
Sit on a chair with your feet flat on the floor. Lean forward keeping your back straight. Press your hands into your lap and stand up straight. Lower slowly. Repeat 5-10x.

SERTAC \*Check with your healthcare provider before starting exercises to ensure they are right for you and your condition.

**Happy designing — we can't wait to see your creativity in action! Thank you for everything you do to help keep Wisconsin safe, strong, and standing tall!**