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

**Fall Prevention is a Team Effort**
Visit Falls Free® Wisconsin Today!

(CITY, WI) Everyone in the community has a role to play in preventing falls, including you! Although 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! By working together through patience, connectedness, and collaboration, we can help prepare ourselves and our loved ones and make our communities safer.

Each member within our communities plays a role in preventing falls.

* **Older People:** Educate yourself on local resources, wear supportive shoes, stay physically active, consult your doctor about your fall risk, and attend social groups and events.
* **Family and Friends:** Check in with your loved ones and offer to help with small household tasks like changing light bulbs or decluttering their house. You can even help from afar by assisting with scheduling or attending appointments virtually.
* **Businesses:** Provide accessible entrances and bathrooms, clean spills immediately, offer food delivery services, and remove unsafe rugs.
* **Community:** Offer opportunities for connection, exercise, and health promotion programs, advocate for accessible public transportation, provide age-friendly housing, and ensure walkable spaces.

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 people. According to the Centers for Disease Control and Prevention (CDC), more than 1 in 4 people aged 65 and older will have a fall each year, making falls a growing health concern. Let's work together to make our community a place where everyone can thrive safely and independently. Sharing knowledge and resources and making safety a priority is key to preventing falls and ensuring the well-being of our loved ones. By staying proactive and involved, you’re not just helping yourself or your immediate circle; you’re contributing to a larger movement that benefits us all.

[Local quote here or delete]

Together, we can turn awareness into action and make falls prevention a priority. From older people, families, and caregivers to business owners or community advocates and everyone in between, your efforts make a difference in building a safer and more inclusive world for everyone. Preventing falls is a team effort; we're all in this together. Take charge of your safety — explore **FallsFreeWI.org** today to learn more!