

Falls Free Wisconsin

# Year-End Report

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20  
25

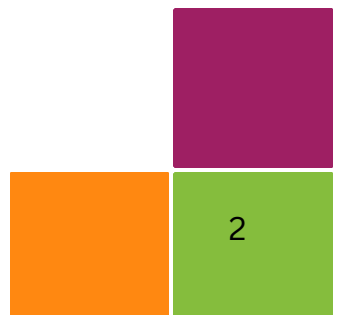




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# About the FFWI Coalition

The Falls Free Wisconsin (FFWI) Coalition launched in 2021, as an initiative of the Wisconsin Institute for Healthy Aging (WIHA), with individuals from these initial organizations forming the Steering Committee: Advocate Aurora Health, UW-Health, Greater Wisconsin Agency on Aging Resources, Aging & Disability Resource Center of Brown County, Safe Communities, Wisconsin Department of Health Services, and UW-Madison School of Medicine & Public Health.

The Falls Free Wisconsin Coalition works to prevent falls as we age using a collective impact approach. Made up of community-based organizations such as Aging & Disability Resource Centers, healthcare providers and systems, emergency medical services (EMS), community-based organizations, public health, local falls and injury prevention coalitions, and others, the Coalition is focused on:

- Raising awareness of the ways in which falls can be prevented as we age.
- Identifying and sharing best practices and resources for implementation of programs and initiatives.
- Engaging in policy and systems change to improve prevention of and response to falls.
- Collecting and analyzing program implementation data, and state and county-level falls injury, cost, and mortality data.



# 2025 Funding Sources

- **In-kind member support**
- NCOA Falls Innovation Grant (2024-2025)
- Bader Philanthropies (2024-2025)
- NCOA Falls Coalition Grant (2025-2026)
- UW-Health Corporate Sponsor (2025-2026)
- Sponsorships for special events/projects:
  - AARP Wisconsin (2025)
  - ADRC of Racine County (2025)
- Individual donations

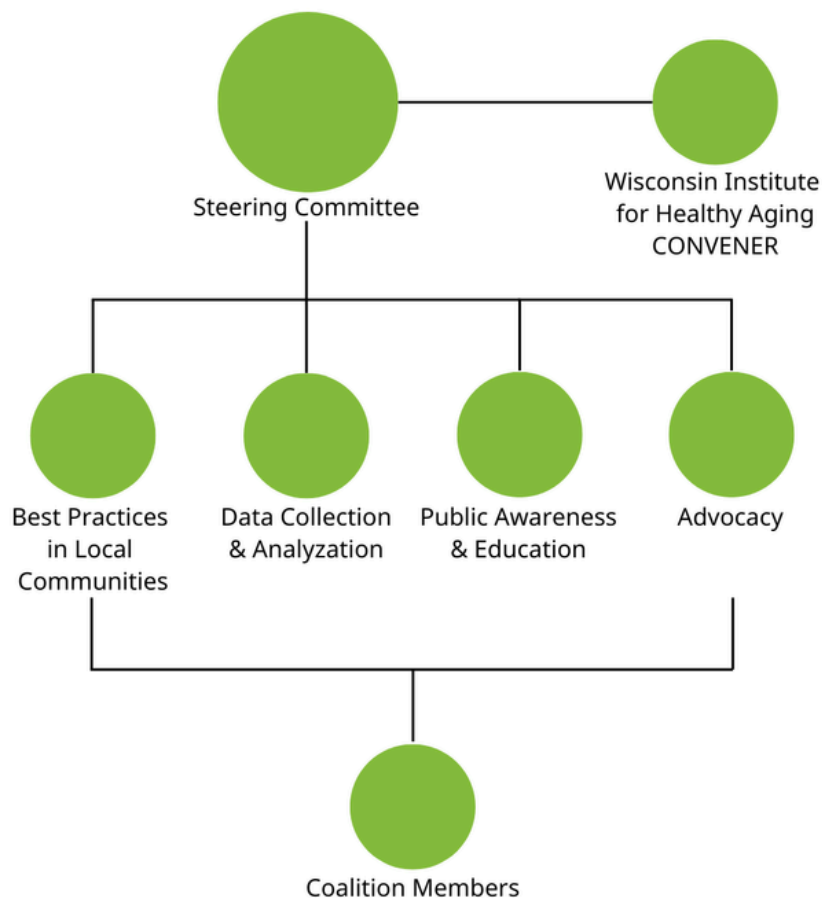


# Workgroup Reports

The Falls Free Wisconsin Coalition is supported by four active workgroups that meet monthly, a Steering Committee that meets bi-monthly, and quarterly coalition member meetings that foster collaboration, shared learning, and statewide impact.

The Wisconsin Institute for Healthy Aging (WIHA) serves as the convener and backbone of the coalition, providing leadership, coordination, and strategic support to advance our shared work.

## Organizational Structure



# Advocacy Workgroup

## Healthy Aging Grants

### AB410/SB410

- 30 cosponsors. Bi-partisan support for the legislation.
- The Senate Health Committee held a public hearing for SB410 on October 22<sup>nd</sup>. Eight partners came and testified in favor of the legislation.

### Healthy Aging Grants

Reducing falls. Managing chronic conditions. Reducing costs.

Aging is a lifelong process that connects us all. Today, one in four Wisconsinites is age 60 or older—and by 2040, it will be one in three. Now is the time to invest in systems that promote health, connection, and independence throughout our lives—strengthening the foundation for well-being in every community.

#### Healthy Aging Grants can do just that!

Research has demonstrated that no matter our age, we can learn and carry out effective strategies to reduce our falls risk, better manage chronic health problems, increase physical activity, and improve overall wellness.

The Wisconsin Institute for Healthy Aging (WIHA) and its community partners support legislation to fund the researched and proven strategies that give older adults, families, and caregivers the tools to protect our own health and wellness in these key areas:

#### Preventing Older Adult Falls

Falls are the number one cause of injuries as we age and are a key driver of emergency department (ED) visits, hospitalizations, and nursing home admissions. One in four older adults has a fall each year and, sadly, Wisconsin has the highest rate of deadly falls in the nation.<sup>1</sup> Yet, there is no state investment in falls prevention.

- \$1 billion is spent annually on falls-related health costs in Wisconsin which includes Medicare, Medicaid, and out-of-pocket expenses.<sup>2</sup>
- Falls have a major impact on emergency medical service (EMS) and health care providers. EMS providers responded to over 140,000 falls across the state making falls the top injury response in 2024, with over 10,000 more than in 2023. Over 20% of EMS responses were for older adult falls in 2024. The majority of these falls happened in the home.<sup>3</sup>
- More than 51,000 older people went to the emergency department due to a fall in 2023; over 11,000 were hospitalized.<sup>4</sup>

The **good news** is that while common, falls are not inevitable as we age. Many can be prevented with state investment in prevention efforts.



**\$450,000**

per year in annual state investment for Healthy Aging Grants to:

Improve health and quality of life through evidence-based programs proven to reduce falls, manage chronic conditions, and increase physical activity

**31%**

Reduction in falls for Stepping On program participants

**\$2M**

average healthcare cost savings per year through Wisconsin's evidence-based health promotion programs



A letter was sent in Fall 2025 to **Senate and Assembly Committees on Health**, with the organizations on the left signing on their support for Healthy Aging Grants and request for public hearings (AB410/SB410).

# Advocacy Workgroup (Cont'd)

## Elder Services Task Force

The Assembly formed a task force and held a few public hearings in November in Madison, Wausau, and La Crosse. WIHA was invited to speak at the Wausau event along with the Wausau Fire Department, highlighting the importance and effectiveness of falls prevention programming, community paramedicine, and resources in keeping older adults safe, healthy, and independent.

The task force is interested in supporting these efforts and drafted legislation supporting community paramedicine and community falls prevention programming.

A letter was sent in Fall 2025 to the **Assembly Elder Services Task Force Chairs**, with the organizations on the right signing on their support for falls prevention legislation.



# Awareness Workgroup

## Quarterly Consumer Webinars

- **February:** *I Fell, Now What?*
  - 64 registered, 33 attended live, 102 viewed the [recording](#).
- **May:** *Balancing Act: Stay Safe with Your Furry Friend*
  - 22 registered, 18 attended live, 61 viewed the [recording](#).
- **September:** *Denying Gravity & Negando la Gravedad* film screenings
  - *Denying Gravity*: 202 registered, 145 attended live, 77 attended in-person at 8 watch parties held throughout Wisconsin.
  - *Negando la Gravedad*: 52 attended in-person in Milwaukee.
  - These events were not recorded.
- **December:** *Prescriptions, Supplements & Everything In-Between*
  - 204 registered, 97 attended live, 4 attended in-person at 1 watch party, 78 viewed the [recording](#).

**Total Reach** (live views, watch party attendance & recording views) = **667**.

## Falls Prevention Awareness Month

- 2025 theme: “Falls Prevention is a Team Effort”.
- Received [Governor’s Proclamation](#).
- 3 submissions to sticker/magnet design contest.
- 19 local events were submitted to the statewide [events calendar](#).
- Interviewed on [Wisconsin Public Radio](#) & [Telemundo Wisconsin](#).
- Held key informant interviews to ensure appropriate messaging for Hispanic/Latino, BIPOC, and tribal elders. Developed culturally relevant social media campaign, newsletter article, and press release and translated campaign materials into Spanish.

# Awareness Workgroup (Cont'd)

## Earned Media Campaigns

- Four social media campaigns ran on [Facebook.com/FallsFreeWI](https://www.facebook.com/FallsFreeWI) in February, May, September, and December in conjunction with the quarterly consumer webinars.
  - Total reach of (4) Facebook campaigns = **3,338**.
  - Partners also used our social media campaign materials to share on their own social media channels.
  - In addition, customizable newsletter articles and press releases were also developed for each quarterly campaign for our partners to use with their local outlets.



## Other Activities

- Presented about FFWI to professional groups like regional trauma coordinators, local falls/injury prevention coalitions, firefighters, and the aging network, and attended local and national events/conferences attended by consumers and professionals.
- Developed an [Annual Media Engagement Calendar](#) for partners.
- Translated website materials into [Spanish](#).

# Awareness Workgroup (Cont'd)

## Programa ofrece ayuda en español para la prevención de caídas en adultos

Por: **Rodaris Richardson**

Publicado: Oct 1, 2025 9:06 AM CDT



AGE, HEALTH, NEWS

### Falls made up 21 percent of EMS calls in Wisconsin last year, state health agency reports

Falls can be deadly — especially as we age. But they are completely preventable.

BY AVERY LEA ROGERS • OCTOBER 8, 2025 • UPDATED OCTOBER 8, 2025 AT 5:33 AM

[Listen](#)

FOR IMMEDIATE RELEASE  
September 22, 2025  
DHS Media, 608-296-1683

### DHS Reports Increase in Fall-related Emergency Medical Services Calls Statewide

Number of responses increased by 10,000 from 2023 to 2024

The Wisconsin Department of Health Services (DHS) has [released an updated report](#) finding that emergency medical services (EMS) in Wisconsin responded to over 140,000 falls in 2024, representing a staggering 21% of all 911-related ambulance runs in 2024. This week marks Falls Prevention Week, and DHS encourages Wisconsinites, caregivers, and partner agencies to take steps to reduce fall risk severity.

"Falls remain a serious injury and health concern in Wisconsin, and EMS remain crucial in reducing the risk of death and disability due to a fall," said State Health Officer Paula Tran. "This report highlights the pressing need for increased access to falls prevention programming and supplies to reduce falls while supporting the independence and health of aging Wisconsinites."

Monitoring data from the Wisconsin Ambulance Run Data System (WARDS) and the National Fire Incident Reporting System (NFIRS), DHS tracks EMS response calls as one way to understand causes of injury or illness across the state and monitor local EMS service needs. Key findings include:

- Wisconsin EMS providers responded to nearly 10,000 more fall-related calls in 2024 compared to 2023.
- Private residences remain the primary location of falls, representing 61.6% of fall-related incidents.
- EMS responses to private residences made up the largest increase in falls responses in which a patient did not require transport to a hospital. These have increased by 16,000 runs since 2018, an 80% increase.
- EMS responses to nursing homes for falls not requiring a patient transport to a hospital increased by 2,933 since 2018, a 285% increase.

Falls not only strain Wisconsin's EMS system, but they impact health outcomes, leading to death or causing long-term health conditions from injuries or a loss of confidence in one's own physical fitness.

"Falls are common and can have a big impact on someone's life, but they don't have to be a normal part of getting older," says Wisconsin Institute for Healthy Aging (WIHA) director Jill Barkan. "We know what causes most falls, and we know how to prevent them. There are easy things we can all do to build resiliency and lower risk of falling."

WIHA's [Falls Free Wisconsin initiative](#) provides older adults, families, and caregivers with tools and information to understand fall risks and take steps to stay independent and safe at home and in the community. Measures like improving lighting, reducing clutter, and making commonly used items easily accessible can reduce the risk of falls. Workshops like [Shoreline 50+CE](#) or [Eau Claire 50+CE](#) are available to help residents build strength, skills, and learn ways to reduce risks and gain confidence in daily living.

Wisconsin's [Aging and Disability Resource Centers \(ADRCs\)](#) with locations in every county, and dedicated resource specialists who serve Tribal members offer additional free resources including direct contact with a specialist who can answer questions or offer home visits to reduce fall risks. Residents can find their nearest resource center by calling 1-844-WIS-ADRC (844-947-2372) or logging on to [EoufADRC.ca](#).

WISCONSIN STATE JOURNAL

LETTER TO THE EDITOR

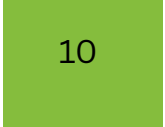
## Preventing falls for aging population is a community effort | Suzanne Morley

Sep 2, 2025 0

WISCONSIN PUBLIC RADIO

## History of education, The Great Wisconsin Quilt Show, Fall prevention awareness month

AIR DATE: SEP 2 2025 • HEARD ON THE LARRY MEILLER SHOW



# Awareness Workgroup (Cont'd)



*Negando la Gravedad* film screening

**Keep your meds in check!**  
Visit [FallsFreeWI.org](http://FallsFreeWI.org)

Talk with your pharmacist about medications you take

Keep an up-to-date list of all your medications

Don't stop or change meds on your own, check with your doctor first

Ask about safer options if something affects your balance

**1st Place** Submitted by the ADRC of Brown County. Available in Hmong and Spanish.

**Falls are not your fate!**  
Fuel your body: stay strong, steady, & safe.

**Hydrate for a better gait**  
✓ Aim for 6-8 cups of fluid/day

**Add protein to your plate**  
✓ Aim for 20-30 grams per meal

**Include water-rich foods**  
• Melons • Tomatoes  
• Apples • Cucumbers  
• Berries • Celery • Carrots

**Include at every meal**  
• Eggs • Nuts/Seeds • Fish  
• Dairy • Meat • Cheese  
• Beans • Hummus • Tofu

Falls Prevention is a Team Effort  
Learn more at: <https://fallsfreewi.org/>

**2nd Place** Submitted by GWAAR on behalf of the Stepping Up Your Nutrition Leaders.

Use with these supporting documents:

- Hydration
- Protein

**Have you reviewed your medications with a doctor or pharmacist lately?**

**Have you completed your balance enhancing exercises for the day?**

**Have you checked your home for hazards?**

**Has your vision been checked yet this year?**

**3rd Place** Submitted by Falls Free Dane Coalition of Safe Communities.

STATE of WISCONSIN  
OFFICE of the GOVERNOR

*Proclamation*

WHEREAS according to the Centers for Disease Control and Prevention, falls are the leading cause of injury-related death among older adults in the United States, with more than a quarter of adults aged 65 and older falling at least once a year; and

WHEREAS falls in Wisconsin cost an estimated \$1 billion a year, in addition to the emotional and physical costs to older adults, their families, and their caregivers; and

WHEREAS according to the Wisconsin Department of Health Services (DHS), emergency medical services providers responded to over 130,000 older adult falls across the state in 2022, making falls the top injury response; and

WHEREAS conditions including bodily weakness, difficulty walking and balancing, vision problems, foot pain, and motion-affecting medications can all increase the likelihood of a fall, and at-risk older adults should take care to remove potential hazards that may contribute to increased falls; and

WHEREAS in response to a fear of falling, older adults may limit their social engagements and activities, which can lead to physical decline, depression, social isolation, and feelings of helplessness; and

WHEREAS while falls are often viewed as an unavoidable part of aging, research indicates that falls are not inevitable, and people at any age can learn and carry out effective strategies to reduce their fall risk, increase physical activity and mobility, and improve overall physical and mental wellness; and

WHEREAS together with DHS, the statewide Falls Free® Wisconsin Coalition, local fall prevention coalitions, aging and disability resource centers and offices, community-based organizations, health systems, and public safety organizations, strive to raise awareness of and support fall prevention initiatives and evidence-based programs like Stepping Up; and

WHEREAS this month, the state of Wisconsin reaffirms its commitment to the well-being of older adults and their caregivers by encouraging fall prevention efforts statewide;

NOW, THEREFORE, I Tony Evers, Governor of the State of Wisconsin, do hereby proclaim September 2023 as

**FALLS PREVENTION AWARENESS MONTH**

throughout the State of Wisconsin, and I commend this observance to all our state's residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 29th day of August 2023.

*Tony Evers*  
TONY EVERS  
GOVERNOR

By the Governor: *[Signature]*

FPAM magnet/sticker contest submissions

# Awareness Workgroup (Cont'd)

## Paid Media Campaign

Channels	Start	Report	End	Impressions	Views	Reach	Freq	Clicks
FB/Insta								
Video	9/3/25	10/1/25	9/30/25	304,263	184,513	163,893	1.86	8,329
YouTube	9/3/25	10/1/25	9/30/25	1,111,493	8,694			32,518
-----								
Analytics								
Social Refer	9/3/25	10/1/25	9/30/25	4,850				
YT Refer	9/3/25	10/1/25	9/30/25	17,391				
Home Safety Challenge Views	9/3/25	10/1/25	9/30/25	25,765	includes referrals and organic traffic			



# Best Practices Workgroup

## Quarterly Collaborative Meetings

- **January:** Successful strategies to reach underserved populations
  - 34 attended live, 26 viewed the [recording](#).
- **April:** Communication strategies
  - 35 attended live, 12 viewed the [recording](#).
- **July:** Local falls prevention coalitions
  - 46 attended live, 8 viewed the [recording](#).
- **October:** FPAM efforts
  - 37 attended live, 16 viewed the [recording](#).

## Other Webinars Held

- **January:** Understanding Alcohol-Related Older Adult Falls in Wisconsin
  - 56 attended live, 64 viewed the [recording](#).
- **April:** Addressing Older Adult Falls Through Coordinated Collaboration Between CBOs and EMS
  - 53 attended live, 46 viewed the [recording](#).
- **\*Pop-Up\* August:** Balance Stamp of Approval & getting ready for Falls Prevention Awareness Month (FPAM)
  - 19 attended live, 11 viewed the [recording](#).
- **\*Pop-Up\* November:** Falls prevention programs/initiatives
  - 26 attended live, 55 viewed the [recording](#).

**Total Reach** (live views & recording views) = **541**.

# Best Practices Workgroup (Cont'd)

## Toolkit Developed & Released

The [Addressing Older Adult Falls Through Coordinated Collaboration Between Community-Based Organizations and Emergency Medical Services](#) toolkit was released in late February.

The toolkit outlines strategies for local CBO-EMS collaborations to reduce falls among older adults. The toolkit could be used by either a CBO or an EMS agency, with the goal being to a) engage the other; b) look through the toolkit to identify what strategy/ies might be feasible to implement; and c) work together to implement the chosen strategy locally.

The webpage where the toolkit is hosted on FallsFreeWI.org had **990 views** in 2025. Local CBOs and EMS agencies continue to use the toolkit to support their work.

This publication was supported by the Administration for Community Living (ACL), U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$75,000 with 100 percent funding by ACL/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by ACL/HHS, or the U.S. Government.



### Toolkit

Addressing Older Adult Falls Through Coordinated Collaboration Between Community-Based Organizations and Emergency Medical Services

FallsFreeWI.org

# Best Practices Workgroup (Cont'd)

## Key Informant Interviews

From July-October, fourteen key informant interviews were held with individuals representing thirteen organizations. The interviews were conducted with geriatricians, pharmacists, family medicine, independent and assisted living, nurse practitioners, physical therapists, nurses, emergency services, paramedics, program coordinators, and more.

The purpose of the key informant interviews was to engage and learn from healthcare partners throughout the state, gather best practices, and learn about gaps and opportunities to prevent falls as we age in a variety of settings.

From the key informant interviews, a number of common themes/areas of opportunity for education arose. As a result of this, in 2026, the Best Practices Workgroup will be providing education, in the form of webinars, guides, or short videos, and technical assistance regarding:

1. **Medication management** (specifically: non-pharmacological interventions, the American Geriatrics Society Beers Criteria® for Potentially Inappropriate Medication Use in Older Adults, and [CDC STEADI-Rx](#)).
2. **Best practice:** Physical therapy provided in the emergency department.
3. **Falls risk assessments/screening:** What assessments are available and when/how to use them, who should administer screenings, and what to do if someone screens at high risk for a fall.
4. **Safety in assisted living facilities** to reduce and prevent falls.

# Data Workgroup


## Report Developed & Released

The [Understanding Alcohol-Related Older Adult Falls in Wisconsin](#) report was released in January, in collaboration with the [Wisconsin Alcohol Policy Project](#).

The report shows the impact that alcohol has on falls as we age and includes: information on the health impacts of alcohol; statewide alcohol-related falls data; cost of alcohol-related falls; alcohol-related older adult falls by county; resources for professionals and consumers; and methods and limitations of the report.

The webpage where the report is hosted on FallsFreeWI.org had **218 views** in 2025.

An updated version of the report to include 2023 and 2024 data is expected to be released in early 2026.



Falls Free® Wisconsin

**Understanding Alcohol-Related Older Adult Falls in Wisconsin**

Wisconsin Alcohol Policy Project

wiha Wisconsin Institute for Healthy Aging

Falls Free Wisconsin

FallsFreeWI.org

# Data Workgroup

## Report Updated & Released

The updated [Wisconsin EMS and Falls Report](#), a publication from the Wisconsin Department of Health Services (DHS), was released in September 2025 during National Falls Prevention Awareness Week. The report was last published in 2023, and included data that showed that “the number of falls that EMS responds to are increasing by nearly 10,000 a year statewide”.

The report includes number of falls that EMS responds to by year; location of falls; lift-assist data; falls by county; repeated fall ambulance runs by county; emergency department visits for fall injuries by county; and resources for preventing falls.

The release of the updated report led to an increase in media coverage related to the topic and coalition members were interviewed on [Wisconsin Public Radio](#).

### Wisconsin EMS and Falls Report

#### EMS and Falls in Wisconsin, 2024 Report

Falls are a leading cause of injury and death in Wisconsin. In 2024, emergency medical services (EMS) in Wisconsin responded to over 140,000 falls. This update to the Wisconsin EMS and Falls Report last published in 2023 offers new information on falls in Wisconsin. EMS agencies continue to be an important partner in addressing falls in Wisconsin.

According to the Centers for Disease Control and Prevention (CDC), [Wisconsin has the highest fall death rate among older adults in the United States](#). Falls do not just cause fatal injuries, but also can cause long-term health conditions stemming from injuries or a loss of confidence in one's own physical fitness.

Fortunately, falls can be prevented. [There are a variety of steps that people can take to reduce their chance of falling. Some of these include:](#)

- Improving lighting.
- Reducing clutter.
- Making commonly used items easily accessible.
- Engaging in evidence-based workshops such as [Stopping On](#).

People should consider working with an occupational or physical therapist, their local [Aging and Disability Resource Center](#), or other specialists.

Many people lack access to the community or health care resources needed to prevent falls, or the factors causing their falls are out of their control. [Community organizations and volunteers should consider partnering with EMS agencies](#) to better understand falls in their community and to provide interventions.



#### Key takeaways

- Wisconsin has a high rate of falls among older adults and has the highest fall death rate in the country.
- EMS responses to falls are increasing at an accelerated pace which can strain the EMS system.
- EMS most often responds to falls at home.

#### Resources

You can find more resources on preventing falls on [CDC's Stopping Elderly Accidents, Deaths & Injuries website](#), on [Wisconsin Institute for Healthy Aging's website](#), and on the [Stopping On program's website](#). Community-based organizations (CBOs) can use Falls Free WI's [EMS-CBO Toolkit](#) to learn strategies to work with EMS agencies to address older adult falls.

Data in this report are from both the Wisconsin Ambulance Run Data System (WARDS), as well as the National Fire Incident Reporting System (NFIRS).

# Data Workgroup (Cont'd)

## Mini-Series

From August-October, the Data Workgroup, in collaboration with coalition members, released 3 short videos as part of a mini-series to educate on a variety of different data-related topics.

1. **Falls Free Dane Coalition:** Using data to inform where to hold their annual “Only Leaves Should Fall” event. 27 views of [video](#).
2. **Froedtert Health:** Utilizing an electronic health record to promote Stepping On falls prevention workshops. 31 views of [video](#).
3. **Milwaukee County Falls Prevention Coalition:** Data collection from a falls prevention coalition lens. 15 views of [video](#).

### Milwaukee County Falls Prevention Coalition (MCFPC)



Suzie Ryer, PT, DPT, GCS  
MCFPC Co-lead

Ann Gallo, MBA  
MCFPC Co-lead



### Utilizing an Electronic Health Record System to Promote a Community Based Fall Prevention Program

A Healthcare Experience

KIM LOMBARD, CHES  
INJURY PREVENTION & OUTREACH COORDINATOR

PRE-RECORDED PRESENTATION  
RELEASED SEPT 2025.  
[HTTPS://FALLSFREEWI.ORG](https://fallsfreewi.org)



# Steering Committee

The Steering Committee continued to provide strategic oversight of the Falls Free Wisconsin Coalition throughout the year. After receiving the [State Falls Prevention Coalition grant](#) from the National Council on Aging (NCOA) in the spring, several activities began or expanded, which included developing tools for recruiting and retaining members. Planning also began for a virtual falls prevention summit to be held in spring 2026.

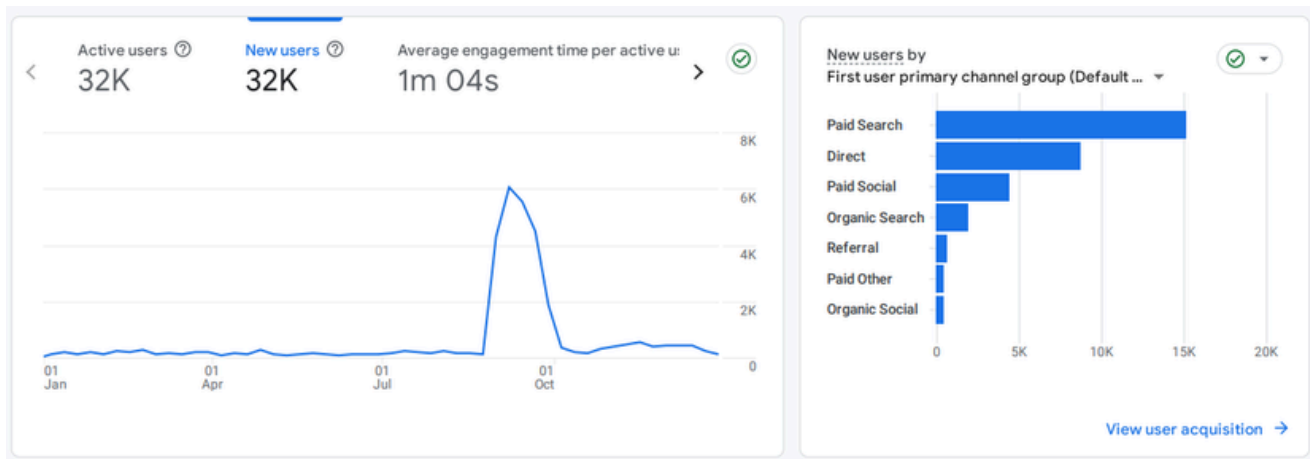
In July, a new mini-grant opportunity—[Localizing Efforts to Address Falls \(LEAF\)](#)—was released. Proposals were due in late September, and 6 organizations were awarded LEAF mini-grants. Projects run October 1, 2025—April 30, 2026, and include:

- **Safe Communities’ Falls Free Dane Coalition:** Expanding the [Balance Stamp of Approval](#) toolkit to rural and underserved areas in Dane County, while creating a model for communities statewide/nationally.
- **Northwest Wisconsin Community Services Agency (NWCSA):** Promoting and implementing the [Stay Active and Independent for Life \(SAIL\)](#) program across Ashland, Bayfield, and Douglas counties.
- **Rebuilding Together Fox Valley:** Launching an awareness campaign to highlight their falls prevention initiatives and free home modifications for income-qualified homeowners.
- **Aging & Disability Resource Center of Brown County:** Delivering pharmacist-led education, personalized medication reviews, and developing and educational video.
- **Milwaukee County Area Agency on Aging:** Pilot how pharmacist referrals to [Stepping On](#) can improve falls prevention and support healthy aging.
- **Menomonee Falls Fire Department Mobile Integrated Health:** Bringing the [CDC’s STEADI](#) framework to residents to assess risk, provide education, and connect people with local resources.

# Website Traffic

[FallsFreeWI.org](https://fallsfreewi.org) launched to the public in September of 2023. Since then, website traffic has continued to grow, particularly during Falls Prevention Awareness Month in September, when paid ads are driving traffic to the interactive Home Safety Challenge.

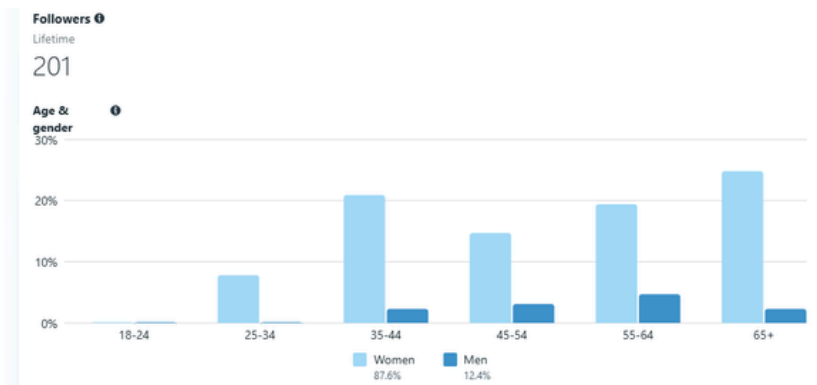
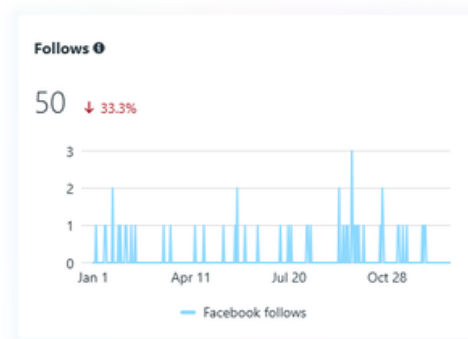
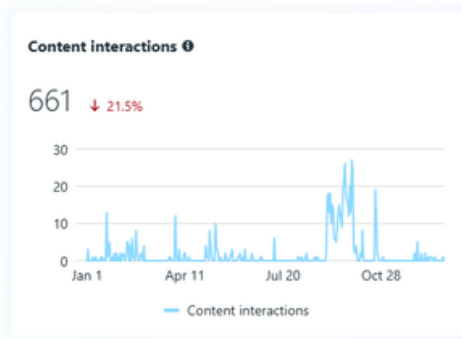
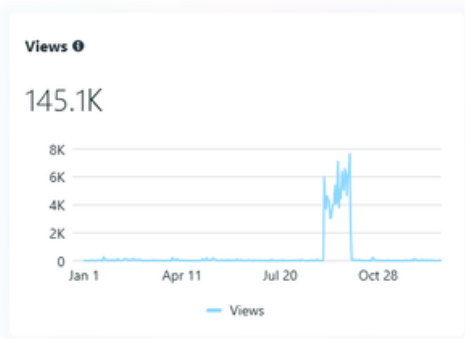
In 2024, active users totaled 23,839. In 2025, this number was 31,959, a **34% increase** from the previous year.



PAGE TITLE AND SCREEN ...	VIEWS
Home Safety Challenge	29K
Home - fallsfreewi.org	6.8K
Interactive Home Safety Chal...	3.1K
Prevent Falls - fallsfreewi.org	1.8K
Falls Prevention for Caregive...	1.1K
Promotional Resources - fall...	996
EMS-CBO Toolkit - fallsfreew...	990

# Social Media Reach

[Facebook.com/FallsFreeWI](https://www.facebook.com/FallsFreeWI) launched in late August 2023, in conjunction with the launch of the website. There was a higher amount of interaction with the Facebook page in 2024, likely because we had grant funding to deploy more paid media campaigns that year. The below results for views, content interactions, link clicks, visits, and follows are for 2025, while the demographics are for all followers overtime.



# Thank You!

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**FallsFreeWI.org**



**falls@wihealthyaging.org**

The Falls Free Wisconsin Coalition could not do this work without the dedication, expertise, and commitment of our members. Your collaboration, shared knowledge, and willingness to take action are the foundation of our success. Together, you strengthen our collective impact, advance fall prevention efforts across Wisconsin, and help keep us safe, independent, and thriving as we age.

Thank you for your continued partnership and support.

*This document is supported by the Administration for Community Living (ACL), U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$149,957 with 100 percent funding by ACL/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by ACL/HHS, or the U.S. Government.*