



A Collaborative Approach to Reducing Falls in Wisconsin

Saving lives. Preserving independence.
Reducing costs.



wiha
Wisconsin Institute
for Healthy Aging

About WIHA...

Non-profit administrator of evidence-based healthy aging programs in Wisconsin. We envision a culture of healthy aging that embraces equity, independence, and self-management, and that values every person in every community.

Mission: Improve the health and well-being of all people as we age. We do this by disseminating evidence-based programs and practices and by engaging in collaborative public health strategies in Wisconsin and beyond.

Stepping On & Pisand

Multifactorial falls programs proven to reduce falls by 31%!

7-8 week community program (2 hours/session)

Don't let a fall cramp your style!

One in four people age 65 or older has a fall each year. You don't have to be one of them.

Take a Stepping On workshop!

Stepping On can help you avoid a dangerous and costly fall so you can keep doing the things you love to do. In just seven weeks, you'll learn:

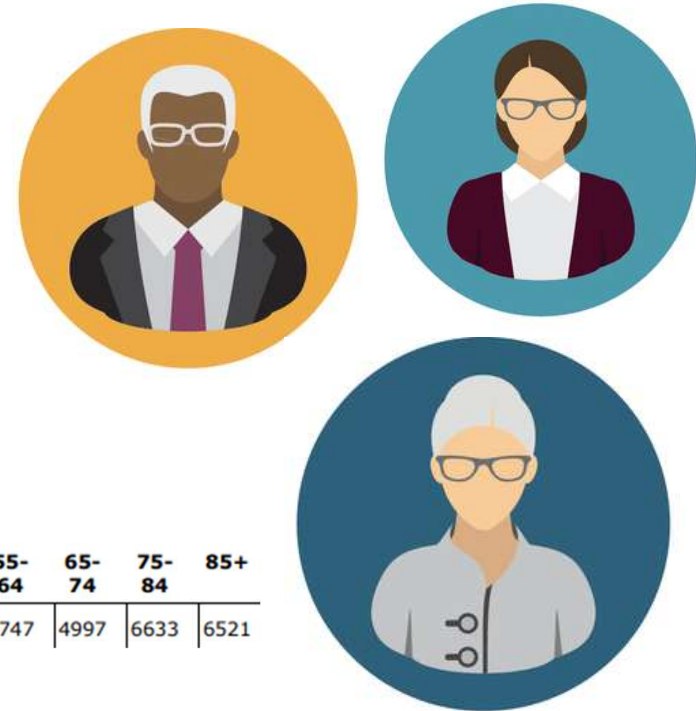
- ▶ To identify and remove or avoid fall hazards in your home and outside
- ▶ How vision, hearing, medication, and footwear affect your risk of falling
- ▶ Strength and balance exercises you can adapt to your individual level
- ▶ To get back on your feet the right way if you do fall

Stepping On has been researched and proven to reduce falls by 31%!



Why it Matters ...

Falls are the leading injury category in WI



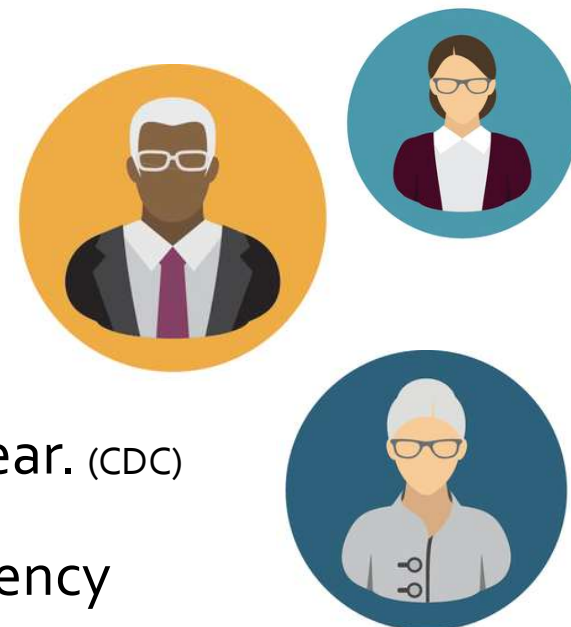
Top Five Injury Categories by Age Range

(ICD-10 Code) Mechanism of Injury	Total	Age Range												
		0-4	5-9	10-14	15-17	18-19	20-24	25-34	35-44	45-54	55-64	65-74	75-84	85+
(W00-W19) Slipping, tripping, stumbling, and falls	24,500	445	384	193	109	62	174	465	707	1063	2747	4997	6633	6521
(V40-V59) Occupant of car, pick-up truck, or van injured in transport accident	4220													
(W20-W49) Exposure to inanimate mechanical forces	1751													
(X92-Y08) Assault	1583													
(V80-V89) Other land transport accidents	1467													

WI DHS – Division of Public Health (2023)

The Falls Problem...

- Nationally, more than **1 in 4** older adults falls each year. (CDC)
- In 2023, **51,935** older adults in WI went to the emergency department for a fall, **11,514** were hospitalized, and **1,791** died. (DHS WISH)
- In 2022, EMS in WI responded to over **130,000** falls and the number of falls that EMS responds to are increasing by nearly **10,000** a year statewide (WARDS)



The Falls Problem...

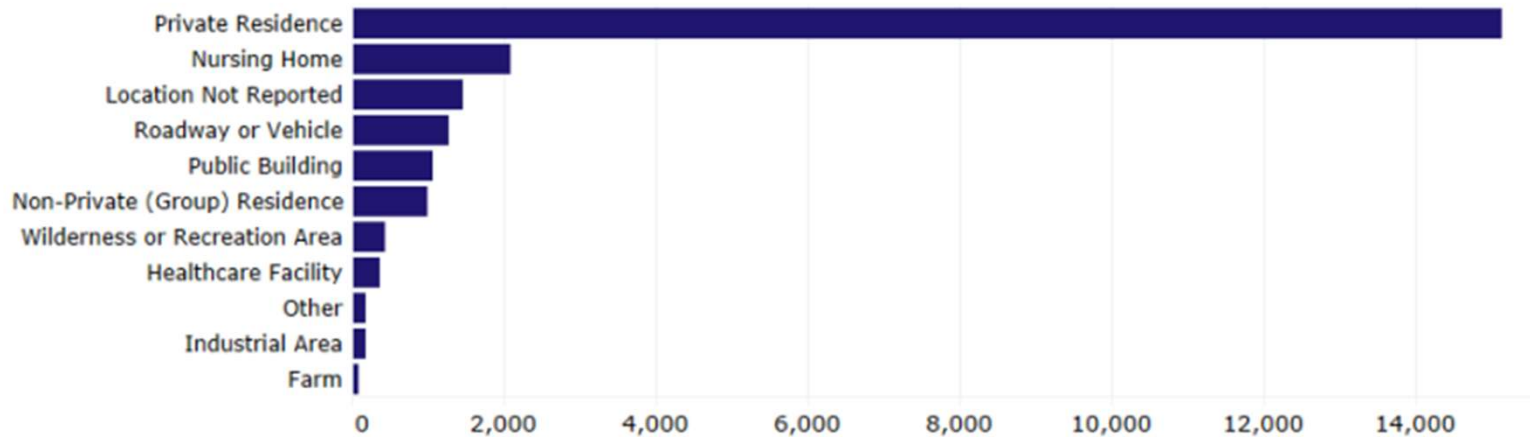
In Wisconsin in 2023 (ages 65+)...(DHS WISH)

- Unintentional fall-related **emergency department visits**
 - TBI: 1,628
 - Hip fracture: 218
- Unintentional fall-related **hospitalizations**
 - TBI: 1,978
 - Hip fracture: 4,322



The Falls Problem...

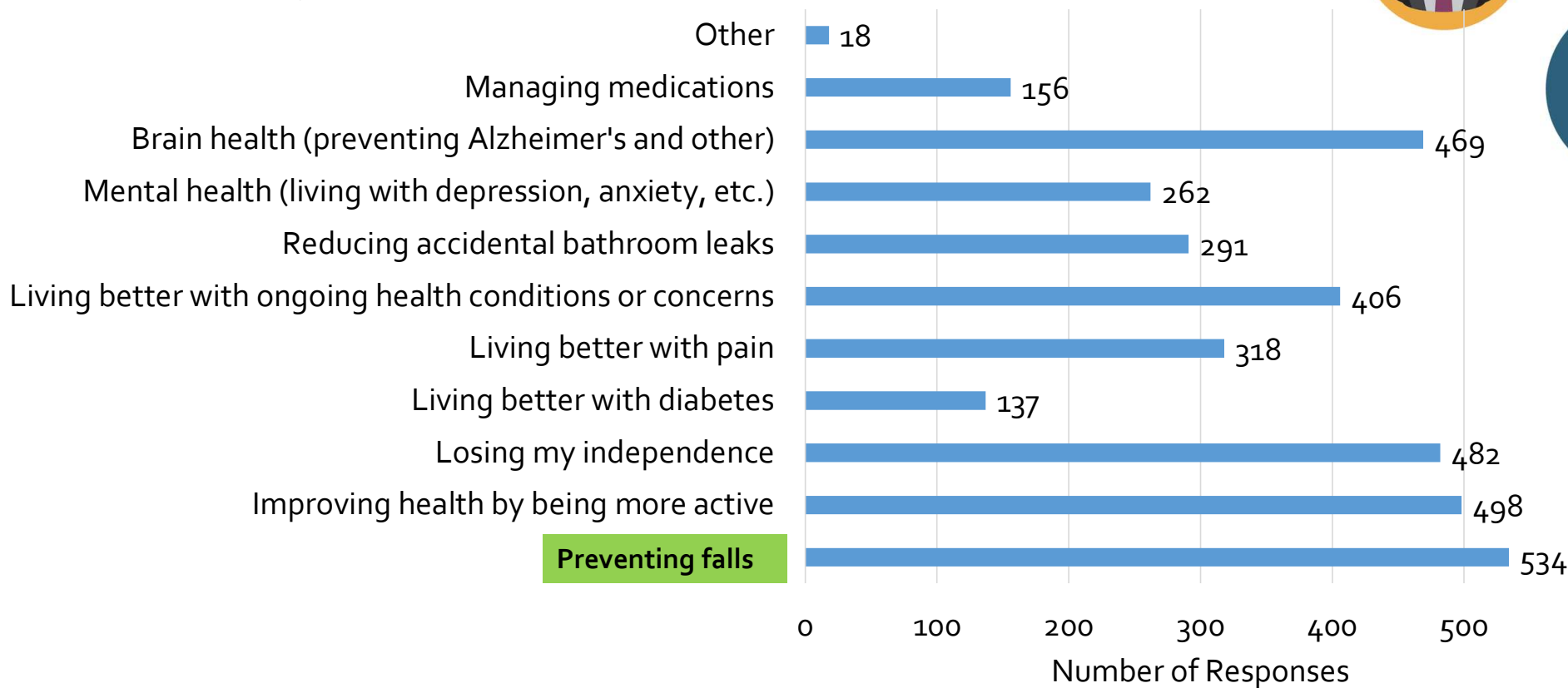
Fall Injury Locations in 2023



WI DHS – Division of Public Health (2023)

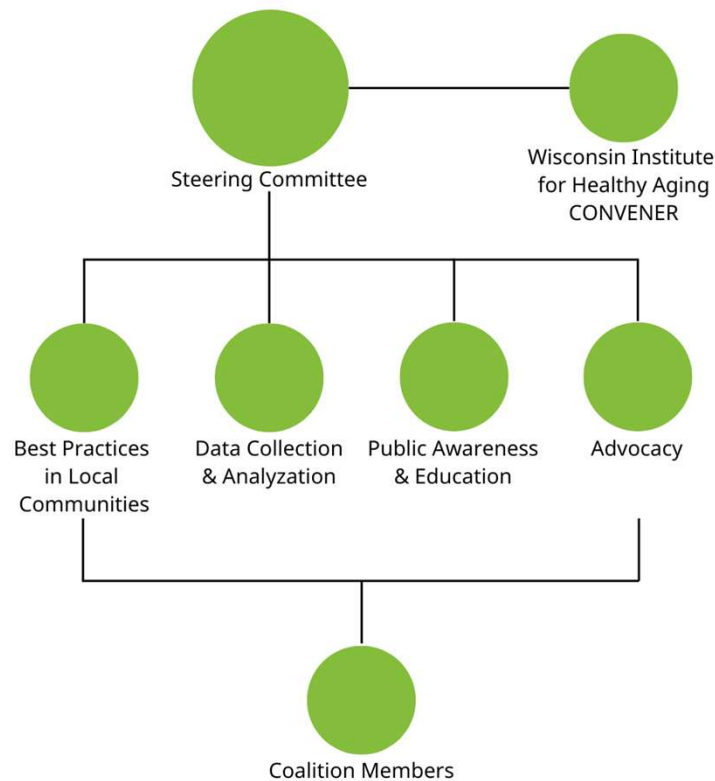
Older people are concerned about falls:

In 2022, over 700 older adults were asked which of the following is a concern for them as you get older? (Check all that apply)



Falls Free Wisconsin Coalition

A collective impact approach to falls prevention



Advocacy Workgroup

Falls Prevention Advocacy

- Healthy Aging Grants
- Advocate for state investment

Healthy Aging Grants

Reducing falls. Managing chronic conditions. Reducing costs.

Today, one in four Wisconsinites is 60 or older; by 2040, it will be one



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

at least one chronic condition; 80% have two or more. (CDC)


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for Healthy Aging

Best Practices in Local Communities Workgroup

Local Support

- Coalition Quick Guide
- Collecting and sharing best practices

Falls Free® Wisconsin Coalition Webinar



Addressing Older Adult Falls Through Collaboration Between CBOs and EMS

Wednesday, April 2, 2025
10:00 - 11:00 a.m.

Join the Falls Free Wisconsin Coalition for a FREE webinar to discuss the release of the **Addressing Older Adult Falls Through Collaboration Between Community Based Organizations and Emergency Medical Services** report and strategies being implemented throughout Wisconsin. Speakers include:

- **Alisa Lammers**, ADRC of Barron & Rusk Counties
- **Carissa Pagel-Smith**, ADRC of La Crosse County
- **Jim Poltrock & Dr. Thomas Kirages**, Advocate Aurora Health
- **Molly McCormick**, City of La Crosse Fire Department

Registration is required.
Register here: bit.ly/3EyGUPp



FallsFreeWI.org

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Data Collection & Analysis Workgroup

Data Mining and Customization

- Collecting and analyzing falls data
- Providing data customization for local communities

Falls Free® Wisconsin

Understanding Alcohol-Related Older Adult Falls in Wisconsin



ations.
the data, you

to see data



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Public Awareness Workgroup

Consumer & Professional Education


- Falls Prevention Awareness Month (FPAM) resources
- Falls Free WI promotional materials
- Webinars
- Quarterly media campaigns

Year-Round Resources

2025 Winter Campaign

 <p>Take steps to prevent falls & learn what to do if you do experience a fall</p> <p>FallsFreeWI.org</p> 	<p>Visit FallsFreeWI.org and find balance and strength exercises, home safety tips, and other tools to prevent falls – including what to do if you or someone you know does have a fall #FallsFreeWI</p>
<p>Fall for a joke, not over your pet</p>  	<p>Our 4-legged friends bring so much joy but can also cause trips and falls! Find tips for getting up from a fall, and how to prevent them, at FallsFreeWI.org #FallsFreeWI</p>

bit.ly/4h8pNRw



Wisconsin Aging

Thank You!

Join the Falls Free WI Coalition



bit.ly/3RDEi4F

Visit FallsFreeWI.org



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