



# A Collaborative Approach to Reducing Falls in Wisconsin

Saving lives. Preserving independence.  
Reducing costs.

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**wiha**  
Wisconsin Institute  
for Healthy Aging

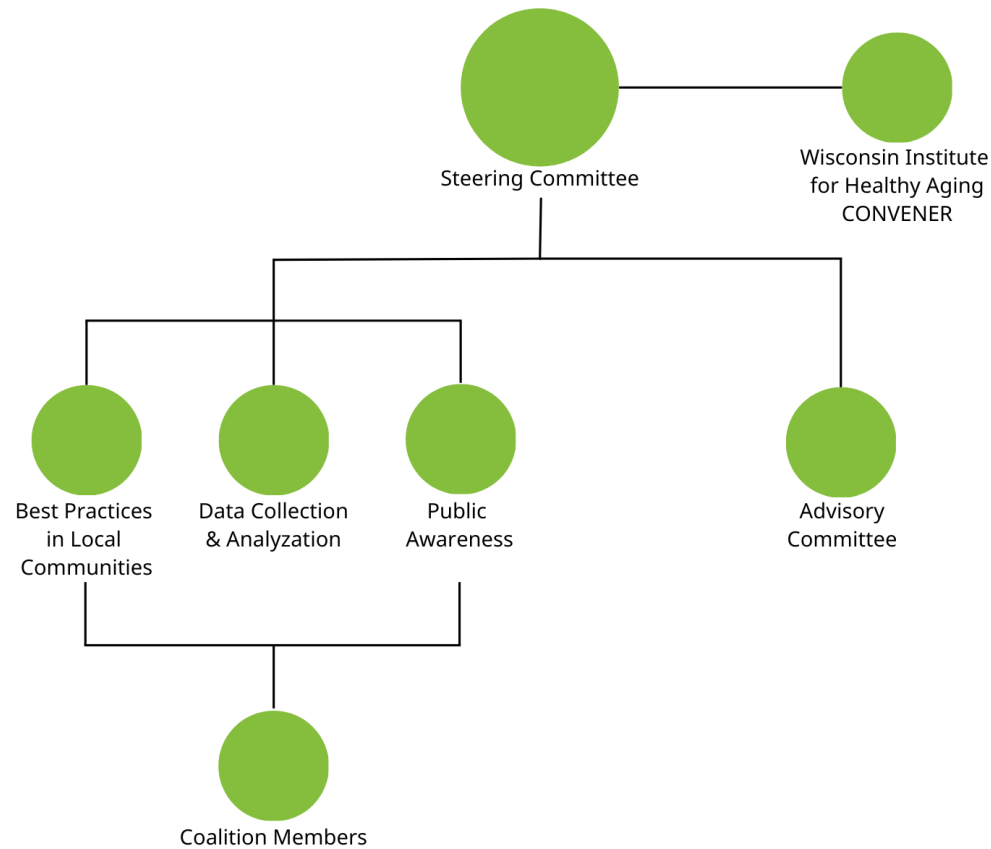
# About WIHA . . .

Non-profit administrator of evidence-based healthy aging programs in Wisconsin

**Mission:** To bring evidence-based programs to communities throughout Wisconsin to encourage healthy living and healthy aging

# Falls Free Wisconsin Coalition

A collective impact approach to falls prevention



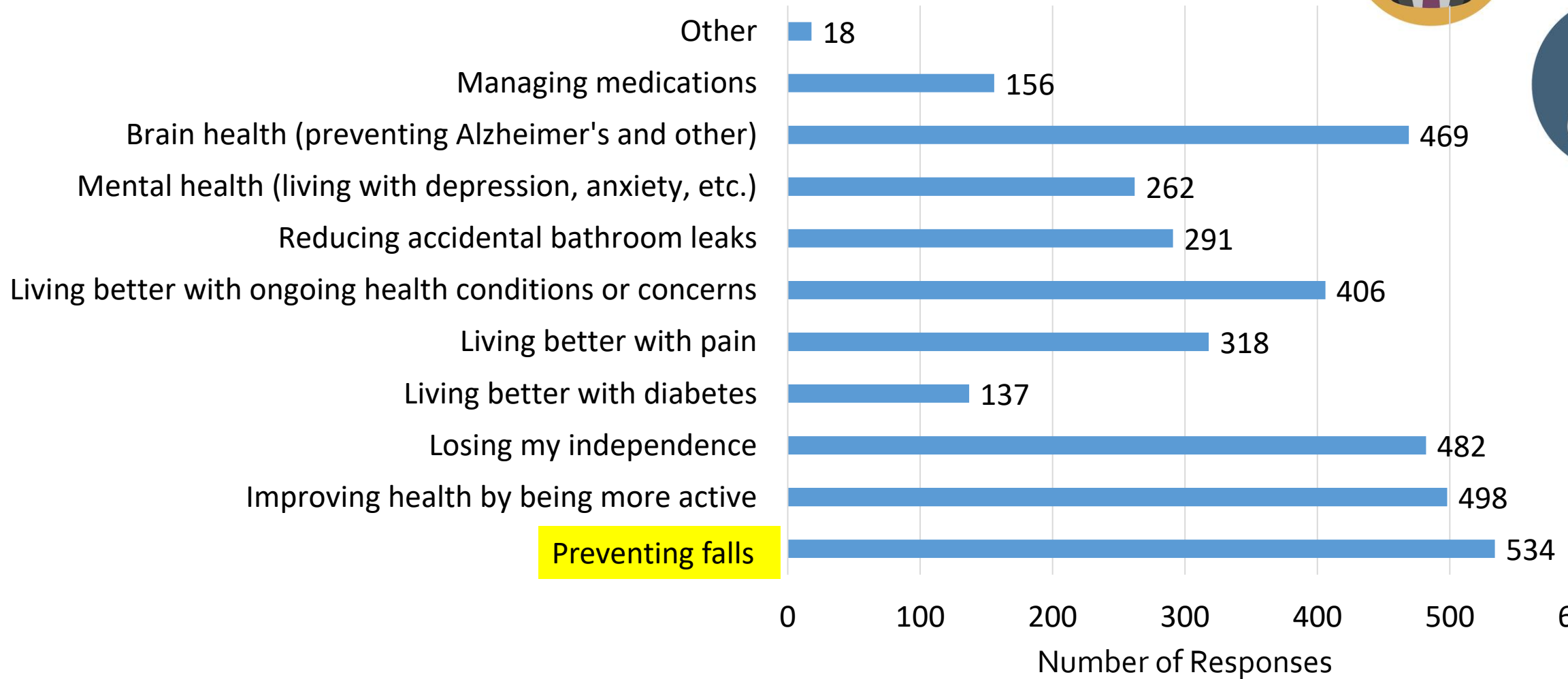
## The Falls Problem...

- Nationally, more than 1 in 4 older adults falls each year. (CDC)
- Wisconsin has the highest rate of injury-related deaths due to falls among older adults in the country. (CDC)
- In 2021, 43,004 older adults in WI went to the emergency department for a fall. (DHS WISH)
- Costs for older adult fall-related hospitalizations in WI in 2020-2021 was \$427 million, up 11% from 2016-2017. (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)



# 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)

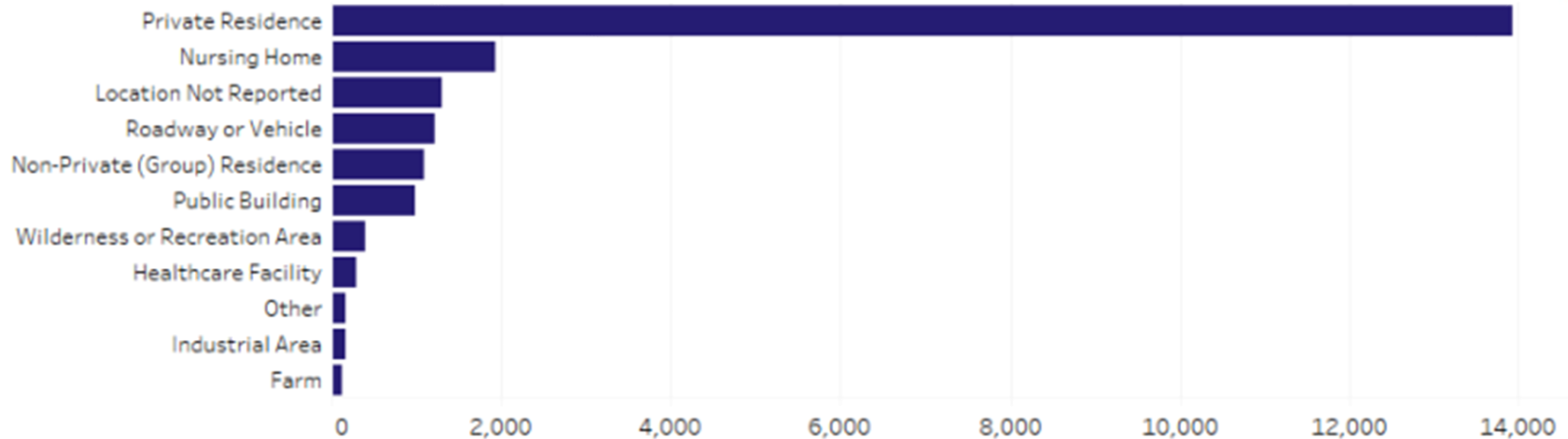


# The Falls Problem...

Most older adult falls happen in the home



Fall Injury Locations in 2022



Source: WI DHS – Division of Public Health (2022)

## Falls & Caregiving

- Caregivers may provide care for an older adult that falls or is at risk of falling and may be the first line of defense in prevention.
- Caregivers can help their care recipient access healthcare providers, pharmacists, physical or occupational therapy, balance and strength exercise programs, and assist with home safety modifications.
- Caregivers may also be at increased risk of falls themselves because of several reasons, including physical strain due to caregiving responsibilities and a fear of falling.





# FallsFreeWI.org

Launched Fall 2023

## For Consumers, Families & Caregivers

A positive, upbeat, you-can-do-it virtual space for consumers to find falls prevention information, strategies, programs and motivation.

- **Consumer content for preventing a fall**
  - Printable content addressing falls factors
  - Simple language and easy-to-follow instructions
  - Planning tools for safety and mobility







# FallsFreeWI.org

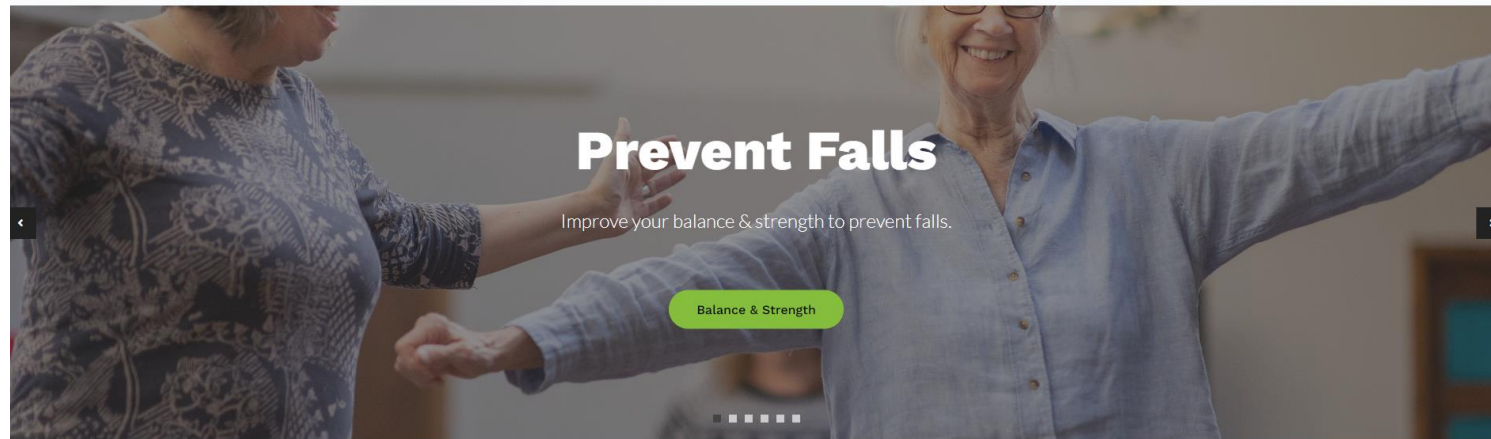
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**For partners: aging and disability services, health systems, pharmacies, managed care organizations, EMS and fire departments, and others:**

- Provide reliable, easy-to-access resources and interventions to people who have fallen or are at risk of a fall.
- Be a source of best practices or systems development to reduce falls.
- Coordinate efforts with the Falls Free Wisconsin Coalition.
- Provide data mining and analysis to help partners make the case for falls prevention initiatives.
- Provide resources and technical assistance for local or state groups to launch falls prevention efforts in Wisconsin communities.
- Support the dissemination of falls prevention evidence-based programs and practices such as Stepping On and Pisando Fuerte.



# Overview of Website



## You Can Reduce Your Risk of a Fall – Falls Free<sup>®</sup> Wisconsin can help!

Falls are more common as you get older – that's true. But there are steps you can take to reduce your risk. It starts with believing you can and finding the resources you need to make changes that keep you safe. Falls Free Wisconsin can help by putting the information and tools right at your fingertips.



# Survey

Please Share!

- WIHA and Falls Free Wisconsin are surveying family caregivers to learn more about their thoughts on falls risk and prevention. The survey takes 3-5 minutes to complete. Please share with family caregivers. Thank you for your time and consideration!



[bit.ly/3SF5Vfp](https://bit.ly/3SF5Vfp)

## FALLS PREVENTION FOR CAREGIVERS

*Why it Matters...*

Caregivers may provide care for an older adult that has fallen or is at risk of falling and may be the first line of defense in prevention.

Caregivers can help their care recipient access healthcare providers, pharmacists, physical or occupational therapy, balance and strength exercise programs, and assist with home safety modifications.

Caregivers may also be at increased risk of falls themselves due to physical strain of caregiving responsibilities or having a fear of falling.



Falls prevention resources for caregivers coming soon!



[FallsFreeWI.org](https://FallsFreeWI.org)  
[falls@wihealthyaging.org](mailto:falls@wihealthyaging.org)





# What Can You Do?

Join the Falls Free WI Coalition



[bit.ly/3RDEi4F](https://bit.ly/3RDEi4F)

Promote FallsFreeWI.org



[bit.ly/44hPu7v](https://bit.ly/44hPu7v)

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

