

WHEREAS; according to the Centers for Disease Control and Prevention (CDC), falls are the leading cause of injury-related death among older adults in the United States, with one in four adults aged 65 and older experiencing a fall each year; and

WHEREAS; according to 2021 CDC data, Wisconsin leads the nation in fall fatality rates, and in 2022, more than 130,000 fall-related calls were responded to by Wisconsin emergency medical services, signifying an increase of over 25,000 falls since 2019; 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; in response to a fear of falling, older adults may limit their activities and social engagements, which can lead to physical decline, depression, social isolation, and feelings of helplessness; and

WHEREAS; alongside local fall prevention coalitions, aging offices and Aging and Disability Resource Centers, community-based organizations, healthcare providers, public safety professionals, and others, the statewide Falls Free Wisconsin Coalition strives to raise awareness and support fall prevention initiatives, including evidence-based programs like Stepping On; and

WHEREAS; this month, the state of Wisconsin reaffirms its commitment to the well-being of aging and older adults in Wisconsin, as well as their caregivers and loved ones, 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 11th day of August 2023.



TONY EVERS, Governor

By the Governor:



SARAH GODLEWSKI, Secretary of State