

For Immediate Release

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Tri-State Ambulance, 235 Causeway Blvd, La Crosse, WI 54603

La Crosse County Falls Prevention Resource Guide for Older People
Stand Tall Don't Fall

This easy to read, short booklet covers over 50 Nifty Tips on how to prevent falls for older people. The La Crosse County Falls Prevention Coalition, consists of a group of area educators, pharmacists, social workers, police, fire, emergency responders, physical therapists, medical doctors, home health care agencies, and aging advocates, who work together to reduce falls and the injuries they cause.

Did you know? Every year, 1 out of 3 older adults over 65 fall. The average cost related to a fall is \$8000 but with injuries it can be much higher. The Centers for Disease Control estimates more than 2.4 million falls are treated in emergency rooms nationwide each year, and Wisconsin has a higher mortality rate from falls than the rest of the nation. Tri-State Ambulance states 16% of their calls are due to falls. All good reasons for the Falls Prevention Coalition to publish **Stand Tall Don't Fall** which includes:

- www.lacrossestopfalls.org - Featuring falls prevention programs, home safety, footwear, strength and balance exercises, statistics and myths about falling
- Quiz to rate your risks of falling
- Personal emergency response systems
- Knowing your medication
- Stepping On - a 7 week class of strength and balance exercises to prevent falls
- How to prevent falls at home
- How to get up from a fall
- Community resources

This free resource guide will be available at local medical facilities, pharmacies, agencies on aging, libraries, home care services and more.

Coming Soon: The La Crosse County Aging Unit has just received a grant to develop Tai Chi Fundamentals classes to help seniors prevent falls. Tai Chi has been shown to produce a 400% improvement in reducing falls while it also improves blood pressure, reduces stress and diabetes. Classes are scheduled to begin in January.

For more information contact:

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