



### The La Crosse County Falls Prevention Coalition

Is a group of healthcare professionals (MD, PT, OT, RN), public health workers, pharmacists, social workers, educators, public safety officials, first-responders, aging service providers, and older people who are creating innovative programs to raise awareness and reduce falls among the older people of La Crosse County. They believe falls are not a normal part of aging and are working tirelessly to prevent falls.

#### History

- Started Feb. 24, 2010
- Developed and maintain website [www.lacrossestopfalls.org](http://www.lacrossestopfalls.org)
- Designed, developed, distributed 4,000 **Falls Prevention Magnets** to all First Responders, Tri-State Ambulance drivers, and Fire and Police Depts.
- Distributed additional 4,000 Falls Prevention Magnets to older adults and caregivers in La Crosse County. Designed, developed, distributed 13,500 **La Crosse County Falls Prevention Resource Guides** to health care providers, community agencies, caregivers, emergency response providers, etc.
- Implemented **“Remembering When”** a Fire and Fall Prevention Program of the National Fire Protection Association
- Presented nearly 50 **Stepping On** classes to over 500 Seniors.
- Spoke to over 2,500 Seniors on falls prevention.
- Plan, promote, present annual **Falls Prevention Awareness Day** program.
- Help implement Tai-Chi Fundamental program in La Crosse County.

#### Activities for 2018 -2019

- Increase falls prevention awareness among older adults
- Increase falls prevention awareness amongst the general public
- Expand promotion of [www.lacrossestopfalls.org](http://www.lacrossestopfalls.org)
- Implement research project to evaluate the effectiveness of **Stepping On**
- Plan strategies to partner with Doctors, Pharmacists, First Responders, Emergency Response Systems, and DME providers
- Use social media and public service announcements to promote falls prevention
- Research program for trained volunteers to do home safety checks
- Invent new falls prevention programs

#### To learn more about the Falls Prevention Coalition

- Attend monthly meetings on the last Wednesday of the calendar month at 1:00 pm in the La Crosse County Administrative Center, 212 6<sup>th</sup> St N, Room 1107, La Crosse
- Contact the La Crosse County Aging and Disability Resource Center at 608-785-5700