

2025 Annual Report





Year in Review

2025 was a year of continued growth and strengthened partnerships for the Wisconsin Institute for Healthy Aging (WIHA). We expanded our reach, deepened collaboration, and advanced our shared commitment to improving the lives of older adults across Wisconsin.

Our network of partners grew significantly, with increased engagement across statewide coalitions and stronger relationships with legislative partners. These collaborations have enhanced our collective impact and elevated the visibility of evidence-based healthy aging initiatives and programs.

One highlight of the year was the expanded participation in our Age Well Series, which delivered timely, innovative health education directly to community members. Over 1,000 participants across the state attended webinars throughout the year. This gave Wisconsin older adults valuable knowledge to support their healthy aging journey and sustain positive health behaviors.

Our national evidence-based program dissemination continues to grow, bringing programs like *Stepping On* and *Mind Over Matter* to more communities throughout the nation. We further supported program providers through webinars and shared learning opportunities, while continuing to advance healthy aging initiatives for a holistic approach to health education. Internally, we maintained a focus on operational efficiency and strengthening our foundation for long-term sustainability.

Despite this momentum, challenges remain. Fund development continues to be a critical need, and legislative progress has required sustained effort and persistence. While statewide initiatives and general health education grow, the evidence-based program implementation here in Wisconsin has leveled off and participation has decreased slightly. WIHA remains committed to strategically addressing these challenges while building on the strong partnerships that drive our work forward. Looking ahead, WIHA will continue to prioritize collaboration, innovation, and advocacy to advance healthy aging for all Wisconsinites.



About Us

The Wisconsin Institute for Healthy Aging (WIHA) is dedicated to helping all people live healthier, more independent lives as we age. As a statewide nonprofit organization, we provide evidence-based programs, resources, and partnerships that empower individuals to take charge of their health and well-being.

Our Mission

The mission of the Wisconsin Institute for Healthy Aging is to 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.

We envision a culture of healthy aging that embraces equity, independence, and self-management, and that values every person in every community.



Our Guiding Principles



- **Healthy aging:** A positive approach to aging through self-efficacy and self-management.
- **Evidence-based interventions:** We support, encourage, and promote programs and practices that are based on research, science, and medical expertise.
- **Partnership and collaboration:** Success is achieved through work with communities and other stakeholders.
- **Equity, inclusion, and diversity:** We intentionally work to eliminate disparities with sensitivity and respect for all cultures.
- **Servant leadership:** Teach, coach, and mentor those who provide programs.
- **Advocacy:** A voice for systems, policies, and attitudes that support healthy aging.
- **Humility:** Listen to and learn from the communities we serve.




Our Value

As the aging population grows, it's more important than ever to ensure that people have access to tools and resources that support our independence and quality of life as we age. WIHA works to bridge the gap between research and real-world application—bringing practical, effective health solutions to communities across the state.



Our History

- **2010** WIHA incorporated as a nonprofit starting with Living Well with Chronic Conditions, Tomando Control de su Salud, and Stepping On. Started licensing Stepping On nationally.
- **2013** Healthy Living with Diabetes
- **2014** Vivir Saludable con Diabetes 
- **2017** Walk with Ease
- **2019** Healthy Living with Chronic Pain, Physical Activity for Lifelong Success, Mind Over Matter
- **2020** Physical Activity for Lifelong Success available for national licensing.
- **2021** Stand Up for Your Health, Pisando Fuerte. Starting licensing Mind Over Matter nationally. Formalized & provided coordination for the Falls Free Wisconsin Coalition.
- **2023** Stand Up for Your Health available for national licensing.
- **2024** Starting licensing Pisando Fuerte nationally. Took over coordination of the Wisconsin Coalition for Social Connection.
- **2025** Mind Over Matter was translated to Spanish.

Our Team



**Jill Renken, MPH,
CHES**
Executive Director



**Erin Eggert, MS,
EP-C**
Deputy Director



**Suzanne Morley,
CHES**
*Health Promotion
Program Coordinator*



Amie Rein, CWS
*Health Promotion
Program Coordinator*



Lucian Scharf
*Health Promotion
Admin Assistant*





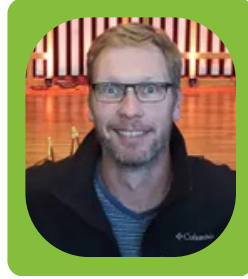
Our Board



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President



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Rachel Cissne Carabell



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Jane Mahoney



Cindy Ofstead



Debbie Paavola



Suzie Ryer



At a Glance

Wisconsin 2025 Numbers



112
New
Facilitators



288
Active
Facilitators



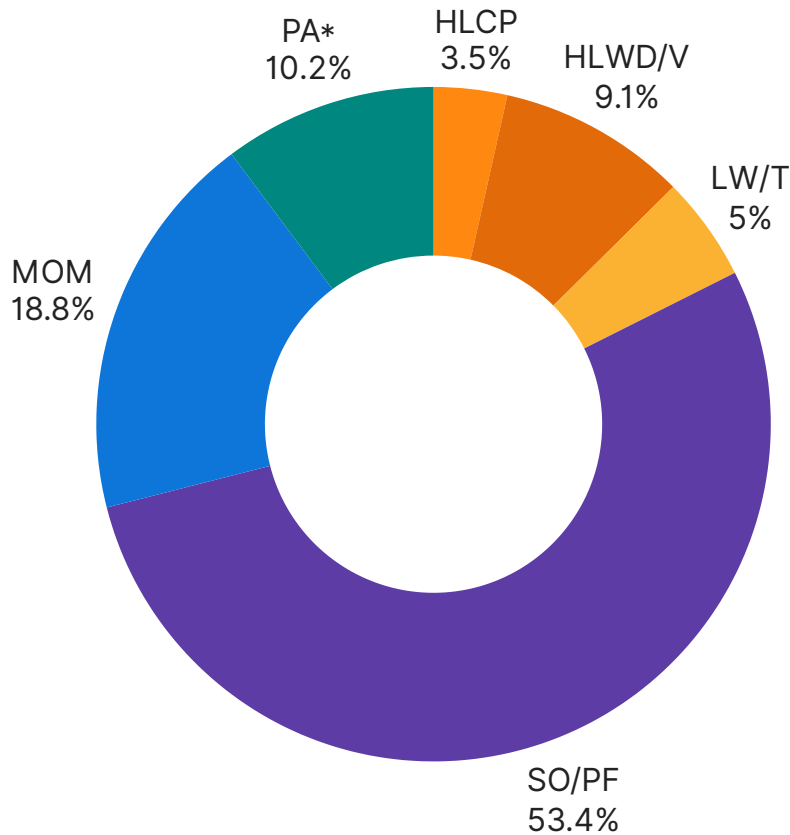
260
Workshops



2,383
Participants



49
Counties



Participant Distribution by Program

HLCP Healthy Living with Chronic Pain | HLWD/V Healthy Living with Diabetes & Vivir | LW/T Living Well & Tomando | MOM Mind Over Matter | PA* 3 Physical Activity Programs: Physical Activity for Lifelong Success, Stand Up for Your Health, & Walk with Ease | SO/PF Stepping On & Pisando Fuerte



Wisconsin Institute
for Healthy Aging

Our Initiatives



A statewide initiative dedicated to reducing falls among older adults by providing programming, tools, and resources to prevent falls. Led by the Falls Free Wisconsin (FFWI) Coalition and supported by WIHA, this initiative serves as a comprehensive online platform offering information on assessing fall risks, improving balance and strength, and enhancing home safety. The coalition brings together partners from across the state to promote awareness and implement effective falls prevention strategies.

<https://fallsfreewi.org>



A collaborative network established in 2020, the Wisconsin Coalition for Social Connection (WCSC) is building a diverse network of people and communities across Wisconsin to live healthier and more socially connected lives. Operating under a collective impact model, WCSC brings together 15 active member organizations and a broader network of over 700 individuals and groups, all dedicated to fostering meaningful social connections within communities. WIHA serves as the backbone organization for WCSC, coordinating efforts and resources to enhance social well-being statewide.

<https://connectwi.org>



Wisconsin Institute
for Healthy Aging

Our Initiatives



The Age Well Series is a webinar initiative hosted by WIHA that connects community members with experts in healthy aging to support well-being as we age. Through engaging presentations, the series highlights evidence-based and evidence-informed strategies related to key aspects of healthy aging; physical activity, nutrition, brain health, social connection, and more. Designed to empower us all with practical tools and knowledge, the Age Well Series helps us to make informed choices, adopt healthy behaviors, and embrace aging as a time of continued growth and opportunity.



WIHA participates in Wisconsin's Reframing Aging and Disability Initiative dedicated to ending ageism and ableism by promoting a more equitable and comprehensive narrative. This initiative provides research-based communication strategies and tools designed to shift public perceptions and counter implicit biases toward aging adults. WIHA integrates these reframing strategies into our communications and resources and shares knowledge and learnings with partners across Wisconsin to foster healthier aging.

Financial Overview



2025 Income

Grants	\$384,047
License Sales	\$128,954
Events & Sponsorships	\$77,522
Training Income	\$71,452
Contract Income & Honorariums	\$42,918
Merchandise Revenue	\$32,144
Interest Income	\$17,347
Donations	\$3,910
Other	\$2,945

Total Income	\$761,239
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2025 Expenses

Personnel	\$446,942
Program Provider Stipends	\$102,900
Overhead	\$81,459
Consultants/Contractors	\$64,456
Publications/Printing/Copies	\$26,809
Meetings	\$21,179
Audit	\$16,350
Advertising & Marketing	\$15,998
Travel	\$15,905
Dues/Memberships/Subscriptions	\$5,103
Equipment/Supplies/Postage/Trainings	\$5,101
Program Developer Royalties	\$2,118

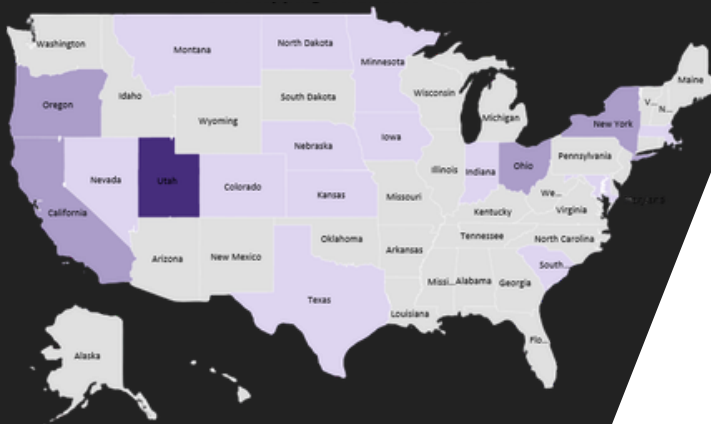
Total Expenses	\$804,320
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Net Loss	\$43,081
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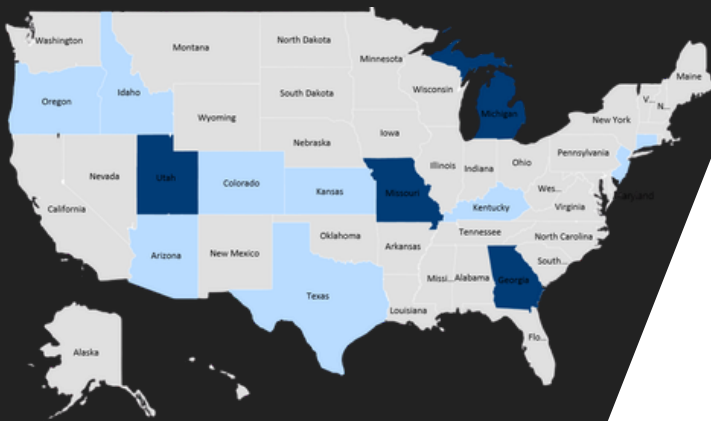
National Licensing



In 2025, WIHA had **26** national *Stepping On* license holders with **279** facilitators that offered **235** workshops to **2336** participants.



In 2025, WIHA had **18** national *Mind Over Matter: Healthy Bowels, Healthy Bladder* license holders with **42** facilitators that offered **66** workshops to **616** participants.



Summary

In 2025, the Wisconsin Institute for Healthy Aging (WIHA) deepened engagement across coalitions and with legislative partners, elevating the visibility of evidence-based healthy aging initiatives. The Age Well Series remained a highlight, reaching more than 1,000 participants with timely, accessible health education, while national dissemination of programs such as Stepping On and Mind Over Matter continued to grow alongside enhanced support for program providers. Internally, WIHA maintained a focus on operational efficiency and long-term sustainability. At the same time, the organization navigated ongoing challenges, including the need for increased fund development and continued legislative efforts, as well as slight declines in in-state program implementation and participation. Despite these challenges, WIHA remains committed to innovation, collaboration, and expanding access to high-quality health education to support healthy aging for all Wisconsinites.



Get Involved

WIHA is essential to healthy aging in Wisconsin as the primary resource for communities to implement healthy aging programs that benefit their citizens. We provide access to and training for evidence-based programs, ongoing coaching and the most up-to-date research and best practices. Program providers include county-based aging and disability resource centers, senior centers, public health, healthcare, and other community/health centers.

Without WIHA, the lift for a community to develop and offer programming is much more resource intensive. Programs also can be variable and not evidence-based, and therefore less effective at reducing costs and health risks.

What other professional resources does WIHA provide?

- WIHA coordinates statewide healthy aging initiatives and coalitions, such as Falls Free Wisconsin and the Wisconsin Coalition for Social Connection. These coalitions raise public awareness, curate and provide best practices and resources for local communities, advocate for public policy, and more!

How else do Wisconsin residents benefit from WIHA?

- We offer an Age Well Series of virtual health education sessions direct to residents that start the conversation about a variety of healthy aging topics – as well as a written Age Well newsletter.



Contact Us



608-243-5690

info@wihealthyaging.org

<https://wihealthyaging.org>