

2024

ANNUAL REPORT



Wisconsin Institute
for Healthy Aging



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(R) 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

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*



Nale Yang

*Health Promotion
Admin Assistant*

A YEAR IN REVIEW

2024 was a year of growth and impact for the Wisconsin Institute for Healthy Aging (WIHA). We expanded our reach, strengthened partnerships, and deepened our commitment to improving the lives of older adults across Wisconsin.

A major highlight was the launch of our Age Well Series, providing vital health education and raising awareness of WIHA's evidence-based programs. We also strengthened coalitions like *Falls Free® Wisconsin* and the *Wisconsin Coalition for Social Connection*, expanding access to key healthy aging resources.



Our licensing and training efforts grew, bringing evidence-based programs to more communities. We advanced health equity initiatives and enhanced support for program providers through webinars and shared learning opportunities. Internally, we streamlined operations and launched an individual donor base to support long-term sustainability. WIHA also expanded advocacy efforts, contributing to national falls prevention initiatives through the National Council on Aging.

Despite successes, we faced challenges in fund development, legislative delays, and capacity limitations, which we continue to address. Looking ahead, WIHA remains dedicated to innovation, strong partnerships, and advancing healthy aging for Wisconsin's older adults.

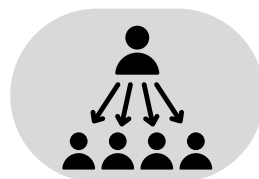
AT A GLANCE



274
Workshops



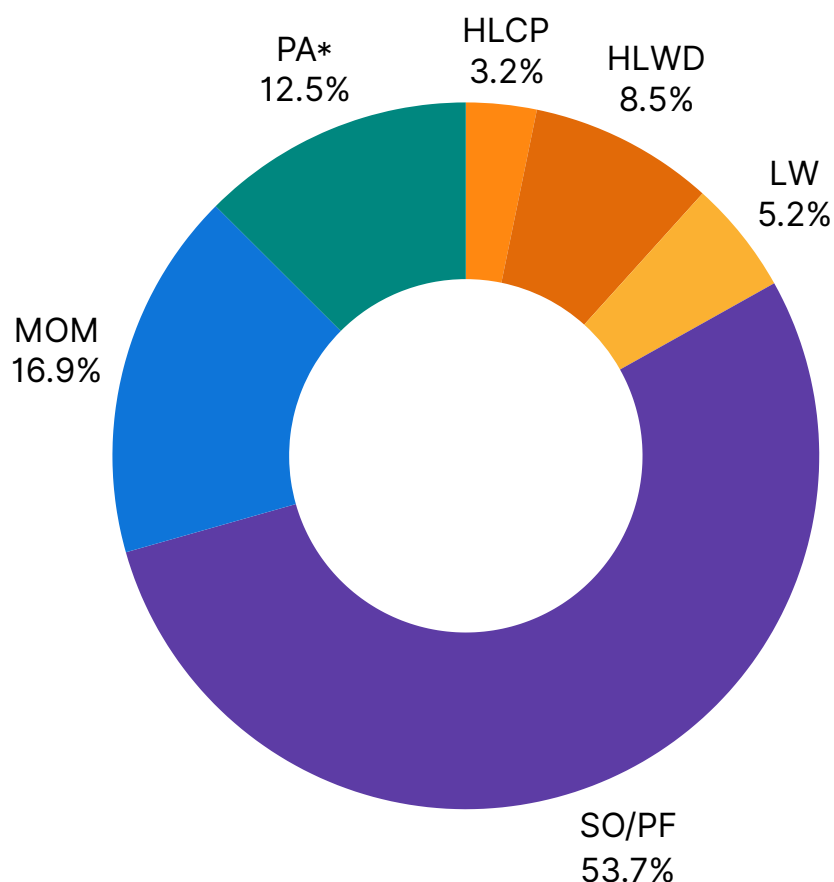
95
New Facilitators



2698
Participants



53
Counties & Tribes



Participant Distribution by Program

HLCP Healthy Living with Chronic Pain | HLWD Healthy Living with Diabetes |
 LW Living Well | 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

PARTICIPANTS

SAY

“It really jump started me into much better health. And maybe I’ll be able to retrieve some of my lost muscle, flexibility, and strength so I can be active. As I said to my husband the other day, I would like to die standing up. Being in a hospital bed doesn’t sound so great to me.” – Karen B, Past Participant of Stand Up for Your Health

“In the last three months, I’ve had only 3 small leakages. Before the workshop, I used to have several leakages a week. I am so glad I took this workshop because it has greatly improved my confidence.” - Past Participant of Mind Over Matter: Healthy Bowels, Healthy Bladder

“I got so much out of it. Knowledge of how to communicate with health care providers about health. Knowledge of how to get more active, and workouts at home, which has improved my physical and mental health. I gained a community, friends, and people that I get to help.” Jan S, Past Participant and Peer Facilitator of Stepping On



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 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://wihealthyaging.org>



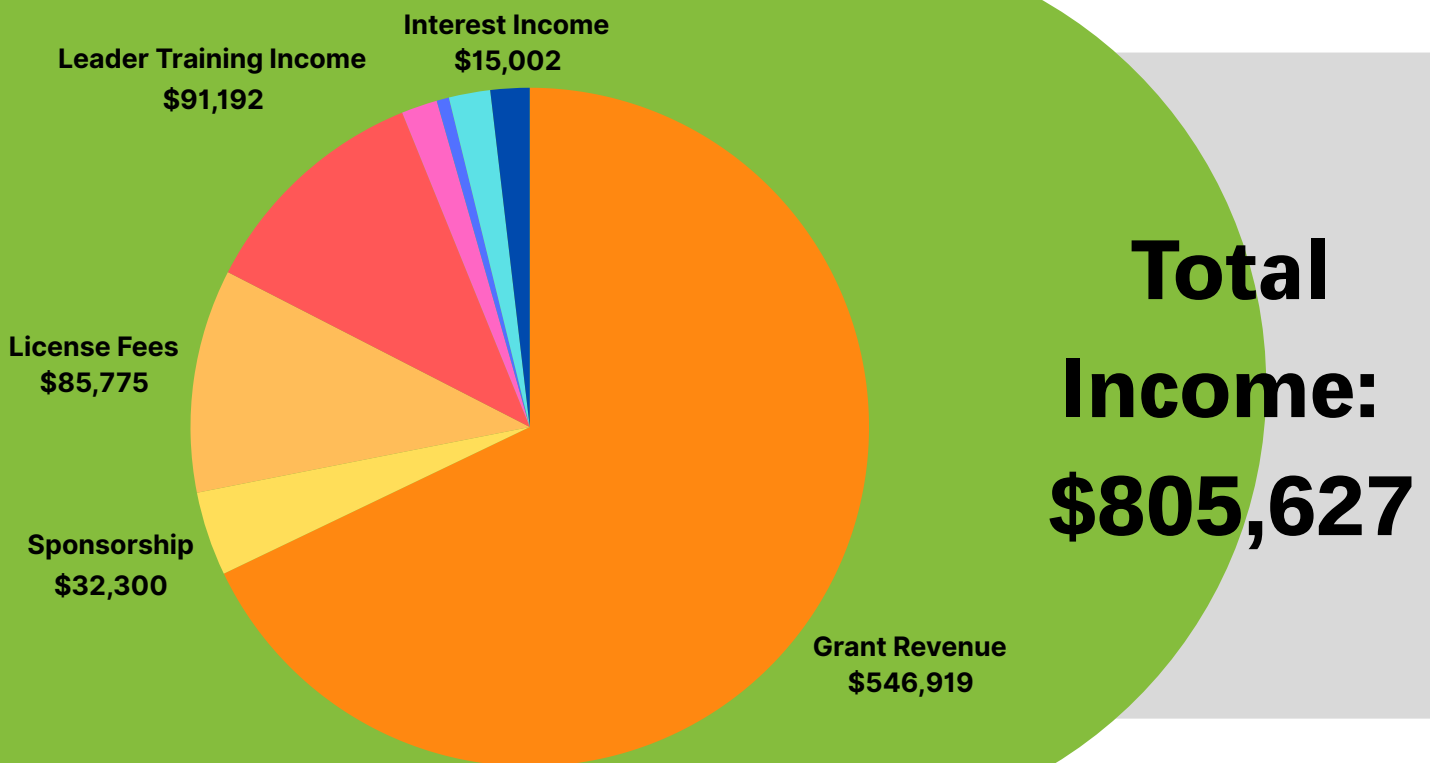
A collaborative network established in 2020, the Wisconsin Coalition for Social Connection (WCSC) combats the root causes and adverse consequences of social isolation and loneliness among older adults and people with disabilities across the state. Operating under a collective impact model, WCSC brings together 19 active member organizations and a broader network of over 600 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>



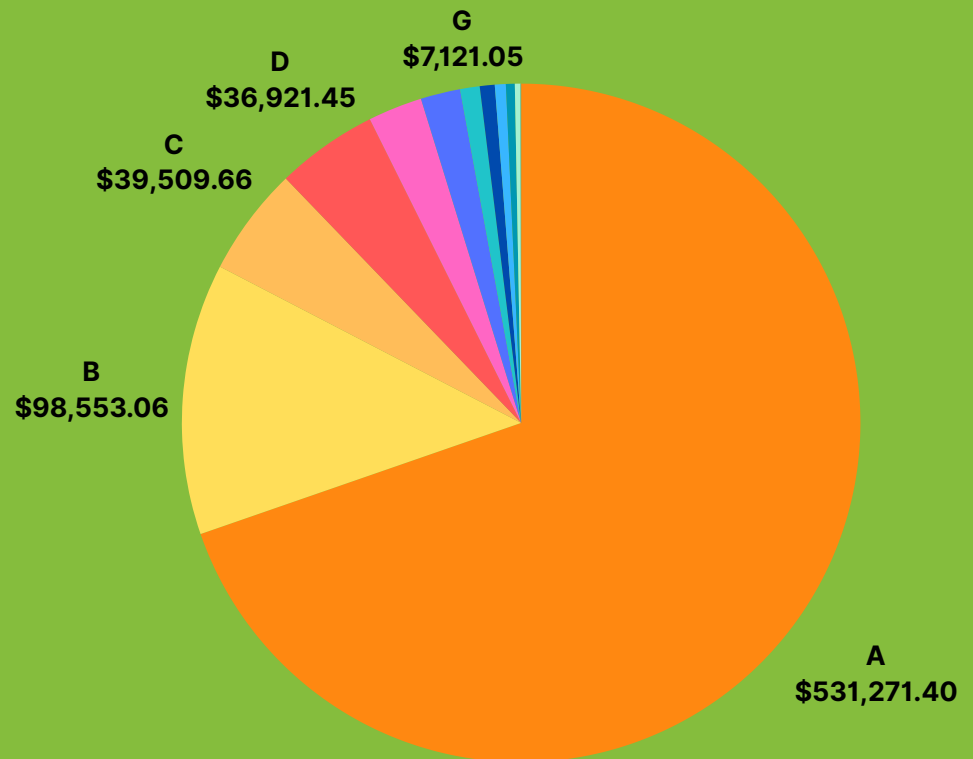
WIHA participates in Wisconsin's Reframing Aging and Disability Initiative dedicated to ending ageism and ableism by promoting a more equitable and comprehensive narrative. This initiative provides research-backed communication strategies and tools designed to shift public perceptions and counter implicit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

2024 INCOME



2024 EXPENSES

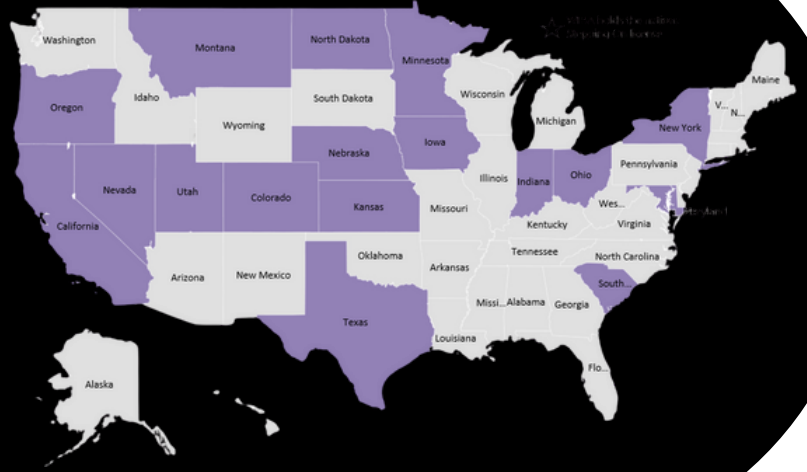
**Total
Expenses:
\$762,341**



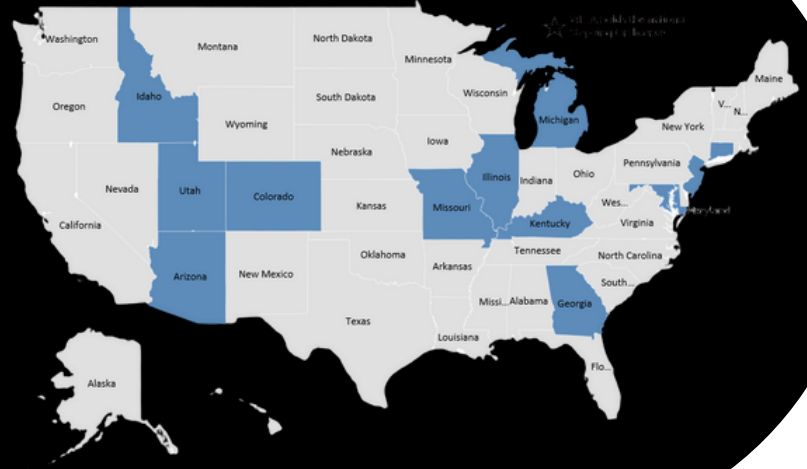
- | | |
|---|---|
| ■ A Personnel | ■ G Dues/Membership/Subscriptions |
| ■ B Overhead Items | ■ H Bank & CC Charges |
| ■ C Advertising, Marketing & Sponsorship | ■ I Meetings & Professional Development |
| ■ D Sub/Mini Grants (Out) | ■ J Royalties |
| ■ E Supplies, Publication & Printing | ■ K Postage & Printing |
| ■ F Travel | ■ L Other |

NATIONAL LICENSING

In 2024, WIHA had **23** national Stepping On license holders with **330** facilitators that offered **224** workshops to **4092** participants.



In 2024, WIHA had **15** national Mind Over Matter: Healthy Bowel, Healthy Bladder license holders with **47** facilitators that offered **47** workshops to **461** participants.



SUMMARY

In 2024, the Wisconsin Institute for Healthy Aging (WIHA) made significant strides in advancing healthy aging across the state. Through innovative programs, strengthened partnerships, and expanded advocacy efforts, WIHA continued to enhance the lives of older adults. Key achievements included the launch of the Age Well Series, growth in evidence-based program licensing and training, and deeper engagement in coalitions like the Falls Free® Wisconsin Initiative. Internally, WIHA streamlined operations and established a donor base to support long-term sustainability. While challenges in funding and capacity persisted, WIHA remains committed to innovation, collaboration, and expanding access to vital health education and resources for Wisconsin's aging population.



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



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<https://wihealthyaging.org>

