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Alarming Statistics Validate Pines of Sarasota's Outreach of Ready & Steady - a FREE Falls Risk Assessment for the Community

PRESS RELEASE

SARASOTA – January 29, 2016 - Falls are the **leading cause** of fatal and non-fatal injuries for older Americans. To help seniors assess their current risk of falling, Pines of Sarasota Rehabilitation and Senior Care Community announces the outreach of **Ready & Steady Plan for Better Balance**, a community service which is a complimentary falls risk assessment.

“Falls, with or without injury, are a national issue. As the oldest county per capita in America this is a major issue for Sarasota,” states David Sylvester, President/CEO, Pines of Sarasota. “Falls not only threaten seniors’ safety and independence, but also their quality of life.”

“Our Ready & Steady Plan for Better Balance initiative is focused on preventable falls and their devastating effects. As an organization dedicated to our community, we are compelled to **take a stand to help prevent falls**,” says Sylvester.

Joel Amistoso, Director of Rehabilitation, Pines of Sarasota, explains the Ready & Steady risk assessment’s four steps:

1. CDC based Health questionnaire
2. Timed, Up and Go test (T.U.G.)
3. *Biodex Balance System SD Machine*™ that quickly tests balance
4. A recommended action plan suggested by one of Pines of Sarasota rehabilitation therapist

Bette Zaret, Director of Strategic Marketing, Pines of Sarasota, hopes that seniors throughout the region will take advantage of the complimentary falls risk assessment. “In keeping with our mission, and in serving the needs of the Sarasota senior community for over 67 years, we are so committed to making a positive difference in the quality of people's lives. We are launching a communications outreach campaign with PSAs, radio spots, digital communications and presentations throughout the community with the objective of not only increasing awareness of the problem, but also to offer our Ready & Steady Plan for Better Balance program as the first step to helping people prevent a preventable fall.”

To determine your risk for falling or the risk of someone you care about, please call the Pines of Sarasota Rehabilitation Center at 941-552-1882 for availability.

Pines of Sarasota Rehabilitation and Senior Care Community provides excellent and compassionate inpatient/outpatient rehabilitation services, skilled nursing, memory care, assisted living as well as educational programs for seniors and their families in order to help enhance their quality of life. Pines of Sarasota Rehabilitation and Senior Care Community epitomizes innovative initiatives including; an on-campus child care and learning center which fosters inter-generational interaction and learning; Falls Prevention Programs which help minimize the risk of falling and; a comprehensive Volunteer Program that supports every aspect of campus life. Pines of Sarasota Rehabilitation and Senior Care Community is a not-for-profit organization that leads the way in holistic senior care.

Alarming statistics include:

- **One out of three** Americans aged 65+ falls each year
- **Every 13 seconds**, an older adult is treated in an emergency room for a fall
- Every 20 minutes, an older adult dies from a fall
- Those who fall once are 2 to 3 times more likely to fall again

-U.S. Centers for Disease Control & Prevention