

THE BZZZ



SENIOR SAFETY AWARENESS

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SENIOR SAFETY ONLINE AND EHDOC IMPLEMENT SAFETY PROGRAM.

EHDOC, Elderly Housing Development and Operations Corporation, is a premier manager of senior housing facilities 50 senior residential buildings throughout the country.

EHDOC's sensitivity to the health and welfare of their residents lead them to team with Senior Safety Online to develop an ongoing, proactive safety awareness program.

Senior Safety's two pronged program promotes safety awareness. When management and residents raise their awareness, residents live healthier and accident claims, in many cases, decline.

1. Resident Safety Awareness

Residents attend periodic, fun-filled seminars designed to raise their safety awareness in their living areas.

Tools provided for resident safety awareness include safety checklists for residents and posters and seminar guides for management.



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2. Building Safety Awareness

Senior Safety Online's building maintenance checklists are designed to help managers become pro-active in keeping a building's common areas safe and comfortable. Inspections on a regular basis can end up reducing maintenance costs while saving time.

Managers and residents are encouraged to participate in improving the program both at seminars and through SeniorSafetyOnline's website, at www.seniorsafetyonline.com.

EHDOC's use of Senior Safety Online's safety awareness program is different from other management companies use of our awareness tools. EHDOC is committed to implementation of the program in a systematic way for all of their buildings and with all their building managers and residents.

EHDOC has collaborated with Senior Safety Online to design an eleven page safety brochure that will be distributed to all residents both existing and those deciding to live in EHDOC facilities in the future.

We, at Senior Safety Online, applaud EHDOC's aggressive use of our safety awareness program in helping their residents live longer and healthier in their residences among family and friends.

We, like EHDOC believe that the best place for our seniors to live is at home. Our awareness program is designed around the larger concept of 'Aging in Place'.



William C. Fitch
Senior Safety Online - Chairman & CEO

Article on Falls - NIH

Many people have a friend or relative who has fallen. The person may have slipped while walking or felt dizzy and fallen when standing up from a chair. Maybe you've fallen yourself.

If you or an older person you know has fallen, you're not alone. More than one in three people age 65 years or older falls each year. The risk of falling -- and fall-related problems -- rises with age.

Each year, more than 1.6 million older U.S. adults go to emergency departments for fall-related injuries. Among older adults, falls are the number one cause of fractures, hospital admissions for trauma, loss of independence, and injury deaths. Fractures caused by falls can lead to hospital stays and disability.

Hip fractures are one of the most serious types of fall injury. They are a leading cause of medical problems and death among older adults. Only half of older adults hospitalized for a broken hip can return home or live on their own after the injury. Osteoporosis, a disease that

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involves loss of bone mass, increases the chance of hip and other fractures if a person falls.

Many older adults are afraid of falling. If you're worried about falling, talk with your doctor or another health care provider. Getting rid of your fear of falling can help you to stay active, maintain your physical health, and prevent future falls.

If you fall, be sure to discuss the fall with your doctor, even if you aren't hurt. Many underlying causes of falls can be treated or corrected.

After a fall, your doctor may suggest physical therapy, use of a walking aid, or other steps to help prevent future falls. These steps can also make you more confident in your abilities.

Exercise to improve your balance and strengthen your muscles helps to prevent falls. Changing your medicines or your eye wear prescription can help, too. You can also make your home safer to avoid falling.

Falls are not an inevitable part of life, even as a person gets older. You can take action to prevent falls. Your doctor or other health care providers can help you decide what changes will help.

Causes and Risk Factors

Falls don't "just happen," and people don't fall because they get older. Often, more than one underlying cause or risk factor is involved in a fall.

Scientists have linked a number of personal risk factors to falling. Muscle weakness, especially in the legs, is one of the most important risk factors.

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Living Longer, in Good Health to the End

By JANE E. BRODY
Published: August 25, 2008

You don't have to be an actuary or funeral director to have noticed the striking increase in the length of many Americans' lives. The obituaries in this or any other newspaper show a growing number of people who depart this world in their late 80s or 90s, or even at 100 or older.

The fastest-growing segment of the population consists of people over 85, and by 2050 some 800,000 Americans will have celebrated their 100th birthday. Doomsayers consider this a terrifying trend, bound to bankrupt Social Security and Medicare and overwhelm the ability of doctors and medical facilities to care for the burgeoning population of the oldest old.

But there is increasing evidence that the societal burden of increased longevity need not be so drastic. Long-term studies have shown that how people live accounts for more than half the difference in how hale and hearty they will remain until very near the end.

Many very old people have assumed "bragging rights" about their age and what they can still accomplish despite it, as Michael Kinsley wrote in *The New Yorker* in April.

At a pool in downtown Los Angeles, Mr. Kinsley encountered a stranger who interrupted his laps long enough to say, "I'm 90 years old." The man, Richard Ibañez, a retired judge, died in November at age 97, but swam every morning until the last week of his life, his grandson, Christopher A. Karachale, wrote in a letter to the magazine.

A friend's father, Irving Weinig, who lived in an assisted living facility in New York, requested new clothes for his 104th birthday so he could look spiffy when he had lunch with "the girls," an activity he enjoyed until his death at 108. And last spring the Island Nursing and Rehab Center in Holtsville, N.Y., boasted about a new resident, Nora Elizabeth Wright, who was turning 106. All of these examples speak to a concept proposed in *The New England Journal of Medicine* in 1980 by Dr. James F. Fries of Stanford University: that adult vigor can be extended well into the ninth decade of life, with illness and disability compressed into a period that shortly precedes death.

Who Lives the Longest?

Many studies have examined the factors that predict the length of people's lives, with nearly universal agreement that about 35 percent is determined by genes over which we have little or no control.

Dr. Nir Barzilai and colleagues at Albert Einstein College of Medicine found, for example, that individuals "with exceptional longevity" and a low incidence of age-related diseases have significantly larger HDL and LDL particles in their blood, a genetic characteristic that reduces their risk of developing cardiovascular diseases.

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Always do right. This will gratify some people and astonish the rest.
.....Mark Twain



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Blood pressure that drops too much when you get up from lying down or sitting can increase your chance of falling.

Your reflexes may also be slower than when you were younger. The increased

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Wearing unsafe footwear can increase your chance of falling. Backless shoes and slippers, high-heeled shoes, and shoes with smooth leather soles are examples of unsafe footwear that could cause a fall.

Not seeing well can also result in falls.

Medication use can increase a person's risk of falling, too. The more medications you take the more likely you are to fall. Never add or stop taking medications without talking with your doctor first.

Also, ask your doctor if changes in your medications could lower your risk of falls. Be sure to talk with your doctor if you fall, as well.

Although falls can happen anywhere, well over half of all falls happen at home.

Factors that can lead to falls at home include loose rugs, clutter on the floor or stairs, and carrying heavy or bulky things up or down stairs. Not having stair railings and not having grab bars in the bathroom can also result in falls.

.....*National Institute of Health*

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Scientists are searching for ways to extend healthy life spans by manipulating “bad” genes, but the potential exists now for modifying many of the environmental factors that account for the other 65 percent of longevity. And I suspect that most of us who hope to join the ranks of the oldest old would like to do so in a manner similar to that of Richard Ibañez and Irving Weinig — in rather good shape physically and mentally almost to the very end.

“Longevity is a Pyrrhic victory if those additional years are characterized by inexorable morbidity from chronic illness, frailty-associated disability and increasingly lowered quality of life,” Dr. William J. Hall of the Highland Hospital Center for Healthy Aging in Rochester wrote in *The Archives of Internal Medicine* in February.

New Habits Are Effective

Dr. Richard S. Rivlin, an internist and director of the nutrition and cancer prevention career development program at Weill Cornell Medical College, said in an interview that it was never too late to adopt habits that predict a healthy old age.

“While measures started early in life are most likely to have the greatest health benefit,” he said, “older people should never feel that turning over a new leaf at their age is anything but highly effective.”

He said there was clear evidence that measures taken in one’s 70s could help prevent “several important categories of disease, such as hypertension, heart disease, osteoporosis and even cancer.”

In *The American Journal of Clinical Nutrition* last year, Dr. Rivlin noted that changes in body composition, like loss of bone and muscle and accumulation of body fat, typically accompany aging and can affect health in a variety of ways: poor posture that impairs breathing; falls and fractures; loss of mobility; a reduced metabolic rate; and weight gain that can lead to diabetes, heart and blood vessel disease and some forms of cancer.

But these changes in body composition, he added, “are not an invariable accompaniment of aging.” Much can be done to limit and even reverse them, he said, including restricting calories and following a diet of high-quality protein and limited saturated fat and replacing simple sugars with whole grains rich in fiber.

The Importance of Exercise

A second critical measure for the “young-elderly,” as he calls 70-year-olds, is to “make regular exercise a part of their daily lifestyle,” including aerobic activities that raise the heart rate; weight-bearing activities that strengthen muscles and bones; and stretching exercises that reduce stiffness and improve flexibility and balance.

Another age-related concern is cognitive decline, which is more likely in people with metabolic syndrome, a cluster of modifiable risk factors that includes abdominal obesity, high blood pressure, insulin resistance and abnormal cholesterol levels. Dr. Hall cautioned against therapeutic nihilism in treating older people with such risk factors.

“Chronological age is a very imperfect determinant on which to base medical decision-making,” he wrote.