



Show Elderly Loved Ones You Care this Grandparent's Day
Roto-Rooter Offers Chance to Win Senior Bathroom Safety Kit

Media contact: Kelly Gadd
859.291.4302
Kelly@theeisenagency.com

Cincinnati, OH – September 2, 2012 – Sunday, September 9th is Grandparents Day, officially established by President Jimmy Carter in 1978. This day was championed to show appreciation for the elderly and designate time to spend with them. This year, North America's largest plumbing and drain cleaning service provider, Roto-Rooter, encourages people to cherish their senior loved ones by protecting their independence.

According to the Centers for Disease Control and Prevention (CDC), nearly one in three people over the age of 65 experiences at least one fall annually. A CDC study from 2011 shows 60 percent of injuries that led to emergency room visits occurred in the home and become more frequent with age. "The bathroom is the most dangerous room in the home for the elderly. Slick floors make it difficult to walk safely. Small spaces, sharp edges and few things to grasp make maneuverability hard as well. It's important that seniors living independently are aware of these challenges and take precautions," said Larry Rothman, director of plumbing services at Roto-Rooter.

Often, seniors use unsafe measures to prevent falling in the bathroom, such as holding onto insufficiently secured towel racks, chairs that are not slip-resistant and sliding shower doors. To promote awareness and prevent these dangers, Roto-Rooter provides tips for making bathrooms safe for your loved ones.

The following safety measures will protect seniors and help them maintain an independent lifestyle.

Equip showers and surrounding walls with sturdy grab bars. These should be anchored to wall studs so they will support the full weight of an adult. Some safety handles use super strong suction cups that are easy to apply and remove.

- Consider installing non-skid tape or mats in showers and bathtubs.
- A shower chair is also a safe solution that can be easily placed when balance is a challenge.
- Flexible handheld shower wands with an on/off button might be easier to use than a traditional shower head. These are especially useful in combination with shower chairs.
- Toilets can be replaced with ADA-approved raised-height models to lessen the chance of a fall. Additionally, raised-height seats can be installed on existing toilets.
- Check temperature settings on water heaters, as water over 120 degrees Fahrenheit can scald skin. Special no-scald faucets or a no-scald regulator can be installed as a secondary layer of protection.



Roto-Rooter is also offering an online opportunity, through the month of September, to win a complete senior bathroom safety kit. Watch informational senior home safety videos at www.RotoRooter.com and enter for the chance to win all of the safety measures shown in the video for your grandparent or elderly loved one.

###

About Roto-Rooter

Roto-Rooter, a wholly owned subsidiary of Chemed Corporation, was established in 1935 and is the largest provider of plumbing and drain cleaning services in North America. Roto-Rooter operates businesses in more than 111 company-owned territories and more than 500 independent franchise territories, serving 91 percent of the U.S. population and 44 percent of Canada.