



Media Contact:

Kathryn Zakskorn

Public Relations and Marketing Manager

650-462-9501

kzakskorn@homecareassistance.com

Home Care Assistance Recognizes Stroke Awareness Month

To further raise awareness around planning for an effective and successful recovery following a stroke, Home Care Assistance is offering a free download of its Post-Stroke Care Patient Guide

(Palo Alto, CA – May 29, 2012) [Home Care Assistance](#), North America's leading provider of in-home care, is raising awareness around stroke prevention and early symptom recognition as part of the company's commitment to community education around the topics of healthy longevity, quality of life in aging and in-home care. Stroke accounts for almost 10% of the 50 million deaths worldwide every year.

What many people may not realize is that managing their blood pressure is the single most important thing they can do to help reduce the risk of stroke. Factors that contribute to high blood pressure that need to be monitored closely are lack of physical activity, poor diet, excess weight and heavy and regular use of alcohol. Home Care Assistance's Balanced Care Method™ tackles these lifestyle choices head on. Based on scientific studies of the world's healthiest senior community in Okinawa, Japan, the Balanced Care Method emphasizes a proper diet based on healthy 'super foods', regular physical exercise, meaningful social engagement and an activity oriented lifestyle. In addition to the clear health benefits, including a reduced risk of stroke, Balanced Care also helps create a sense of purpose and maintain the energy of older adults.

If one does suffer from a stroke, it is critical to take a proactive and informed approach to post-stroke care to best manage the recovery process and ease the transition back to home. The same healthy lifestyle choices that are critical to reducing the risk of stroke are also meaningful to the post-stroke recovery process. A sense of purpose and high level of physical activity can dramatically improve the recovery process and help post-stroke individuals regain and retain more of their prior mobility and memory. Families and caregivers alike can play a crucial role in this process by supplementing the ongoing efforts of physicians, physical therapists and other professionals to make recovery a 24/7 goal.

A few tips from Home Care Assistance for recovery at home include:

- Set goals and track progress; intermediate milestones keep everyone focused on the road to recovery
- Establish a routine; routines help both the body and mind adjust during post-stroke recovery

- Ease into the recovery; don't try to take on too much at once. For those recovering from mild strokes, it means allowing loved ones or caregivers to take over household activities. For those recovering from major strokes, it means approaching recovery as a step-by-step journey rather than trying to do everything at once
- Identify and manage stress; recovery is a difficult process for the entire family. If you're caring for a loved one who is recovering from stroke, make sure to take time for yourself to recharge and reduce your stress. If you are recovering, try to avoid comparisons to your pre-stroke level of mobility

To learn more about post-stroke recovery, download the complete Post-Stroke Care Patient Guide here: <http://homecareassistance.com/stroke-month/>.

Home Care Assistance is one of North America's leading providers of post-stroke assistance in the home. With an emphasis on physical and mental exercise and activity, our unique Balanced Care Method approach to care promotes effective recovery and optimal quality of life among stroke survivors.

For more information about post-stroke care and the discharge process, please visit www.HospitaltoHomeCare.com. For more information on Home Care Assistance's expertly trained caregivers, please visit www.HomeCareAssistance.com or call 1-866-454-8346.

ABOUT HOME CARE ASSISTANCE

Home Care Assistance is the leading provider of home care for seniors across the United States and Canada. Our mission is to change the way the world ages. We provide older adults with quality care that enables them to live happier, healthier lives at home. Our services are distinguished by the caliber of our caregivers, the responsiveness of our staff and our expertise in Live-In care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults. A 2012 Franchise500® Company, Home Care Assistance has received numerous industry awards including *Entrepreneur's* Fastest-Growing Franchises and *Franchise Business Review's* Top 50. For more information about Home Care Assistance, our services and franchise opportunities, visit homecareassistance.com or franchise.homecareassistance.com.