

# SRES<sup>®</sup> MARKETPLACE

CONSUMER NEWSLETTER

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## Lowe's, AARP Team Up to Help Consumers Age in Place

Which flooring is best for minimizing falls? What aging-in-place modifications do I need to do at home? What are the small, steady upgrades I should be making as I age? How can I make my bathroom safer? It's harder to manage in my kitchen, so how can I make all my cooking essentials more accessible?

A collaboration between AARP and Lowe's makes addressing such home modification questions and figuring out the aging-in-place how-to pieces more straightforward for consumers. The bulk – 77% of those over 50 – want to age in their current home, says an AARP survey.

The collaboration entails both education and hands-on help. AARP is creating stories, tips, and videos to explain aging-in-place home modifications and products, and the Lowe's Livable Home initiative features that online educational content, along with practical advice.

For example, some Lowe's in-store staffers are trained to understand aging-in-place topics and products and can advise customers on aging in place. The Lowe's Livable Home Initiative also offers free home assessments, so consumers can find home upgrade recommendations and buy products that are tailored to their needs.

In addition, specialists can connect customers with contractors and other professionals to perform the work.

Visit <https://low.es/3EYxqqY> to explore the Lowe's site. Article and video topics include:

- Prep Your Home Before Knee Replacement Surgery (<https://low.es/3oEncq5>)
- 10 Tips to Help Make Your Home Fall-Proof and Hazard-Free (<https://low.es/31PZ4I0>)
- Stylish and Functional Solutions for an Accessible Bathroom (<https://low.es/3IEsYjt>)
- How to Install a Grab Bar (<https://low.es/3pO7k3w>)
- Technology for the Ultimate Smart Home (<https://low.es/33nM39H>)
- Your Home Checklist for Successfully Aging in Place (<https://low.es/30fuszt>)

**January Cure Sign-up**

Purge, organize, and clean.

Apartment Therapy's annual "January Cure" starts on January 3, 2022.

During the free 20-day regimen, you receive daily emailed tasks to complete that are designed to get your home into shape for the new year.

To-dos range from tidying one drawer, tackling paper piles, and developing daily habits to paring back your living room to the essentials and creating a clean, relaxing bedroom.

At the end of the 20 days, you can expect a cleaner, tidier space and a strategy to address the nagging projects and messes that keep you from thoroughly enjoying your living space.

Learn more and sign up for emails at <https://bit.ly/3oEaOX7>.

## Don't Fall!

Every November is Fall Prevention Month (<https://bit.ly/3ITUyPT>) in Canada. It's an event that brings together numerous groups – including academics, medical pros, associations, and government agencies – to share research and how-tos about protecting yourself against falls.

It comes at the perfect time of year when sidewalks and roads can turn treacherous with winter's ice, snow, and sleet.

Still, falls are dangerous all year.

Fall Prevention Month's resources help you address your year-round challenges, whether that's modifying your home, keeping your body strong and flexible to avoid tripping, or finding the safest pair of shoes or boots.

Here are three resources to check out.

1. CARP videos (<https://bit.ly/3y66P91>) address how to reduce fall risks and to age in place by making your stairs and bathrooms safer.
2. "Movement snacks" videos (<https://bit.ly/3EF5H8I>) help you make exercise and moving a routine part of your day.
3. The KITE Research Institute at University Health Network subjects winter footwear to a series of tests to determine which are most effective at reducing fall risks on

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icy surfaces. Find its list of recommended footwear at Rate My Treads (<https://bit.ly/3DDbMr5>).



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