

I·N·N·O·V·A·T·I·V·E

PHYSICAL THERAPY SOLUTIONS

Setting the standards for first-class care

Innovative Newsletter

EASY STEPS TO
AVOID **BACK**
PAIN THIS
SCHOOL YEAR



**FREE 15 MINUTE CONSULT
FOR YOU OR FOR A FRIEND!**

(DETAILS INSIDE)



Dr. Cheryl Howard
PT, DPT, Cert. MDT
Owner

www.innovativeptsolutions.com

Innovative Newsletter

INSIDE:

Exercise To
Help Strengthen
Your Core

Deep Tissue
Laser Therapy

5 Star Review

Quote of
The Month:

*"Let us remember:
One book, one pen,
one child, and one
teacher can change
the world."*

- Malala Yousafzai

CALL
TODAY!

(315) 786-0655



EASY STEPS TO AVOID **BACK PAIN** THIS SCHOOL YEAR

As a parent, do you worry about your kids hurting their backs carrying around heavy backpacks? Have you thought about how much time kids sit at their desks every day and the toll it takes on their bodies? At Innovative Physical Therapy Solutions, our physical therapists specialize in helping people of all ages alleviate their back pain.

Back pain prevention in school-aged children is not a topic that is often discussed until it is too late. Adults often don't think about the effects of sitting at desks for extended periods, lugging around books and hours of homework on their kids.

Too often, we assume young people can't get back pain like adults. In reality, prolonged sitting, poor postural habits, and incorrect lifting affect people of all ages, and these bad habits can lead to life-long problems for kids. Research has reported that only 1% of children experience low back pain, but by 16 years of age, nearly 20% of adolescents will have experienced low back pain.

Our team understands how and why back pain starts, and more importantly, we know how to resolve it once and for all! At Innovative Physical Therapy Solutions, we want to ensure that our patients returning to school don't develop back pain at the beginning of the new school year.

Request an appointment today to learn more about how physical therapy can help prevent back pain this school year!

What Causes Back Pain In School-Aged Children

Back pain is one of the most common conditions affecting people of all ages; unfortunately, the exact cause is often unknown. Although children can injure their backs from lifting something heavy or from a trauma playing sports, the most common cause of back pain in children is inactivity. Our spine likes to move, and this is especially important when it comes to a developing body.

Most back pain starts in and around the spine itself. The source of the pain comes from injury or irritation of the muscles, joints, nerves, or surrounding ligaments and other soft tissue.

The contributing factors most often associated with back pain are:

- Improper posture or prolonged positions (i.e., prolonged sitting)
- Spinal muscle and tissue damage (i.e., lifting strains or trauma from accidents)
- Poor abdominal, pelvic and back muscle coordination (i.e., compensations due to injury)

As we get older, limited hip, spine, and pelvis mobility due to prolonged sitting postures combined with spinal/pelvic muscle weaknesses (aka "core" weakness) can also influence the development of back pain. Fortunately, at

Continued inside.

EASY STEPS TO AVOID **BACK PAIN** THIS SCHOOL YEAR

Continued from previous page.

Innovative Physical Therapy Solutions, our physical therapy team knows how to get to the root of the problem and provide practical strategies to resolve it!

How Physical Therapy Can Help Prevent Back Pain

At Innovative Physical Therapy Solutions, our physical therapists will get to the root of your child's lower back pain with a comprehensive evaluation. After identifying all the factors contributing to their back pain, we will create a personalized program to resolve it. In addition, we believe a little prevention goes a long way.

Our team will guide you through effective strategies to prevent back pain that include:

Limit Sitting For Too Long: Prolonged sitting is not good for your back or overall health. Although adjusting your posture while sitting can be helpful, a more effective option is to stand up periodically throughout the day.

Limit your sitting to 30-45 minutes at a time. The results will be noticeable!

Use Good Posture: Most kids slouch when sitting and then hold that posture for extended periods throughout their day. By finding a "good" posture, you can counteract the slouch.

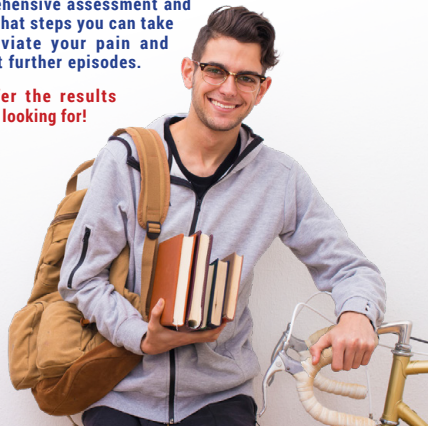
We can find the spine's natural position by lifting your breast bone towards the sky. This will naturally cause your spine to straighten out with your joints stacked properly on one another. This technique also helps align your hips, spine, shoulders, and neck.

Use Exercise and Strength Training: This may seem counterintuitive, but exercise can aid in back pain relief and prevention. When you stay active and engage your muscles, you can better complete the physical demands of the day without noticing pain.

Your body has hundreds of muscles. These muscles protect and control your spine. You can keep them strong by lifting weights, running, and swimming. Train the muscles of your hips, pelvis, and spine – your core muscles.

Fight lower back pain at the beginning of this new school year by getting expert help from our movement experts. Request an appointment at Innovative Physical Therapy Solutions for a comprehensive assessment and learn what steps you can take to alleviate your pain and prevent further episodes.

We offer the results you are looking for!



DID YOU KNOW DEEP TISSUE LASER THERAPY COULD HELP YOU BEAT YOUR PAINS?

No Referral/Prescription Needed - No Insurance Needed No Expiration On Package Treatments – We Take Cash, Card, or Health Savings Account

Laser therapy is a safe, effective, and non-invasive way to treat pain and aid in the recovery of many conditions. Contact Innovative Physical Therapy Solutions today!

We'll set up a free consult for you and figure out whether or not laser therapy could help in reducing your pain.



Scan the QR code to learn more about Deep Tissue Laser Therapy today!



HEALTHY RECIPE



HUMMUS & PITA PLATE

The lunchtime sandwich may be the standard option for a school lunch, but let's face it: slapping the same smears onto bread – day after day, week after week – can leave kids and parents a little bored. Here's our suggestion for a healthy nut-free, sandwich-free lunch!

Nine out of 10 kids love a good hummus – why not make it the star of the show? Pack with things like:

Salami, hard boiled eggs, olives, carrots, baby tomatoes, apple slices and grapes (note that dipping is easier and less messy if you pack the hummus in a separate container).

Whatever your child loves will work!



Patient Success Story

Wonderful experience. I felt very welcomed and Ashley was **wonderful at helping me to get better.** Any questions I asked about what was going on with my body or about the exercises were given **thorough and thoughtful answers.** Her therapy plan was very doable and she was great at **adjusting it to fit my needs** and working with me. The rest of the staff and therapists were friendly as well. **Highly recommend coming here.** - R. E.



We would love to hear your success story!

If you have overcome injuries, been freed from pain, or become stronger, healthier, and more active through physical therapy, we would love to hear your story.

Scan the QR Code to visit our Google Review Page and share your story.



I·N·N·O·V·A·T·I·V·E

PHYSICAL THERAPY SOLUTIONS

Setting the standards for first-class care

(315) 786-0655

Exercise To Help With Pain:

Try this simple exercise to help you feel better...
Share this with a friend or family member to help keep them healthy too!

This exercise helps to strengthen your core.

PLANK FOREARMS & FEET

Lie on your stomach with elbows bent. Your legs should be straight out behind you with your feet together. Raise up your body with your forearms and toes. Create a nice straight line with your body from your head to your heels. Concentrate on tucking your pelvic to engage your abs, squeezing your glutes and quads to keep your legs straight, and squeezing your legs together as you hold. Hold for 20 seconds and repeat 3 times.



Innovative PT Coupons

FREE 15 MINUTE CONSULT FOR YOU OR FOR A FRIEND!

(315) 786-0655
CALL TO SCHEDULE TODAY!

I·N·N·O·V·A·T·I·V·E

PHYSICAL THERAPY SOLUTIONS

Setting the standards for first-class care

316 Sherman Street, Watertown, NY 13601

Offer valid for the first 20 people to schedule.
Expires 9/30/22