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INSIDE:

DEEP TISSUE
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SPOTLIGHT

5 Star Review



Quote of
The Month:

*"I love beginnings.
If I were in charge
of calendars, every
day would be
January 1."*

– Jerry Spinelli

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TODAY!

(315) 786-0655



Lower back pain affects up to 80% of all people, and it is the leading cause of disability around the world. The back is solid, and at the same time, one of the most vulnerable parts of the body. You rely on it so heavily – whether to shoulder your emotional stresses or physically lift something you need to carry with you.

There is nothing you can do without using your back. Whether you are sitting, standing, lying, or moving, your spine is involved. One of the leading causes of lower back pain is prolonged sitting. Often the cause of your pain is inactivity, not a specific traumatic event.

It can be frustrating to worry that your back is constantly at risk. At times a minor event causes the most severe episode of back pain. Events like driving, sitting at a desk, or watching TV at night are all common everyday activities that lead to an episode of lower back pain. For some, it is a more significant event like a car accident, a lifting incident, or an injury playing sports. Regardless of the intensity of the activity, lower back pain seems to be waiting to happen.

It is no wonder that so many people experience back pain every year. Even more mysterious is why so many ignore their back injuries year after year!

When you break an arm or get a cut on your leg, you are likely to do something about it right away. Yet when pain begins in the back, people often wait to see what happens instead of finding a physical therapist to guide them to relief and proper management for the future.

For many people, physical therapy can help resolve back pain – often within just a few weeks. Even if you've suffered for months with lower back pain, there's still hope.

Understanding Back Pain

Back pain may be common, but it is not normal. There are many different reasons you may be experiencing back pain, and ignoring any of them is not a good idea.

Although most people recover within 2-4 weeks, some people, when left untreated, experience lower back pain for months leading to long-term pain and dysfunction.

Continued inside.

www.innovativeptsolutions.com

DON'T IGNORE YOUR BACK PAIN

Continued from previous page.

Some of the most common issues associated with back pain include:

- Improper posture or prolonged positions (i.e., prolonged sitting)
- Spinal muscle and tissue damage (i.e., lifting strains or trauma from accidents)
- Limited hip, spine, and pelvis mobility
- Limited muscle flexibility
- Spinal/pelvic muscle weaknesses (aka “core” weakness)
- Poor abdominal, pelvic and back muscle coordination (i.e., compensations due to injury)

The source of acute pain comes from injury or irritation of the muscles, joints (including the intervertebral discs and facet joints), nerves or surrounding ligaments, and other soft tissue. Chronic back pain (i.e., lasting more than three months) is associated with older individuals and women. Chronic pain is also more common in overweight or obese people, sedentary lifestyles, and/or high-stress environments.

Find a physical therapist to give you clear, consistent, and personalized information on your prognosis, treatment options, and self-management strategies. Your therapist will provide you with the most up-to-date methods and ongoing support, ensuring that you do not experience any further injury as you recover from your back pain.

Physical Therapy Is An Effective Solution For Your Back Pain

Your physical therapist will identify why you are having pain and the best treatment options your body needs. This will likely include the following:

- **Targeted exercises** that are specialized to the region of the back that is experiencing the most pain. An Exercise Prescription from your physical therapist will guide you in building strength to support the surrounding muscles..
- **Guided stretching** to improve your range of motion and alleviate your pain. The goal is to support optimal back health.

- **Support and guidance** with creating routines and habits for managing the current and preventing a future episode of lower back pain. These habits may include stress reduction strategies, cardiovascular activities, and strength-building activities.
- **Hands-On & Manual Therapy** techniques to eliminate your pain, facilitate the Myofascial Healing process, and energize your body.

Lower back pain can hinder your ability to reach, lean, kneel, lift or bend. It can also affect your time spent with friends and family. The good news is that with guidance from your physical therapist, you can find solutions and get back to living the life you enjoy!

When you experience an injury to your back, even if you're unsure how it occurred, it is important to find out the cause as quickly as possible. Back pain can become chronic without proper guidance from a skilled physical therapist!

Working with a physical therapist can help you identify the source of your back pain and help you get started with putting an end to your back pain once and for all. Call today to make an appointment!

Staff Spotlight

DR. CHERYL HOWARD, PT, DPT, CERT. MDT

Our CEO, Cheryl Howard, PT, DPT, Cert. MDT received her Bachelor's Degree in Physical Therapy with a Minor in Psychology from Russell Sage College. Returning to the North Country after studying at Oxford University, England and interning in Binghamton NY, Copper Mountain CO, Greenwich CT, and Philadelphia PA, she started treating patients in Watertown in 1993. After 22 years in clinical practice, Cheryl grew as a practitioner, grounded in the principles of evidence-based medicine, by completing a Musculoskeletal Postprofessional Doctor of Physical Therapy in 2017. Firmly establishing herself and her clinical staff as expert at integrating that knowledge into clinical practice, her team operates as practitioners of choice for patients with musculoskeletal conditions.

Cheryl specializes in The John F. Barnes' Myofascial Release Approach in addition to being Certified in the McKenzie Method of Mechanical Diagnosis and Therapy of the spine. She enjoys KinesioTaping as well as The Meeks Method for addressing Patterns of Postural Change. Cheryl is especially interested in pediatrics and family practice through the lifespan. Her passionate commitment to one-on-one customized physical therapy care led her to establish Innovative Physical Therapy Solutions right from the trunk of her SUV in 1999.

Cheryl's tenacity and attachment to her community gave rise to our current 6,000 square foot facility on Sherman Street near Historic Downtown Watertown. Her patients' total health, both a daily goal and lasting commitment, drives Cheryl and her hand-picked staff to deliver the best in first-class care. The result is her reinvestment in our communities and families. When she is not in the office, running her business, or out marketing, she can usually be found on her boat, exercising, traveling, interior decorating, or reading books. More than anything, she loves spending time with her husband Roger and their four wonderful children.



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 relieve low back pain.

PRESS UP

Start by lying flat on your stomach with your elbows bent and your hands by your shoulders. Slowly press your hands into the ground to straighten out your elbows and raise your torso up. Make sure to keep your legs flat on the floor.

Bend your elbows to come back down. Repeat 10 times.



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**5 STAR
REVIEW**

Patient Success Story

"Thank you for being there for me. I have gone from tears to smile with hopes and joy of enjoying with my family. I can bend with little or no pain – no meds. I have learned different ways to help with my back issue. All in all, pain reduction, taking no meds. Using what you have given me to use for exercises makes me feel useful and happy to move and function. You guys are awesome." - D.S.

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.

REVIEW US

Innovative PT Coupons

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YOU OR FOR A FRIEND!**

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