



CED NETWORK

Connect, Empower, Deliver

HOME S.A.F.E.

MEDIA ADVISORY

FOR IMMEDIATE RELEASE: SEPTEMBER 17, 2015

NONPROFIT LAUNCHES HOME MODIFICATION INITIATIVE TO PROTECT NORTH CAROLINA SENIOR CITIZENS

WHAT: A press conference to inform the public about the launch of the Home S.A.F.E Initiative

WHO: NCACDC, USDA Rural Development, NC AARP, the NC Falls Prevention Coalition

WHEN: Wednesday, September 23, 2015 at 11:15am.

WHERE: Rex Rehabilitation and Nursing Care Center, 911 S. Hughes Street, Apex, NC.

The CED Network, *an integrated coalition of community-based service delivery organizations*, led by the North Carolina Association of Community Development Corporations (NCACDC), and partnering with USDA Rural Development, NC AARP, the NC Falls Prevention Coalition, and others, announces the launch of phase I of our new statewide Home S.A.F.E. (Home Safety Assessment and Fitness Edits) Initiative.

NCACDC, the network and its partners will launch a comprehensive initiative aimed at falls prevention among those aged 65 and older who want to age in place. The program begins with an aggressive outreach and community education campaign aimed at reaching seniors and their families in greatest need of home safety services, followed by a home visit from a housing specialist to perform an in-home fall risk assessment.

During the home visit, written recommendations will be made concerning possible home modifications that remedy any risk factors found, as well, information will be shared concerning appropriate resources available to pay for the identified remediation. Assistance will also be provided to seniors in applying for said resources, as well as selecting and overseeing appropriately skilled and affordable contractors to complete the home modifications.

Speakers at the press conference will include:

- **Susan Perry-Cole, President and CEO, NCACDC**
- **William Kenney, Single Family Housing Programs Director, USDA Rural Development**
- **Michael Hess, Administrator, Rex Rehabilitation and Nursing Care Center**
- **Nidhi Sachdeva, Injury Prevention Consultant, NC Department of Health and Human Services**
- **Barbara Blackston, Caregiver to a senior impacted by a fall**
- **Livingston Bascombe, Owner, Bascombe Construction**

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