



*Marketing &
Public Relations*

November 1, 2013

MEDIA RELEASE

FOR IMMEDIATE RELEASE

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RIGHT AT HOME-DAYTON LAUNCHES HOME FOR THE HOLIDAYS CAMPAIGN

Dayton, OH – ‘Tis the season to have loved ones surround us, and create new memories. [Right at Home-Dayton](#) In-Home Care and Assistance launches their awareness campaign called “Home for the Holidays”. Their mission is to help senior citizens and others live independently in the privacy, security and comfort of their own home. The benefits of being home for the holidays are not only mental and physical; the importance of having the cornerstone of the family present and connected in the lives of the people they love is also emotionally significant. Allowing your loved one to live independently, with support from a professional in-home care provider, is the best gift you can give this holiday season.

Right at Home-Dayton has offered reliable, high quality services provided by professional, compassionate caregivers to the Greater Dayton area since 2005, and nationally since 1995. They have extensive skills for in-home geriatric care, in-home companionship, in-home assisted living for the mentally challenged, in-home rehabilitation, and respite care. This award winning organization handles more private personal care cases than any other company in the Greater Dayton area. Their goal is to support the family by offering total care, both personal and companion. Right at Home-Dayton develops custom care plans tailored to each client’s unique situation, yet the program can be expanded or scaled back as your loved one recovers from an illness or injury.

While the holidays are a time of great joy, family gathering, and thanksgiving, they can also be a time where the elderly in nursing homes struggle with depression and a sense of disconnection. Home sickness, loneliness, loss of freedom, perceived inadequacy of care, and loss of their familiar social support systems are all risk indicators for depression. The prevalence of depression in nursing home residents is very high, three to four times higher than seniors living independently. According to the [Geriatric Mental Health Foundation](#), the percentage of nursing home residents struggling with depression is upwards of 50%, while the lowest rate occurs among the elderly living in their own homes. The future seems brighter when a senior feels a sense of freedom and control that being in their own home brings. Right At Home employs experienced professionals to help your loved one transition back home, where they belong.

Excellent in-home care and assistance can not only can preserve mental well-being but also preserve fragile geriatric health. Nursing homes are breeding grounds for infections. According to the [CDC](#), infections that are endemic in nursing homes are urinary tract infections, gastroenteritis, skin and soft tissue infections and lower respiratory tract infections, particularly pneumonia. Optimally, the best situation for the [health and well being](#) of our beloved seniors is the excellent home care that Right at Home delivers.

Having to cope with the demands of the hectic holiday season while caring for your loved one can be stressful, but the compassionate in-home companionship, rehabilitation, and respite care that Right at Home can provide will bring the joy back to the holidays. If you need help, you're not alone.

In most instances, Right at Home can provide consistent in-home care for a fraction of a private nursing home. The average cost of a nursing home in Dayton, Ohio, \$10,000.00 a month. The average cost of an in-home loving care giver from Right at Home-Dayton, \$19.00 an hour. The gift of keeping a loved one in their own home, priceless!

For more information about Right at Home-Dayton, In Home Care and Assistance, please call representatives 24 hours a day at (937)291-2244 or visit <http://www.rightathomedayton.com>. For Press Inquiries, contact Eva Costa at (937)554-7766 or costafoster.fostercosta@gmail.com.