

Age Safe® America Celebrates 5 Years of Serving the Aging in Place Industry and American Families.

Age Safe is a national membership, training and advocacy organization with a big vision to affect the safety, security and longevity of the world's aging population.

SARASOTA, Fla. ([PRWEB](#)) July 28, 2020 -- This Independence Day, Age Safe® America quietly celebrated 5 years of service. Never before has home safety been more top of mind than it is right now. For older adults and families, taking the long look at housing options, home safety, challenges with health, finances, and the innate desire for independence, it can all be quite overwhelming. The population is aging and the challenges are growing. The need for businesses to support our seniors and their families, who now face decisions that are harder than ever, has never been more important. As a leader in senior home safety education and certification, Age Safe America is empowering professionals here and abroad to better understand and respond to the myriad of senior safety issues, and the solutions and modifications necessary.

"Now more than ever, dedication to our purpose and mission is vital. The need for safety in the home for seniors has never been more dramatic than right now. Age Safe America is working diligently to bring new tools, resources and training to our members, clients, partners, and all the families they serve. We are grateful for the trust our clients continue to give us, and stand committed to helping our 70 million older Americans 'age safe and live well,'" stated Fritzi Gros-Daillon, Director of Education and Advocacy for Age Safe America, LLC.

Accidental falls among older adults have become epidemic in America. The CDC estimates the cost related to these kinds of injuries to be nearly \$67 Billion annually. In an effort to help reduce and prevent falls and their associated costs, Age Safe America developed the Senior Home Safety Specialist™ (SHSS) certification. The course empowers professionals with actionable ways to better help educate clients, older adults and their family members on the serious issues of home safety, fall prevention, financial exploitation and personal safety.

The success of the SHSS certification has helped to position Age Safe America as a training and consulting leader in the burgeoning aging-in-place space. The message and the impact of aging and staying safe in a persons home is both a national issue and an international concern. Much of the coursework is universal and to date they have trained professionals throughout North America, Europe and the Middle East.

"Beyond the professional need for continuing education; the Senior Home Safety Specialist™ designation is a valuable differentiator, proven revenue generator, and a doorway to the \$7 Trillion Longevity Economy," added Steven Bailey, Founder and Managing Director of Age Safe America, LLC.

The company's Advisor Member Training and Coaching Program has been demonstrating to professionals from all disciplines and backgrounds the real opportunity to participate in the aging in place market. This comprehensive course is the company's premiere training and offers the real life, best practices, strategies, tools and resources many are looking for to effectively engage this growing market, and enhance the lives of clients of all ages. To quote Dr. Patrick Roden, RN, and Founder of [aginginplace.com](#), "If you want a big opportunity, find a big problem, and aging in place is both. Aging in place equates to being safe at home, and for many that is vitally important, now and well into the foreseeable future."

Age Safe America has partnered with leading associations and organizations for both continuing education and

to expand their Aging Services Registry of vetted providers; including the National Association of the Remodeling Industry (NARI), the Aging Life Care Association (ALCA), and the Home Care Association of America (HCAOA). They have worked with non-profits like Rebuilding Together® affiliates, government agencies such as NIH through the Go4Life program, and the US Department of Veterans Affairs. Franchise organizations like TruBlue® Total House Care who has made the SHSS certification a training requirement; and new names to aging in place and healthcare, like Best Buy®, have all looked to Age Safe America for training, certification and differentiation.

“I am very proud of the work we have done so far to train and empower an army of advocates, the alliances we have built, and the quality of professionals we are attracting. Moving forward, we plan to expand our offerings to better serve families, our partners and the aging in place industry. We are confident our respected brand and commitment to our vision, will continue to drive our success,” Bailey said.

Learn more about Certification: <https://agesafeamerica.com/certifications>
Advisor Member Training: <https://agesafeamerica.com/become-an-advisor>
Registry Referrals: <https://agesafeamerica.com/age-safe-services-registry>

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About Age Safe America, LLC

Age Safe® America is a national membership, training and advocacy organization. Since 2015 the company has been led by nationally recognized experts in fall prevention, senior home safety, aging-in-place, universal design, home modification, environmental assessment; and marketing to seniors and aging boomers. They provide training, consulting, certification, product reviews, tools, resources and support to businesses and organizations offering services and products to seniors and their adult children. Visit: <https://AgeSafeAmerica.com>



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