

# Shoe Selection Tips

## Heel Counter:

The heel counter is a plastic shell imbedded around the perimeter of the back of a shoe. It is designed to help support the rear foot during walking and running. A stiff heel counter will provide a greater amount of support and is essential for someone who excessively pronates. The stiffness of the heel counter can be evaluated by placing the bottom heel of the shoe in the palm of your hand and flexing the heel counter towards the toes with the thumb of the opposite hand. A stiff heel counter should resist being flexed.

## Torsional Stability:

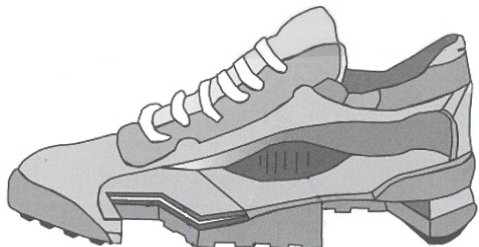
The torsional stability will help to limit the amount your foot will twist or turn while you are in motion. To evaluate, hold the toe of the shoe in one hand and the heel of the shoe in the other. Twisting the shoe should be quite difficult. A flexible shoe will offer less stability.

## Bend Test:

When evaluating a new shoe, hold the shoe at opposite ends and bend upwards (as if you are attempting to fold the toe towards the laces). Ideally, the shoe should only bend at the ball of the foot. If the shoe is flexible throughout, it will provide less stability.

## Removable Insoles:

It is preferable to have removable insoles in the shoes. This will allow for the easy addition of custom orthotics.



Morris Zoladek, D.P.M.  
Thomas J. Hewak, D.Ch.  
Mellanie Walford, C. Ped (C)  
Andrew Longbottom, C. Ped (C)  
Katrina Lammers, C. Ped (C)



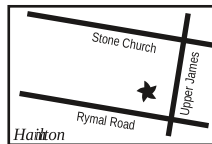
## TENDER MEDICAL TREATMENT FOR:

Foot pain of all types	Ongoing diabetic footcare
Corns, calluses, bunions	Thick, ingrown toenails
Warts, athlete's foot	Flat feet/fallen arches
Skin irritations of the foot	Children's knock knees
Surgical assessments	Children's foot problems
Heel pain, spurs	Routine nail clipping
Seniors nail care	Orthopaedic footwear
Custom orthotics	Shoe modifications
Compression Hose	Custom bracing

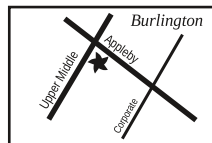
## FOOTCARE PLUS:

1. Treatment by licensed Doctor of Podiatric Medicine/Chiropodist/Pedorthist
2. Fully trained nursing / technical staff
3. Full surgical facilities on site including laser surgery
4. All equipment is sterilized
5. Maintain full medical history records for patients
6. Complete follow-up reports sent to Family Physician
7. Fully private treatment suites
8. Licensed to prescribe medications if necessary
9. Recognized by major insurance carriers
10. Direct billing to many insurance companies

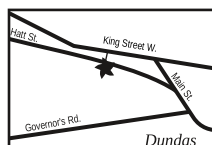
## CONVENIENTLY LOCATED AT:



**THE HAMILTON FOOT CLINIC**  
1508 Upper James Street  
Hamilton, Ontario L9B 1K3  
Phone: 905-385-4251  
Fax: 905-385-1414



**THE BURLINGTON FOOT CLINIC**  
#22-1960 Appleby Line  
Burlington, Ontario L7C 0B7  
Phone: 905-681-2388  
Fax: 905-681-1871

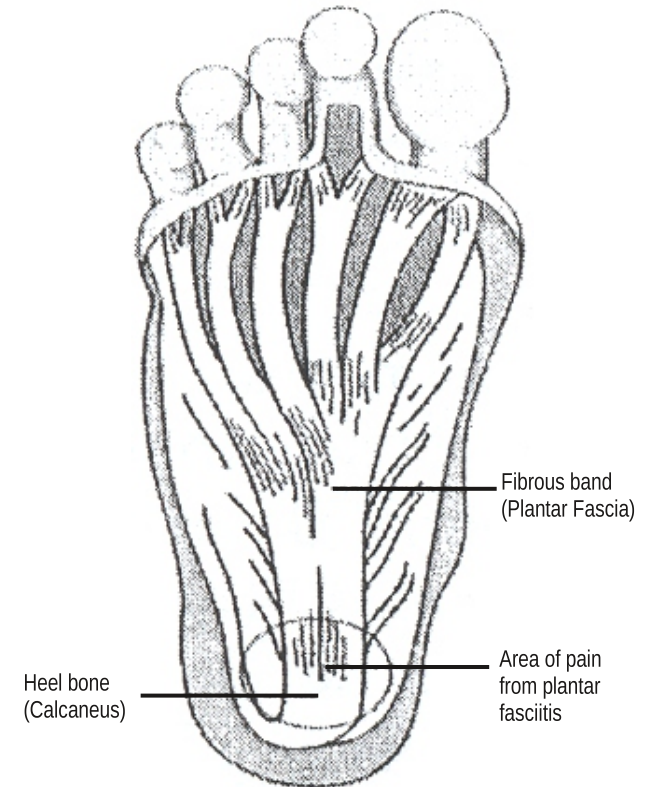


**HEWAK FOOT CLINIC**  
60 Hatt Street, Suite 202  
Dundas, Ontario  
(Above Rexall Pharmacy)  
Phone: 905-628-8585

# Plantar Fasciitis

## Pain in the heel of your foot

Plantar fasciitis is the most common form of heel pain. It is an inflammation of the thick fibrous band (plantar fascia) that supports the arch of the foot. The inflammation occurs when this band becomes overstretched and pulls away or tears at the attachment on the base of the heel. If left untreated, a heel spur (bony growth) may develop. Physiotherapy, orthotics, anti-inflammatory medication, and specific exercises are the most common forms of treatment.



*"Put your feet in our hands"*

[WWW.HEALTHYFEET.NET](http://WWW.HEALTHYFEET.NET)

## Symptoms

With plantar fasciitis, the heel and arch of the foot may hurt when standing, especially first thing in the morning or after periods of rest. Pain may lessen after a few steps, but it returns with prolonged movement. Pain usually occurs on the inside of the foot, near the spot where the heel and arch meet.

Every time the foot strikes the ground the arch lowers and the foot elongates which stretches the plantar fascia. As the plantar fascia stretches it strongly pulls where it connects onto the heel bone.

## What Can I Do?

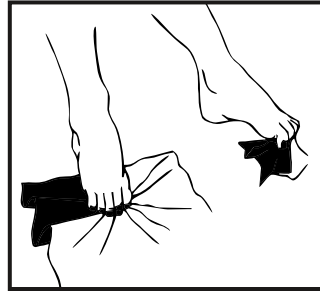
While it is unrealistic to stay off the feet altogether, limiting overuse will allow the inflammation of the plantar fascia to reduce. During periods of activity wearing custom-made orthotics can help by supporting the arch and cushioning the heel. This prevents the plantar fascia from over-stretching and lessens the impact on the heel. We suggest the following exercises, stretches and shoe selection tips to aid in recovery from plantar fasciitis.

## Further treatment modalities include:

Orthotics	Orthotic adjustments
Night time splinting	Orthopaedic footwear
Never going barefoot	Compression sock/sleeve
At home icing/stretching/exercises	
Physiotherapy (Ultrasound/Laser/Shockwave/Massage)	
Anti-Inflammatories (Oral and Topical)	
Injections (Steroid and PRP)	
Casting (Walking Boot and Plaster)	
Other _____	

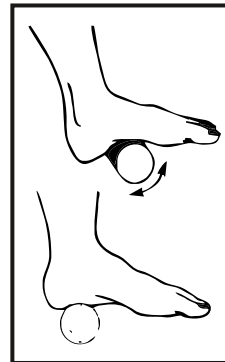


## Exercises



## Towel Curls

Place a towel on the floor. Curl the towel towards you by using only the toes of the injured foot. A variation is to pick up a facial tissue with your toes. Repeat 30-50 times until your arch is fatigued.



## Bottle Roll

A good way to work the fascia is a bottle roll. Roll a frozen water bottle fairly vigorously under your arch. Concentrate on really controlling the bottle by almost grabbing it with your arch as you roll it back and forth. Continue for 5-10 mins.

## Icing

Aggressive icing can help to decrease pain and inflammation. Fill a tupperware container with water and freeze it solid overnight. Massage and swirl bare heel directly on ice for 5-10 mins.

## Stretches



- While placing fingers across base of toes pull toes and ankle back toward the shin until you feel a stretch through the arch. Use other hand to massage arch and heel.
- Hold for 2-3 mins while slowly increasing the stretch



- Place toes on the wall
- Keep knee and leg straight
- Lean toward wall with knee and hip
- Hold for 2-3 mins while slowly increasing the stretch