



*Plantar Fasciitis can become a debilitating and yet very common injury for a lot of people. Here's some more information on how to deal with it once and for all.*

## What is it?

*PF is a significant cause of heel pain.*

Your Plantar Fascia is a thick and fibrous band of connective tissue originating at the bottom of your heel bone (calcaneus) and extending along the sole of your foot towards your toes.

Your Plantar Fascia is crucial to your foot function as it helps stabilise your foot on landing and contract on toe-off to help you move forward.

When your Plantar Fascia develops 'micro tears' it becomes angry and inflamed. This is the pain you feel.

## What Causes Plantar Fasciitis?

*There are usually two main causes – traction and compression.*

**Traction** based PF is simply a case of overloading and overstretching the Plantar Fascia over a period of time. It simply cannot take the load any more and breaks down – hence your foot pain.

**Compression** based PF is a trauma or force related one, whereby you've landed on something hard and your Plantar Fascia gets injured and torn as a result.

## What are the Symptoms of Plantar Fasciitis?

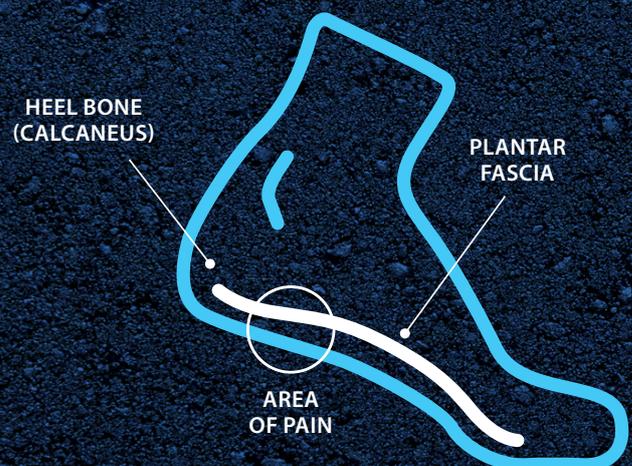
### Pain!

Usually first thing in the morning and usually underneath your heel.

Your fascia is a fibrous tendon which doesn't receive a lot of blood flow.

Combined with when you're sleeping and that your feet are the furthest away from your heart, they don't get a lot of blood flow.

Your first few steps in the morning are usually quite painful. Some people describe it as stepping on a sharp stone. This tends to subside as you move more, creating more blood flow, which helps warm up your Plantar Fascia.



## Risk Factors for Plantar Fasciitis



### Pregnancy

Women's feet can change significantly during pregnancy, with the extra weight gain with a young one on the way, your feet are having to work extra hard to deal with the extra loading and force, sometimes your Plantar Fascia cannot cope and it gets injured.



### Activity

People who do A LOT of exercise or get back to more than normal exercise without building up (too much, too soon) and tend to have tight Calf/Achillies.



### Weight

Your body can't cope with the extra force. Remember that your feet absorb roughly three times your body weight in force with every step!



### Occupation

Those who work on their feet all day, especially on solid surfaces like concrete – like nurses, factory workers or waiting staff.



### The wrong shoes

If a shoe doesn't give you the right amount of support, specific to your body and feet, your chance of getting PF increases significantly. Many people wear very flexible shoes because they're instantly comfortable and very light but offer no support and can injure the foot.

## Treatment for Plantar Fasciitis

### Injury assessment /protection and footwear assesment.

**See a specialist** Your local *The Running Company* store works closely with the most trusted and respected sports medical professionals in your area and can refer you accordingly.

**Check your footwear** If you're walking/running in the incorrect footwear – all day, every day – you're going to keep on injuring yourself and won't fix the problem. You'll only make it worse, no matter how many times you see a sports professional.

### Rest, Ice and Compression

#### Rest

You need to give your Plantar Fascia a break from all the work its done to be able to heal. If you need to keep moving, double-check sure your footwear will give you the appropriate support you need to unload your plantar fascia.

#### Ice

Option 1: Place a cold ice pack on your heel for 20-30 minutes every 2-4 hours, or as you feel works best for you.

Option 2: Freeze a water bottle or Coke bottle (the older one with the ridges) and roll this frozen bottle across the bottom of your arch. The cold helps with the healing and pain – and the rolling helps to stretch and massage the Plantar Fascia to bring healing blood flow back to the injured site.

#### Release

Your body is fully interconnected and the plantar fascia is no exception.

You need to make sure that your calf and achilles as well as your plantar fascia is released, a foam roller is magnificent for this on your calf / achilles and you can also use a ball or frozen water bottle on your plantar fascia to help release this as well.

### Regain foot movement and control.

Your sports medical professional will have given you some exercises to do to help put you back on the road to recovery. They don't give you these for no reason.

If you follow what they say, you'll get better. If you don't, it'll take a lot longer to recover.

#### Calf Tightness

The Calf, Achillies and Plantar Fascia are all interconnected and related. If your calves are tight, then your achillies are tight which puts pressure on your Plantar Fascia. Make sure you stretch as per your sports medical recommendation.

#### Arch Tightness

Continue to use either a bottle, foam roller or a golf ball to roll under your arch to help massage the Plantar Fascia, increase blood flow and let mother nature take her course.

## Footwear recommendations

### Work and Exercise

Get Fitted Right! If you can't see how the shoe is functioning for you, how do you know you're getting the right support.

Every shoe is different and every person is different, get the right solution for you and help your Plantar Fascia recover.



**Features!**  
Plantar Fasciitis compression socks. Targeted compression lifts, stretches and stabilises the Plantar Fascia and supports the Achillies Tendon.



**Lightweight**  
You won't even know they're on your feet.

### Down Time – OOFOS slides or thongs

What makes these so different and good for people with Plantar Fasciitis?



**Open Toe**  
Plenty of room for people with bunions.

#### Rocker Sole

The rocker sole does the work that your PF would normally do in helping to propel you forward – this helps to unload your PF and allow it to heal.

This rocker movement also helps to slowly and gently stretch out your Calf and Achillies – just by walking.

#### Arch support

Arch is engineered to support and unload your Plantar Fascia.

#### OOFOS Foam

Reduces impact and force by 37%. It takes the force on your heel and Plantar Fascia.