



WORLD FEDERATION OF CHIROPRACTIC

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Co-sponsored by the US National Board of Chiropractic Examiners (NBCE)
Host: Universidad Estatal del Valle de Ecatepec (UNEVE)



ASSOCIATION OF CHIROPRACTIC COLLEGES

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Notice of WFC/ACC Education Conference 2006

This notice and all other documentation for the meeting may be found at
www.wfc.org.

Title	<i>Professional Identity and Curriculum: To What Extent Do Educational Programs Support a Common International Identity for the Profession</i>
Location	Gran Caribe Real Hotel, Cancun, Mexico
Dates	Thursday October 26 to Saturday October 28, 2006
Program Directors	Gerard Clum, DC , President - Life Chiropractic College West (USA) Juan Sanchez, DC - Director, School of Chiropractic, Universidad Estatal del Valle de Ecatepec (UNEVE) - (Mexico) Alfred Traina, DC – President, Northwestern Health Sciences University (USA)

Subject matter. In June 2005 the member national associations of the World Federation of Chiropractic, following an international survey of the profession, an evidence review, and broad consultation, reached agreement on what the WFC should recommend as the most appropriate public identity for the chiropractic profession in all countries. This was:

1. **Leading statement** (the pole or brand platform);

The spinal health care experts in the health care system.

2. **Supporting statements** (the ground, or brand pillars).

- (a) Ability to improve function in the neuromusculoskeletal system, and overall health, wellbeing and quality of life.
- (b) Specialized approach to examination, diagnosis and treatment, based on best available research and clinical evidence, and with particular emphasis on the relationship between the spine and the nervous system
- (c) Tradition of effectiveness and patient satisfaction.
- (d) Without use of drugs and surgery, enabling patients to avoid these where possible
- (e) Expertly qualified providers of spinal adjustment, manipulation and other manual treatments, exercise instruction and patient education.
- (f) Collaboration with other health professionals
- (g) A patient-centered and biopsychosocial approach, emphasizing the mind/body relationship in health, the self-healing powers of the individual, individual responsibility for health, and encouraging patient independence

3. **The personality.** A combination of:

- Expert, professional, ethical, knowledgeable
- Accessible, caring, human, positive

The proposed purposes of the 2006 WFC/ACC meeting are an examination of the various elements of the above identity.

Goals

- To discuss the various elements of the identity adopted by the WFC, and the issues and questions raised by this identity for those involved in chiropractic education.
- To consider how various aspects of identity, including those specifically identified in the conference program, can be addressed effectively in chiropractic education.
- To achieve consensus statements on the identity of the profession, the relationship of this to education, and how to instil a sense of professional identity in chiropractic students.

Methods

As at previous WFC/ACC education conferences, a combination of:

1. **Lectures.** Invited lectures in key areas.

2. **Paper Presentations.** Many short presentations (10 minutes) from speakers selected from individuals responding to the Call for Abstracts. Subject areas are indicated in the program and Call for Abstracts.
3. **Discussion.** There will be ample opportunity for discussion through the use of panels and liberal allocation of discussion time.
4. **Final plenary and deliverable/outcome.** A closing plenary session on Day 3 seeking consensus statements in on professional identity, its relationship to education, and how to create a sense of professional identity in chiropractic students.

Program Summary

- Day 1.** Explanation of the WFC recommended identity and its background, external views of this, then discussion of issues raised by the identity for those involved in chiropractic education (Sessions One and Two), followed by discussion of two specific areas of identity (mainstream practice and sound ethics/professionalism – Sessions Three and Four).
- Day 2.** Review of four other subjects relevant to identity, in one session each – range of manual treatment methods, role of rehabilitative and other exercises, role of philosophy, and the role of science.
- Day 3.** A review of methods of creating a common sense of chiropractic identity in faculty and students (Session One) followed by discussion and development of consensus statements (Session Two).

Location – Cancun, Mexico

Previous education conferences have been held in the Philippines (1998 – international developments), the USA (2000 - philosophy), Brazil (2002 – clinical education) and Canada (2004 – patient assessment and diagnosis). Cancun, Mexico has been chosen because of easy access, reasonable costs and the opportunity it will afford to support the Mexican chiropractic profession and its four-year publicly-funded chiropractic education program at the Universidad Estatal del Valle de Ecatepec (UNEVE) in Mexico City. UNEVE will be our host of the meeting, various UNEVE faculty and students will attend, and there are plans for a one day symposium and visit to UNEVE on the Monday and/or Tuesday immediately prior to the main conference.

Who should attend?

This will be a technical meeting on chiropractic education targeted at leaders and faculty members from chiropractic colleges, together with representatives from other chiropractic organizations with a particular interest in chiropractic education, including

national accrediting agencies, examining and licensing boards, professional associations and others. The meeting will be open to field practitioners, but will not be marketed to them. A significant number of Mexican doctors of chiropractic, but few others in private practice, will be expected to attend.

Language

The principal language for the meeting will be English.

The Program

See the final program

Call for Abstracts

See the Call for Abstracts.

Registration

To promote strong attendance and a successful meeting, meeting costs will be kept as low as possible. Registration and hotel room costs include all academic sessions, print and CD copies of the academic proceedings, all meals (breakfast, lunch and dinner) and refreshments for three days, and two evening receptions. See the conference registration form attached.

Registration Fees (inclusive of items mentioned above)

North America/Europe

Educational Institutions and Organizations

First representative	US\$595
Second and subsequent representative(s)	US\$295
Other individuals	US\$295

Other world regions

Educational Institutions and Organizations

First representative	US\$395
Second and subsequent representative(s)	US\$195
Other individuals	US\$295

Accommodation

The conference hotel the **Gran Caribe Real Resort** and special group rate accommodations have been arranged. To make room bookings, contact the hotel directly quoting reservation code WFC to ensure conference pricing. Reservations should be made through:

Paty Leon, Reservations Manager
Email patyrvas1@realresorts.com.mx
Telephone: 011 52 (998) 881 7340
Fax: 011 52 (998) 881 7399

Special reservation rates (in USD), valid only until October 10th, 2006, are as follows:

Room Type	Single	Double /Person	Triple /Person
Regular (Jr. Suite)	\$ 126	\$ 86	\$ 81
Deluxe (Jr. Suite w/Oceanview)	\$ 140	\$100	\$ 95
Children 6 To 12:	\$ 15.00 per child / per night		
Children 0 To 5:	FREE		

All rooms are priced as all-inclusive, including buffet meals, use of all hotel sporting/recreation facilities and all taxes and gratuities.

All standard cancellation policies shall be applicable.

Travel

Cancun is highly accessible at reasonable airfares during October. Access from Cancun Airport to the hotel is inexpensive by taxi.

Climate and Daily Schedule

The climate in Cancun in late October is tropical and warm. The one criticism of past meetings is that the schedule has been too intense. Therefore academic sessions will be held in the mornings (8:00 am to 12:30 pm) and evenings (4:00 to 7:30 pm) with a 3½ hour break at midday for lunch, siestas, side meetings and recreation time.