

# Quarterly World Report

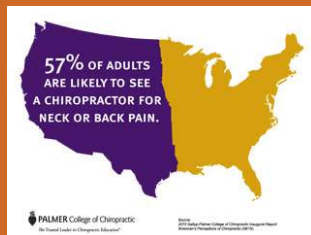
SEPTEMBER 2016



## Superior Court Judgment: Historic Victory For Chiropractic in Brazil

### INSIDE:

President's Message  
New Public Health  
Chair  
World News  
Forthcoming Events  
...and more!



New Gallup poll suggests increasing utilization of chiropractic



WFC announces new Chair of Public Health Committee



Chiropractic triumphs at Rio Olympic Games.

# Strength in Unity

Dr Espen Johannessen, WFC President

Since its inception in 1988, the World Federation of Chiropractic has striven to create unity within the chiropractic profession. Over a quarter of a century ago, chiropractic leaders came together and agreed to form a global organization whose interests would extend beyond national borders. The objective was clear: a World Federation would create a forum where leaders could meet for discussion and reflection on both existing challenges and future of the profession.

There was also a desire to gather information and experience that could be useful in efforts to help the countries in which the chiropractor and the profession faced opposition that prevented them from exercising their profession freely.

Thirdly, there was a desire that the WFC should create a common direction for the profession, and a professional and ethical framework to which everyone could claim ownership.

The WFC openly accepted that not everyone would practice their profession alike, or share an identical view of what chiropractor's role should be. It acknowledged that it would be naive to believe every individual should work and think alike.

We should be mindful that tolerance is necessary in any profession but particularly in chiropractic, where a history of philosophical, professional and technical differences has given rise to sometimes bitter and lasting disputes.



*Continued overleaf.*

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The WFC welcomes news items, digital images and feature stories to include in the QWR. Send all submissions to [rbrown@wfc.org](mailto:rbrown@wfc.org). Please note all submissions may be subject to editing.

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## Strength in Unity

*(continued from previous page)*

Tolerance is important because of the cultural environments in which chiropractors practice. Practising in some parts of Europe is quite different than practising in North America or Asia. Respect for how the profession has developed and how it is legislated is critical. It is not surprising that those trying to impose their brand of chiropractic in a foreign land will encounter resistance from those that have spent years establishing the profession and gaining public and government acceptance.

Whether it is a country, community or profession, unity will confer strength. So often, there is far more that unites us than divides us. It is very easy to suggest that we should cast out those who do not share our values or beliefs or philosophies, but to do so is to risk fragmentation and a weakening of our profession.

Patients are the common element around which we can unite. Regardless of our personal approach to chiropractic, if we remain focused on ethical, patient-centred care we have a common purpose. No patient telephones for an appointment and asked what the chiropractor's philosophy is. All patients want is to experience quality care that gets them back to work, or sport, or normal family life as quickly as possible and keeps them that way.

Those who seek to undermine our knowledge and skills as chiropractors like nothing more than to see us divided over issues and criticising each other. Infighting weakens us and makes us vulnerable. Yet at the end of the day, chiropractors adjust their patients and have their best interests at heart. They prescribe exercises and give lifestyle advice. Studies consistently show high levels of patient satisfaction and as we have seen recently from the Gallup study, commissioned by Palmer College of Chiropractic, utilization rates are rising.

The WFC stands committed to advancing the profession, not judging it. We are all a product of our alma mater and those with whom we've worked but our characters continue to evolve through our careers as a result of the books we read and the people we meet. Staying true to our values, yet respecting those of others will keep the profession growing in strength. **EJ**



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## Exciting Prospects For The Future

Having witnessed spectacular feats of sporting excellence at the Rio Olympic and Paralympic Games over the past few weeks, it is exciting to realize that many of the athletes who were achieving their dreams in Rio had been helped in their journey by chiropractic care.

As was the case in London in 2012, a team of doctors of chiropractic worked in the polyclinic as part of the host medical services alongside other providers of manual therapy. These highly skilled chiropractors worked with those able-bodied athletes at the very peak of physical fitness as well as those whose bodies had been crippled by horrific trauma, disease and congenital disability. In every case, chiropractic was contributing to allowing these men and women to perform at their best.

While chiropractic in elite sport is rightly celebrated, every day around the globe chiropractors are changing lives by helping people to be more physically active. For some, this means the difference between being able to travel to work and provide for their families or live a life of poverty.

This year, the theme for World Spine Day is *Straighten Up and Move!* The World Health Organization is committed to tackling obesity and the health consequences of inactivity and as a public health initiative the WFC is supporting these aims by encouraging people of all ages to engage in physical activity to combat back pain, the greatest cause of non-fatal disability according to the Global Burden of Disease Study.

World Spine Day takes place on October 16 every year and is part of the Bone and Joint Decade's Action Week. The WFC has coordinated World Spine Day for a number of years and this year has produced a video and has engaged nearly 200 official supporters from all 7 of its regions to promote awareness of spinal disorders. More information can be found at [www.worldspineday.org](http://www.worldspineday.org).

The WFC is an active non-governmental organization in official relations with the World Health Organization. It has been an NGO since 1997 but is now intensifying its activity in partnership with WHO as the impact of musculoskeletal health in general and spinal disorders in particular is being realized.

In the face of the opioid crisis, which has led to the US Surgeon General writing to all medical doctors to caution against the widespread use of opioids, chiropractic has an opportunity to take the lead in non-pharmaceutical, conservative care for spinal disorders. There is now a very real prospect of chiropractors becoming the acknowledged spinal health care experts in the health care system - an identity that the WFC has strongly promoted since 2005.

However, to earn this identity, chiropractors must recognize the importance of collaborative care and educating our colleagues in other professions about the benefits of chiropractic care, our levels of education, and our commitment to evidence-based practice.

Next month, the WFC will host its Biennial Education Conference. Held in association with the Association of Chiropractic Colleges, this year's theme is *Chiropractors: Training Tomorrow's Spine Care Experts*. We shall be welcoming colleagues from over 40 chiropractic educational institutions around the world and will be featuring dedicated sessions on innovation and the teaching and learning of manual treatment skills.

The prospects for the future in chiropractic are very positive. Working together we shall achieve our objectives and improve health care for all.



Richard Brown DC, LL.M  
Secretary-General





## Christina Davis Leaves WFC

Longstanding member of the WFC Secretariat, Christina Davis has stepped down from her position as Executive Secretary to take up a new role with the Federation Internationale de Chiropratique du Sport (FICS).

Ms Davis, who joined the WFC in 2011, is well known to all associated with the organization. A familiar face at WFC events, she played a significant role in coordinating both WFC Congresses and WFC/ACC Education Conferences.

Paying tribute to Ms Davis, WFC President Espen Johannessen said: "Christina has been a big part of the WFC for a number of years and on behalf of the Council I should like to extend my thanks to her for doing an excellent job. We wish her every success in her new role."

Ms Davis's new role will still see her at WFC-related events. As Administration Manager for FICS she will be coordinating FICS symposia and meetings, notably at the DC2017 joint world congress in Washington DC next March.

WFC Secretary-General Richard Brown said there were no plans at this stage to replace Ms Davis.

## WFC Conducts 2016 Legal Status Survey

The WFC has launched its 2016 Legal Status Survey of the worldwide chiropractic profession.

Sent to all 88 national association members, the survey will update the data acquired in 2014, when it was last conducted.

The survey gathers a range of information including practice rights, scope, protection of title, diagnostic imaging and requirements for those wishing to come from another country to practice.

Commenting on this year's survey, WFC Secretary-General said: "This survey provides data that will serve as an important resource for the global chiropractic profession. As it is an authoritative source of information, it's important that all nations take part."

## WFC President in Rome to Support Association of Italian Chiropractors

WFC President, Dr Espen Johannessen, was in Rome in July to support its member for Italy, the Association of Italian Chiropractors.

The status of chiropractic in Italy is currently under threat following proposals in Parliament to downgrade the status of chiropractic from primary care practitioners to a technical profession.

A powerful medical lobby is behind the moves to reclassify chiropractic. The AIC President is Dr John Williams. Following an appeal for support, the WFC, European Chiropractors' Union and Life University attended a press conference on 21 July to call upon Parliament to reject the proposals.

Life University is planning to open a new chiropractic education program in Rome, known as Life Roma.

Speaking after the event, Dr Johannessen said: "It is important that the profession is unified so that it can collectively lobby against these proposals, which will not be in the profession's or patients' interests."



L to R: Dr Rob Scott, Dr Oystein Ogre, Dr Espen Johannessen, Dr Gerry Clum.



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## WFC Names Chris Cassirer As New Chair of Public Health Committee.

The World Federation of Chiropractic has named Dr. Chris Cassirer, President and CEO of Northwestern Health Sciences University, as Chair of its Public Health Committee.

The appointment followed a global search for a successor to Dr. Rand Baird, who chaired the committee for many years and now becomes Chair Emeritus.

Dr. Cassirer, 52, holds a Doctor of Science Degree from Johns Hopkins University, a Master of Public Health Degree from Yale University and a Bachelor of Arts Degree in psychology from Rutgers University.

Since 2014, he has been the President and CEO of Northwestern Health Sciences University in Bloomington, Minnesota, USA.

"I am honored to work with my colleagues at the Federation and to help advance chiropractic care globally," Cassirer said. "At Northwestern, we educate our students to become leaders in an evolving health-care world, where chiropractic is recognized as playing a vital role in providing safe, economical, clinically effective, non-invasive patient care. I'm eager to begin working with the Federation and its global partners to offer a shared message of hope and healing around the world."

Cassirer becomes the first non-chiropractor to be appointed to chair a WFC committee.

WFC President Dr. Espen Johannessen said: "We are delighted to have someone of Dr. Cassirer's caliber as the new Chair of the Public Health Committee. His experience and enthusiasm for the chiropractic



profession will ensure that the profile of public health, as it relates to doctors of chiropractic, will be significantly elevated."

During his early training at Yale School of Public Health and later the Johns Hopkins Bloomberg School of Public Health, Dr. Cassirer was awarded a number of scholarships and fellowships, taught public health care management and policy around the world, and published and presented internationally.

In addition to teaching in the US, Dr. Cassirer has lectured and taught internationally on health system reform topics and public health related issues. His career has taken him to India to train doctors in health management and policy.

He has also educated the Taiwanese Ministry of Health officers on health care strategy as the country worked to redesign its health system.

Latterly, Dr. Cassirer also spent many years working with Austrian health ministers lecturing and running education programs on health care quality improvement systems in hospitals.

Dr. Cassirer has a particular interest in how chiropractic might impact on the current opiate crisis. He says:

"The world continues to face an epidemic of opiate narcotic addiction. This is a public health problem that could be better addressed in many cases with chiropractic. The implication is that many patients may not ever have had to take opiates in the first place thus avoiding a trigger for the deadly cycle of addiction".

Other areas that Dr. Cassirer has highlighted extending access to health care for women and children, promoting nutrition, health and wellness, and advancing chiropractic and other natural care alternatives before invading the body with drugs or avoidable surgery.

WFC Secretary-General Richard Brown said Dr. Cassirer's experience in public health and as an educator will help chiropractic increasingly be seen as an important part of an integrated approach to health care worldwide.

"With the agreed identity of chiropractors as spine-care experts in the health care system, the Federation is keen to intensify its participation in public health and wellness initiatives," Brown said.

"Dr. Cassirer's stellar track record in public health means that the Federation can take a central role in delivering these initiatives that will support chiropractors and the patients they serve."



## WFC Intensifies Promotion For World Spine Day.

### Over 200 organizations sign up as official supporters

Every year on October 16th people from around the world join together on **World Spine Day** to raise awareness about spinal disorders as part of the Bone and Joint Decade's Action Week. You can GET INVOLVED!

Millions of people in all continents of the world suffer with spinal disorders. These can include low back pain, neck pain, scoliosis and disc disease, to name but a few. Spinal pain and disability can have a profound effect on a person's overall health, sometimes preventing them from working or even doing simple daily activities.

Research has demonstrated that poor posture and inactivity are major contributors to the development of back pain and other spinal disorders. According to the World Health Organization, one in four adults is not active enough and over 80% of adolescent population is not active enough.



Dr Robyn Brown, World Spine Day Coordinator



The World Spine Day (WSD) theme for 2016 is "Straighten Up and Move!" We want to highlight the importance of physical activity and improving posture as part of good spinal health and prevention of injury.

The WFC's World Spine Day coordinator, Dr Robyn Brown (pictured below left), is keen to get as many chiropractors involved in world Spine Day as possible.

She said: "This is a great chance to showcase the role that chiropractors play in highlighting awareness of spinal disorders. The WSD website has lots of advice on how to get involved."

The WFC has developed an active social media platform for World Spine day, with a Facebook page and Twitter feed attracting interest from around the globe.

In collaboration with the UCL Comedy Review Society, the WFC has produced a video, "*Straighten Up!*" aimed at getting people of all ages to get active.

WFC Secretary-General Richard Brown said: "The WFC is again running a World Spine Day competition to encourage chiropractic associations, institutions and individual clinics to take part. World Spine Day should be the biggest day in the chiropractic calendar!"

Visit the World Spine Day website at

**[www.worldspineday.org](http://www.worldspineday.org)**

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## WFC Well-Represented at FCA National Conference, Orlando, Florida

The WFC was out in force at the FCA The National Conference held in August at the Hyatt Regency Hotel in Orlando, Florida. Generously hosted by the FCA, WFC delegates were able to meet attendees and many of the 400 vendors at what was one of the largest chiropractic exhibitions in the world.



*Clockwise from top:*

*Mr Kent Greenawalt, Dr Richard Brown and Ms Dawn Galbraith;*

*Dr Rand Baird, Dr J. Michael Flynn and Dr Guy Karcher.*

*Dr Richard Brown and Dr Christine Goertz*

*Dr Guy Karcher, Dr Rand Baird and Dr Richard Brown.*



## WFC Intervention Helps Secure Continued Rights To Provide Pediatric Care in Puerto Rico.

The rights of chiropractors to treat children in Puerto Rico have been restored with assistance from the WFC.

Two years ago one of the major insurance companies in the US territory announced that it was to refuse to cover chiropractic care for children in spite of the fact that pediatric chiropractic care was defined within Puerto Rico's laws and scope of practice.

Over the course of 18 months, efforts to meet with the insurance company's medical director were thwarted.

However, as a consequence of a strong relationship formed between Dr Mayda Serrano, President of the Puerto Rico Chiropractic Association, and the President of the Medical College of PR, a face-to-face meeting was granted.

Here, Dr Serrano presented the case for pediatric chiropractic care and expressed the concerns of the chiropractic profession on the insurance company's disturbing policy change.

Prior to the meeting the chiropractic association actively sought advice and input from a variety of sources including the WFC.

The WFC provided credible scientifically-based evidence, that pediatric chiropractic care was not just helpful but necessary for children's development and wellbeing. It was also necessary to demonstrate safety and that the benefits had been documented.

Commenting on the successful outcome of the meeting, which restores the rights of chiropractors to treat children from January 1, 2017, Dr Serrano commented:

"In the end it was the WFC who provided us with the best research along with an accompanying letter addressed to the insurance company. In that letter Dr. Richard Brown listed all of the different countries in the World where chiropractic is utilized daily as a



safe means of treatment of children's musculoskeletal conditions and extolled its many benefits to infants, children and teenagers. He also described how our education provides us with the necessary tools to care for the pediatric population and tactfully asked them on behalf of the WFC to reconsider their decision to limit our already defined scope of practice"

Dr Serrano continued: "Thanks to our tireless efforts and the immediate and fast support from the WFC, along with other groups that also contributed papers and letters supporting our cause, we can proudly say that as of January of 2017 PR chiropractors will again be adjusting children!"

In thanking the WFC for its intervention, Dr Serrano concluded: "The WFC is very important for us as chiropractors. It's a reliable organization that brings the necessary knowledge and resources to help in important situations like this. Along with access to scientific data, the knowledge of chiropractic law governing our scopes of practice is essential for the maintenance of the well-being of our profession worldwide."

Commenting on the outcome, WFC Secretary-General Richard Brown commented: "We were delighted that the input of the WFC to this unfortunate and unjust situation was able to produce positive results. Chiropractic care is suitable for patients of all ages and it was proper that the insurance company listened to the arguments and considered the data in reversing their decision."





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Dr Richard Brown, DC LLM - Secretary General, WFC

## Victorious! Brazilian Chiropractors Celebrate After Historic Court Decision.

Following a long battle for recognition as a distinct profession, chiropractors in Brazil have finally obtained a definitive judgment from its highest judicial authority.

On July 1st 2016, the Superior Court of Justice in Brazil ruled in favor of the Brazilian Chiropractic Association (ABQ), nullifying the Proposition 220 of the Federation of Physical Therapy Licensing Boards, which had claimed that chiropractic was a specialty of physical therapy, and as such physiotherapists could create specialization courses.

This ruling of the Supreme Court is final, prohibiting physiotherapists from promoting themselves as "Chiropractic Physiotherapists".

The judges considered that chiropractors preceded the existence of so-called 'PT Chiropractors' and ruled that chiropractic could not be a profession and a specialty at the same



time.

WFC Secretary-General Richard Brown commented: "This is an historic ruling for chiropractic, not just in Brazil, but around the world. It sends the clearest message that chiropractic is a distinct profession deserving of respect and recognition. The Superior Court fully supported the ABQ's case and we congratulate all those who have fought for this judgment."

Chiropractors in Brazil have long faced harassment by physiotherapists, who demanded that chiropractic be considered illegal if practised outside physiotherapy. In August 2008, PT agents in Sao Paulo began harassing chiropractors, most of whom are new graduates of Brazil's two university-based chiropractic programs. Holding violation orders from their own CREFITO, and often accompanied by the federal police, they tried to pressure chiropractors into signing declarations acknowledging the illegal practice of PT and agreeing to cease practise.

The ABQ and its lawyers were successful in getting an interim injunction to stop such harassment against Brazil Chiropractic. CREFITO sought to have the interim injunction removed but, after hearing argument and evidence from the ABQ, Judge Brunstein confirmed the

***Brazilian Chiropractors Celebrate (continued)***



injunction and supported the chiropractors' position.

Undeterred, the Brazilian physiotherapists continued their assault on the chiropractic profession and in 2011 targeted two American chiropractors who were serving in under-privileged communities in the north of Brazil.

The Physiotherapy Federal Council (equivalent to a state board of physiotherapy) called the Federal Police (responsible for immigration issues) and requested apprehension and deportation of this couple on the grounds that they were practicing an illegal profession in Brazil and violating their immigrant status as tourists.

Later that day, another online newspaper published that the Federal Police (Policia Federal) had gone to check on the situation and found these two chiropractors providing care. However, due to the fact that they were not charging for their care and the treatments were not habitual (establishing a business), the chiropractors were not found guilty of illegal practice of physiotherapy and were not deported. Because they were on a tourist visa, they were found to be in violation of their immigration status. As a result, instead of being allowed to remain in the country for the entire extension of their visa, the Federal Police cut their visa permit of stay from the 15 days that were left to only eight.

Due to the efforts of the Brazilian Chiropractic Association, with international support through the World Federation of Chiropractic, a new strategy of regulation has been launched. Both houses of Congress generated a draft of a bill that will regulate the chiropractic profession, granting protection of title and protection of practice. For obvious reasons and considering its history, the physiotherapy profession will likely try to stop it at any cost.

The Brazilian chiropractors were supported in their campaign by the World Federation of Chiropractic, which mobilised assistance from many national associations.

## Israeli Chiropractor Secures Prestigious Appointment at Galilee Hospital.

Dr. Marshall Deltoff, DACBR, FCCR(C), chiropractic radiologist, originally from Toronto, Canada, has been recently appointed to a full-time position at Galilee Medical Center in Nahariya, Israel .

He has been appointed to a research position in the Department of Orthopedics, under the direction of Dr. Haim Shartker, Chairman of Pediatric Orthopedics.

Dr. Deltoff (pictured, below) is the first chiropractor ever to be on staff at Galilee Medical Center.

"This is a tremendous opportunity for me, and I am very grateful and proud to represent our profession", says Dr. Deltoff.

"The learning experience is phenomenal; I am treated as a total equal, going on rounds with the surgeons, visiting patients, and conducting research and manuscript preparation.

"It is particularly gratifying to see the incredible humanitarian work being done by these dedicated Israeli surgeons as they treat many children who are victims of the fighting in Syria."





## WFC Supports CASA Bid For Fairer Competition.

The WFC has supported the Chiropractic Association of South Africa (CASA) in its appeal to the Competition Commission.

On 19 May 2016, CASA achieved a significant milestone after President Dr Simon Lawson made a presentation to the South African Competitions Commission panel during their Market Inquiry into the Private Health Care Sector.

Dr Lawson said: "The regulatory legal framework within which the chiropractic profession has had to function in South Africa, is by and large satisfactory. Hence its remarkable success, relatively good growth, general public acceptance with trust and respect from the consumer (patient) that it has earned."

There are three main issues that CASA has with the current position. Firstly, Chiropractors presently have to register with the Allied Health Professions Council of South Africa and not the Health Professions Council of South Africa;

Secondly, as a consequence, chiropractors cannot provide primary health care to the public and patients

(consumers) in state hospitals and rural clinics whilst medical schemes discriminate against chiropractic patients and their care.

Thirdly, medical practitioners are precluded from sharing their consulting rooms with chiropractors in terms of their governing Act, whereas chiropractors are not so prohibited to share rooms in terms of their governing Act and regulations.

It is time for serious interaction but responsible competition, in a democratic national private health care system, to benefit mutually from the various stakeholders in an answer to the needs of society as a whole.

The WFC provided supporting documentation to CASA for use during the enquiry. WFC Secretary-General Richard Brown said: "In the current climate of collaborative care, it seems unfortunate that regulations still exist in South Africa that prevent medical doctors and chiropractors working together under the same roof. I hope that the Competition Commission sees the wide benefits and rules in favour of CASA."



## Medicare Campaign to Allow Full Scope of Chiropractic Services Nears 30,000 Signatures

The American Chiropractic Association (ACA) continues to promote its major grassroots campaign to enact federal legislation that would allow U.S. doctors of chiropractic (DC) to perform to the fullest scope of their license in Medicare. This initiative would significantly improve the health and wellness of the nation's aging population.

The National Medicare Equality Petition, now with close to 30,000 signatures, aims to raise awareness of how the current Medicare system short-changes seniors who want and need the essential services provided by doctors of chiropractic to stay healthy, pain free and mobile - and how chiropractors can be part of the solution for what ails the U.S. health care system.

ACA is encouraging doctors of chiropractic across the U.S. to ask their patients and other chiropractic supporters to sign the petition and add their names to a growing list of Americans who want rightful access to and full reimbursement for services provided by doctors of chiropractic for themselves or their loved ones who are Medicare patients. The plan is to let signers of the petition have their voice heard in Washington through a series of targeted grassroots campaigns to contact their members of Congress and demand a solution to this problem. The ultimate goal is to create a groundswell of support that Congress cannot ignore.

For more information or to sign the petition, visit [www.acatoday.org/equality](http://www.acatoday.org/equality).



## ACA Announces New Executive VP

The American Chiropractic Association (ACA) has appointed Karen Silberman, a seasoned association leader, as its new executive vice president. Silberman will assume responsibility for strategic initiatives and staff management at the association's Washington, DC-area headquarters on Oct. 17.

Silberman comes to ACA with a history of driving organizational change, creating and sustaining performance oriented cultures and driving membership growth and value.

Most recently, she served for four years as executive director of the Federal Bar Association (FBA), where she eliminated a budget deficit, significantly increased membership and nearly doubled program revenues. Among her achievements, she was responsible for launching a new student division as well as a new national conference, Women in the Law. Before FBA, she served as executive director at both the Society of Human Resource Management Foundation and the National Coalition for Promoting Physical Activity.

A Washington, D.C. native, Silberman is a graduate of the Indiana University at Bloomington, where she earned a masters degree in Public Affairs with a focus in Nonprofit Management. She also holds a bachelors degree in Sociology from Oberlin College. In addition, she earned a Certified Association Executive (CAE) credential through the American Society of Association Executives. Silberman also serves as chair of the board of the Friends of the National Zoo.

"Karen brings precisely the right combination of experience and leadership that ACA needs at this time of change and opportunity in its history," said ACA President David Herd, DC.

"We are looking forward to working with her on several new initiatives, such as branding and governance review, that will invigorate the association and strengthen its ability to meet members' needs."

## New Canadian Campaign Focuses Chiropractic For Pain Relief.

The WFC's largest constituent member, the Canadian Chiropractic Association has launched a brand new campaign focusing on the relief of pain with chiropractic care.

With impressive graphics, a slick video and a clear message, the CCA's new campaign focuses on the very reason that most Canadians visit a chiropractor.

In support of its new Brand Story Video and in anticipation of World Spine Day 2016 (WSD), the Canadian Chiropractic Association (CCA) recently launched a digital campaign on September 21, 2016 called Chiropractic Care Changed My Pain as a public platform to share these stories.

The website highlights a number of stories featuring Canadians who visited chiropractors and found relief. Patients who had consulted chiropractors with scoliosis, migraines, pregnancy-related pain are featured, and tell their stories about their experiences of chiropractic care.

The purpose of the digital campaign is to bring

awareness to the different people who suffer with musculoskeletal (MSK) conditions, highlight the profound impact chiropractors have on patients' lives, and build an understanding of integrative healthcare models. MSK health touches each of our lives in a different way, and sharing diverse stories helps to spread the message that MSK health affects everyone.

While the *Chiropractic Care Changed My Pain* campaign began early this Fall in anticipation of WSD on October 16, 2016, it is a project that the CCA plans to build on year-round. It is encouraging people to read these stories at [chirochangespain.ca](http://chirochangespain.ca) and follow the CCA on Facebook and Twitter to share the stories of how chiropractic care is changing pain for millions of Canadians.

CCA CEO Alison Dantas said: "Millions of Canadians move through their day enduring back and neck pain, migraines, and headaches. As the national association in Canada, we want to share the stories of these Canadians. By using these powerful graphics and our impactful video, we want to demonstrate the fact that chiropractic can make a significant impact on pain and change the way that Canadians live their lives."



Read the stories of some of the lives that chiropractic care changed.

[chirochangespain.ca](http://chirochangespain.ca)







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## International Chiropractors Association Opposes Mandatory Vaccination Laws.

At its meeting of July 5, 2016, the ICA Board of Directors voted unanimously to publicly endorse and support a landmark legal action in Federal court to seek to stay the implementation of the new mandatory California vaccination law enacted with the passage of the controversial SB 277.

The new California law repeals California's 55 year old personal belief exemption from mandatory vaccination. That law, Senate Bill 277 (SB 277) passed in 2015 and went into effect July 1, 2016. The law's main provisions, the suit alleges, jeopardize the right of California children to an education which is guaranteed by California's constitution. Since the new law went into force on July 1st, the suit is asking for an injunction to stop it from going into effect until the constitutionality of its provisions can be decided.

The new California law revokes the right for parents to use a Personal Belief Exemption (PBE) to preclude all or some vaccines when enrolling their children for school. Unless the injunction is granted, it will now be mandatory for students going to either public or private daycare, preschool, elementary, middle or high school to receive all doses of the 10 vaccines specified in the law.

This historic federal court action, undertaken by the firm of Swankin & Turner ICA's longtime legal counsel, on behalf of a number of individuals and organizations seeks to have the implementation of the law stayed until the constitutionality or unconstitutionality of its provisions has been resolved.

ICA will be looking to prepare a "friend of the court" or amicus brief in the case. The lawyers in the case asked for ICA's help in educating policy makers and the greater public nationwide on the basic human rights issues at stake and the need to step forward and speak out in every possible venue on the importance of preserving meaningful personal control and informed consent on all matters of health care.



"All citizens should be very concerned not only over the specific elements of the new California law and its immediate and profound negative impact on the lives of tens of thousands of families and hundreds of thousands of children," said International Chiropractors Association (ICA) President Dr. George Curry.

"Citizens should also understand the alarming trend towards unchecked and arbitrary state mandated medication and the removal of basic human rights and freedoms it signals. ICA urges all concerned individuals to become familiar with the issues in the California law and the legal challenge that has been mounted in response but also to understand the greater national context and the need to mobilize, speak out and be active in defense of personal control over the health care and lives of ourselves and our families."

The lead counsel in the recently filed federal court legal challenge to the draconian new California mandatory vaccination law, Mr. James S. Turner, spoke at the Life West WAVE event in August on the critical issues of personal freedom and control over health care decisions for individuals and families at stake in this landmark legal action.

"Mr. Turner helped clarify many critical points about the developments in California and the repercussions on peoples' rights to education and health that this form of mandatory law holds over families and communities beyond California," notes ICA's Legislative Committee Chair, Michael S. McLean, D.C. "The threat of mandatory medication imposed by the state and federal government on its citizens is a grim reminder that we must be alert and vigilant in these areas, and I am proud of ICA's proactive support for the legal challenge of the mandatory vaccination law led by Mr. Turner's team."



## Japanese Celebrate Centenary With Historic Health Forum

Later this year, the Japanese Association of Chiropractors (JAC) celebrates a centennial anniversary of the Japanese chiropractic profession commemorating the first returnee from USA, Saburo Kawaguchi who opened his chiropractic office in Yokohama in 1916.

Although the first Japanese chiropractor was Shegetaro Morikubo (best known for the famous Morikubo case when he was arrested for practicing osteopathy without a license and was helped by BJ Palmer), Morikubo did not return to Japan and remained in US for the rest of his life.

After Kawaguchi negotiated with a local governor where he was practicing, the first Japanese chiropractic regulation was set by the governor of Kanagawa prefecture in 1918; however, after the war this regulation was ended during the American occupation. Since then there is no national chiropractic regulation has existed in Japan.

The centennial anniversary event being hosted by

the JAC is 'Health Forum 2016' with its theme "*Healthy Life Expectancy in Japan's super-aging society.*" Invited keynote speakers include Kent Gilbert MBA, JD, Seika Kamohara MD PhD and Phillip Ebrall DC, PhD.

This is the first event organized by a chiropractic association to receive official sponsorship from the Ministry of Health, Labour and Welfare (MHLW) in Japan. The MHLW's sponsorship is a great encouragement for the betterment of our chiropractic profession. This event also received official sponsorships from Kanagawa Prefectural Government and the Australian Embassy Tokyo. This forum will be held on November 27, 2016 in the Pacifico Yokohama conference hall.

## Kei Takeyachi Chosen As Conference Ambassador

President of the Japanese Association of Chiropractors, Dr Kei Takeyachi, has been selected as an official conference ambassador by the Japan National Tourism Organization.

Dr Takeyachi is one of a number of people from academic and professional circles who have been chosen as conference ambassadors. Chiropractic as an international profession is currently attracting great interest from the Japanese government

Conference ambassadors represent the face of Japan from each profession helping to attract more international conferences in Japan.



Dr Kei Takeyachi

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**日時** 平成28年11月27日(日)  
午後2時～5時(受付開始は1時30分)

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占申込み詳細は裏面をご覧ください

**講演者**

- ケント・ギルバート** カリフォルニア州弁護士・タレント  
ケント・ギルバートから見た日本の高齢化社会  
1983年、テレビ番組「世界まるごとHOWマップ」にレギュラー出演し、一躍人気タレントとなる。その後もクイズ番組、ドラマ、CM等の多方面で活躍。有識士でもあるマルチタレント。
- 蒲原 聖可** 医師・医学博士  
超高齢社会におけるサプリメント 機能性食品の正しい選び方・使い方  
～統合医療による健康寿命の延伸と健康寿命社会の実現に向けて～  
健康科学大学客員教授、日本薬科大学客員教授、昭和大学大学院在籍講師、DHC研究顧問、日本経団連健康学理事、国際医師協会健康学理事、日本健康促進学会理事。
- フィリップ・エブロール** 豪州カイロプラクター・医学博士  
長寿国オーストラリアに学ぶ驚くべき健康法  
南オーストラリア州カイロプラティック大学教授、マレーシア国際薬理大学 (IMU) 准教授、東京カレッジ・オブ・カイロプラティック副校長、元PRMIT大学カイロプラティック学教授。

主催 一般社団法人 日本カイロプラクターズ協会  
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## World Spine Care Opens New Facility in Ghana

On March 21, 2016, World Spine Care signed a Memorandum of Understanding with Ridge Hospital in Accra and Ghana Health Services to establish a World Spine Care clinic at Ridge Hospital. The collaboration was initiated by Dr. Afua Adjei-Kwayisi, a medical doctor and chiropractor who recently returned to Accra and wanted to create a high quality primary spine care program within the Ghanaian health care system and contacted World Spine Care to help with it's development.

Both Ridge Hospital administration and Ghana Health Services were very enthusiastic about the collaboration. The World Spine Care program will begin at Ridge Hospital with facility expansion early in 2017 when phase 1 of the new Ridge Hospital is completed. The vision is to establish the program at Ridge Hospital, then expand the program to other parts of the country.

World Spine Care would like to thank Dr. Thomas Anabah (Director of Ridge Hospital), Dr. Linda Vanotoo (Regional Director of Ghana Health Service), Dr. E. Appiah-Denkyira (Director General of Ghana Health Service) and Dr. Afua Adjei-Kwayisi for all their enthusiasm and support that made this collaboration possible.



**Above:** Dr Geoff Outerbridge, Clinic Director of World Spine Care, signs a Memorandum of Understanding with the Ridge Hospital, Accra, Ghana.

**Right:** Dr Afua Adjei-Kwayisi MD, DC

Dr. Afua Adjei-Kwayisi (pictured below) currently specializes in applying her expertise in Spinal health care. She trained as a medical doctor in Kumasi, Ghana and subsequently served for 4 years in a local public hospitals in Accra, Ghana as a General Medical practitioner until 2012.

Her interactions with numerous patients with neuro-musculoskeletal problems, and the obvious lack of a conservative approach to spine related issues, spurred her on to pursue her degree as a Doctor of Chiropractic in Palmer College of Chiropractic in USA. She graduated with honours.

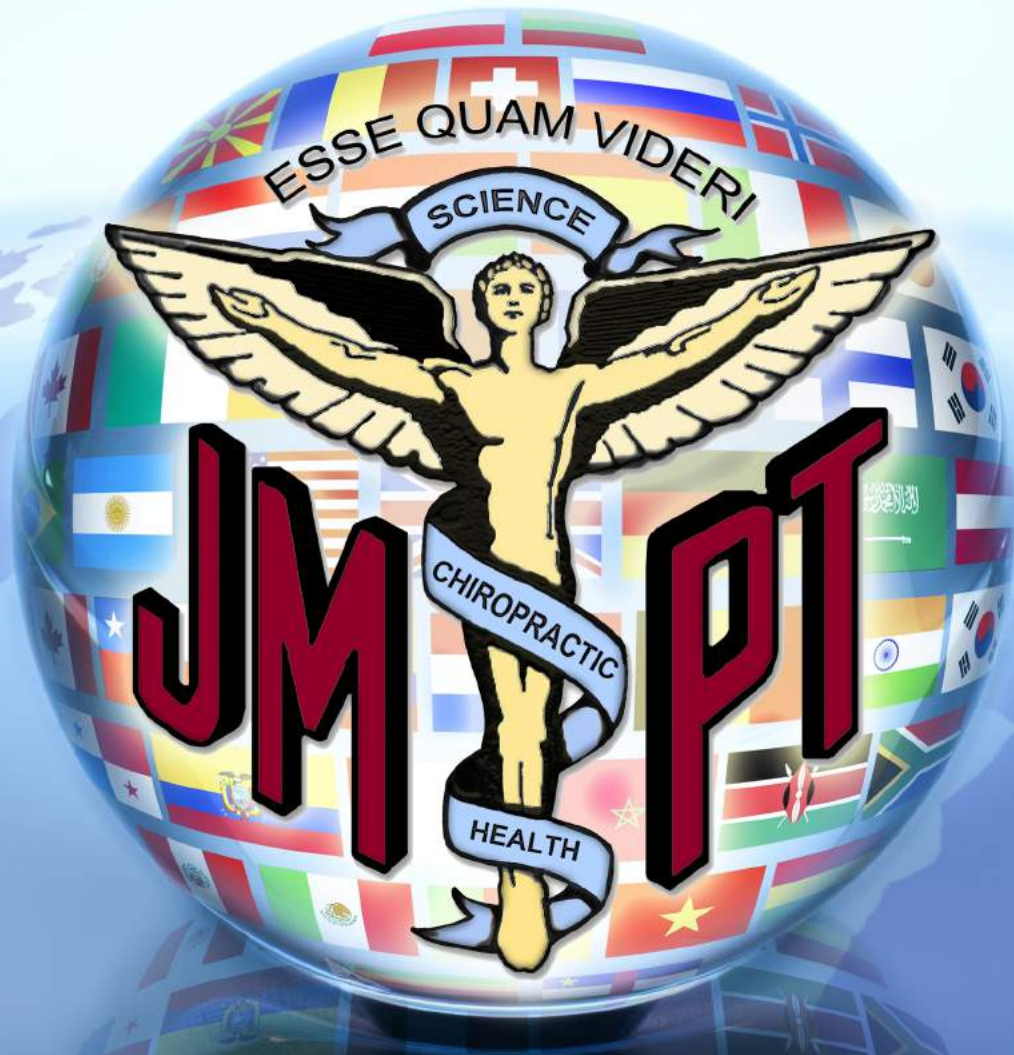
She returned to Ghana and subsequently introduced a much needed spinal care unit at a public hospital in Accra. She is now on a mission of spearheading projects that would improve spinal health care delivery in Ghana; making it accessible and affordable for all.

Dr. Afua Adjei-Kwayisi is passionate about health for her community. When she is not busy giving her best at Ridge Hospital, she volunteers her time educating her church and community on spine related issues with a call on people to take responsibility of staying healthy.





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## Sports Chiropractors Shine in Rio

Doctors of Chiropractic descended on the Brazilian city of Rio de Janeiro during a scintillating summer of sport at the Olympic and Paralympic Games.

This was the second time that chiropractic had been included as part of the host medical services and top sports chiropractors from around the world were recruited to work alongside other experts in the physical therapies department.

Chief Medical Officer for the USA Olympic Team was Dr Bill Moreau. Dr. Moreau, a 1981 graduate of Palmer College of Chiropractic, was named the United States Olympic Committee's managing director of sports medicine in May 2012 after having served as the organization's director of sports medicine clinics since 2011. He has been with the USOC since 2009, having also previously served as manager of sports medicine clinics for the U.S. Olympic Training Centers.

In his current role, Dr Moreau reports to the chief administrative officer and oversees all USOC sports medicine activities, both within the U.S. Olympic Training Center clinics and in Olympic Games environments. In addition, he leads the USOC's National Medical Network and will serve as medical director for the 2016 U.S. Olympic Team. He served as Team USA's

medical director at the London 2012 Olympic Games and the Sochi 2014 Olympic Winter Games.

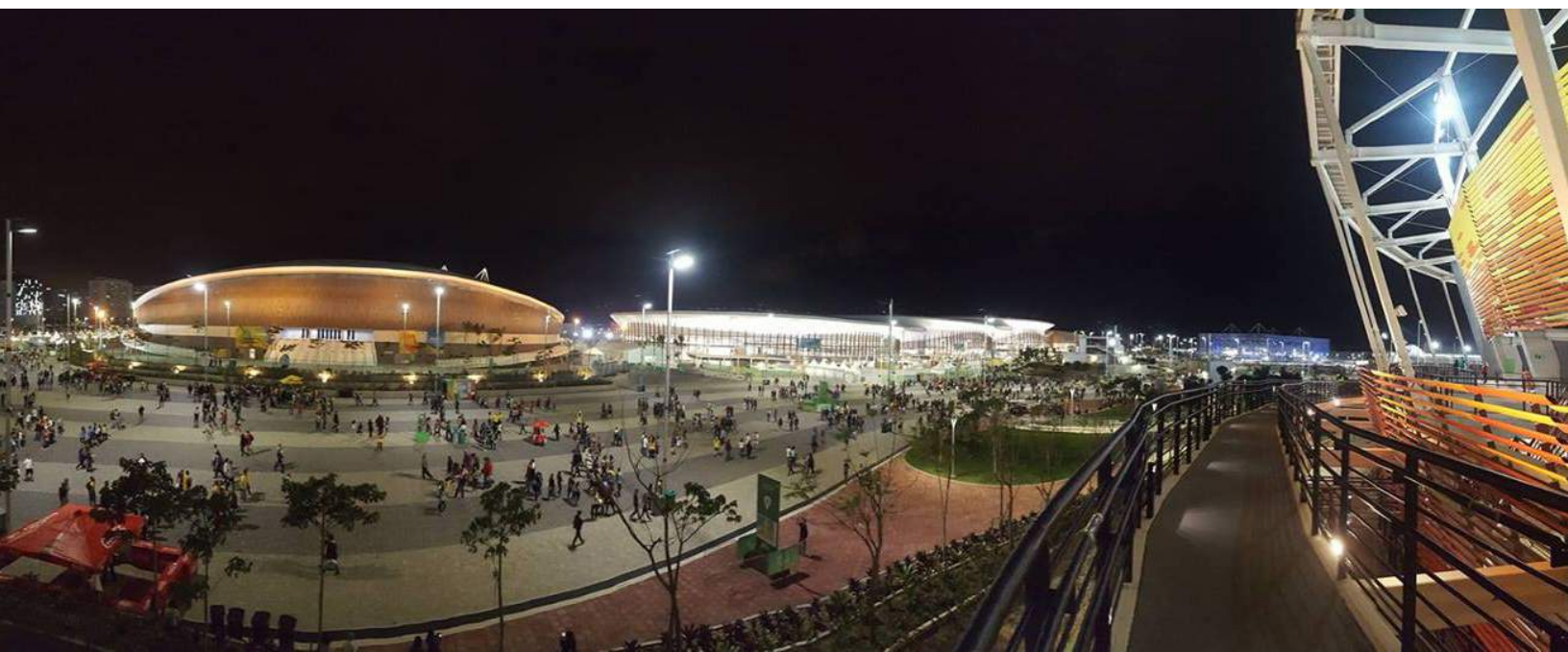
Dr Ulrik Sanstrom, a 1991 graduate of AECC was at his second Olympics, having been in the host medical team at London 2012. He said of his experience:

"Reflecting on the last 11 days, we've had a lot of hard work to do. We've seen some amazing athletes; we've had some incredible experiences and also managed to get a little bit of time off to see this amazing country."

"I feel really lucky having had this experience, all due to the fact that I chose chiropractic as my career many years ago. I've worked in chiropractic for 25 years now and I still get up in the morning loving what I do. It's an incredibly exciting career to be part of and it's enabled me to have experiences that there's no way I could have had otherwise. Chiropractic is what you put into it, but the potential for having a fantastic and enriched life is incredible."

Meanwhile, Dr Tamar Bakker was in Rio looking after the Dutch Paralympic swimming team. Dr Bakker, an AECC graduate, said of her experience:

"I have been working as a chiropractor for the Dutch swimming team for five and a half years now and these





## Sports Chiropractors Shine in Rio (continued)

are my second games. It is fantastic to work with this team. Professionally it is a great challenge to work with disabled athletes and keep a good muscle balance in a body where, for example, a limb is missing. On average the swimmers train 30 hours a week, 20 hours of which are in the pool. I work with them three days a week, for a few hours a day. When I'm not working with the team I work in a private multidisciplinary practice in Amstelveen, where we work with all level athletes."

"The atmosphere in the pool is fabulous! The crowd is amazing. Our athletes are doing great and seeing that makes all the hard work of the past few years worthwhile. At this moment we have won 11 medals of which two are gold. The working days are long and with 19 swimmers on the team there are no days off, so I'm off back to work!"

FICS President Dr Pete Garbutt and FICS Commission Chair Rene Fejer were also part of the Paralympic Medical Teams in Rio. Dr Garbutt, from Australia and Dr Fejer, from Denmark, also found the experience hugely rewarding. Dr Garbutt commented:

"This was a pretty amazing couple of weeks. I was fortunate enough to have the opportunity of working at the main Paralympics Polyclinic. There I was able to experience some great practitioners and inspiring athletes. Regardless of challenge, these incredible men and women were rising above and excelling in their chosen sports."

FICS is the international chiropractic sports organization. For more information, visit [www.fics-sport.org](http://www.fics-sport.org).

*Pictured from top: Dr Ulrik Sanstrom, Drs Pete Garbutt and Rene Fejer, and Dr Bill Moreau*



## Olympic Sprint Fame For German Chiropractor Knippfels

Combining being a chiropractor and an Olympian is unusual, but that is exactly what Sven Knippfels has done, having taken part in both the 2012 and 2016 Olympic Games.

Sven was born in 1985 in Hannover and raised in Wolfsburg, both in Lower Saxony (Germany).

In 2006 he graduated from school with A-levels in Physics and History. He refused German military service and did an alternative social service in 2006/2007. After that he moved to England to study Chiropractic at the AECC in Bournemouth.

Whilst in the UK Sven improved his personal best time from 10,73 to 10,20 seconds over 100 meters. To conjoin his studies and professional training, Sven trained after and sometimes instead of lectures in Kings Park at the track of Bournemouth Athletics Club. He extended the course by one year to focus on training and studies.

In 2012 he participated at the Olympic Games in London (England) as a relay substitute for the 4 x 100m German sprint team.

In September 2013 he graduated from AECC as Master of Chiropractic with merit. His last exam was ten days after reaching 4th place at the World Championship in Moscow (Russia) and shows how difficult it was to get both careers together.

After his studies he started working at Chiropractic Leipzig, owned by Timo Kaschel. In 2014 he passed the non-medical practitioner (Heilpraktiker), which is obligatory to legally work in Germany as chiropractor and won the silver medal at the European Championship in Zurich (Switzerland) with the 4 x 100m track team. In March 2016 he was elected to Vice President of the German Chiropractic Association (GCA/DCG).

Sven has improved his personal best time, which now stands at 10,13 seconds and is now the 8th fastest German ever.



*Credit all images: Deutsche BKK*



# Madrid Students Bring Relief In Namibian Outreach Trip

**Elga Drews, President, African Chiropractic Federation**

Each year, Madrid College of Chiropractic, during the clinical training provides a limited amount of credits to the students who voluntarily provide humanitarian chiropractic services to the people that otherwise would barely have access to any type of healthcare.

During the academic year, all the graduating classes get exposed to patients on a Caritas shelter home for refugees, immigrants and homeless in the heart of Madrid. And as the year comes to an end, the ones who can afford come on a Mission trip abroad supported by the college, where they will have a life-changing experience. The first four cohorts have visited the Manaus in Brazil twice, Nepal and Peru. This time the choice was made easy by coming to Namibia.

In 2015 during a visit to the Madrid College of Chiropractic in El Escorial we started discussing the possibility of collaborating when planning a mission trip for their next graduating class and soon it became clear that Namibia would be an ideal destination. The Minister of Health and Social Services in Namibia had called upon the private sector in the country to do outreach programmes into areas with a lack of services, so a mission trip of this kind fitted into this frame work perfectly. The Kavango and Zambezi regions in Namibia are two of the economically poorest regions despite their natural beauty. We chose the Kavango region for this mission trip mainly due to the dire need for health care and ease of accessibility. I have found over the years of dealing with various authorities that it is most advisable to organize and handle certain events in collaboration with other existing foundations and projects, so I contacted the Theresia Foundation and Komeho project to assist us with logistics and premises to deliver our voluntary services.

When the 7 new graduates, from Spain, France and Mexico, and the supervising clinician, Dr Carlos Gevers, finally touched down on Namibian soil on the 13th of June this year, excitement was great all around. An eight hour car trip took us to our desired destination close to Rundu. Arriving in Kaisosi village, just 9km east of Rundu, on the first morning of the mission left us flabbergasted at the view of the turnout of patients.



And the following 3 days in various locations had the same resonance. All in all the 7 graduates saw and treated close to 1200 patients in 4 days working from 8 till 5 or even later. There was magic in the air particularly at Mawanze village. We had 5 locals helping us with filling in the take-in forms for each patient and translating during treatments. Without their help it would have been extremely difficult and downright impossible to communicate and the mission would not have been half as successful.

The challenges the people face in this area on a daily basis just for plain survival none of us will ever be able to comprehend. Most people that we saw do not have means to provide for 3 meals a day, let alone healthy balanced meals and least of all pay for any health care



## Madrid Students Bring Relief In Namibian Outreach Trip (continued)



services. Although there are rural health care clinics these require a 5-15km walk or the need to arrange some sort of alternative transport. As was evident from the "medical passports" care given in these clinics, as well as a government funded hospital in the near-by town, was extremely limited to the prescription of *Ibuprofen* for whatever condition or complaint the patients presented with. As a high percentage of patients seen have had TB and also malaria in the past immunity is in any case compromised, but adding the relatively high rate of HIV infected individuals just makes the whole scenario worse. The conditions seen and complaints presented were often heart-wrenching and more often than not we knew that just the fact that we took the time to listen to them, showed compassion and touched them was all we could do for them (definitely more than what the government hospital staff had ever done for them).

We could very well argue that this particular mission has contributed to raising the health consciousness of the local population. And we could make a never-ending list of conditions seen, but would like to point out at least a few of them: polymyositis ossificans, microcephalia, choreas, autistic spectrum disorders, cerebral palsy, Parkinson's, claw hand (ulnar palsy), Pott's disease, Bell's palsy, interventricular septal defect, tonico-clonic seizures... and even a patient who claimed to have been resuscitated!

The newly qualified DC's delivered chiropractic treatments and often had to give simple lifestyle advice like cutting out sugar from the diet and

drinking water, which are very common problems in these communities. We at times had to write further investigation suggestions into the patient's "medical passports" in the hope that on their next visit to the local clinic or hospital this advice will be taken further. Due to too little and often poorly trained staff and insufficient funds this will probably only remain a vague hope. It was obvious that there is a huge need for healthcare providers in this region of the world, and from the results and satisfaction observed in such a short time, chiropractors might have a very important role to play.

The mission also attracted the interest of the national broadcasting company who came to film the chiropractors in action and conducted interviews with Carlos, myself and some patients. The material was then part of the evening news, so excellent exposure for chiropractic and the mission.

This outreach program was a very humbling experience for all of us and yet so rewarding on many levels. There are impressions that are edged into our minds that will always stay with us and we are richer for having been part of this mission. It has been an incredible learning opportunity seeing conditions that the graduates had only read about in the text books. graduates behaved in a highly professional and respectful manner at all times and it was an absolute honour and pleasure to assist them. I can only commend the MCC for turning out such competent and passionate chiropractors. **ED**





## New Gallup Poll Shows High Utilization Rates For Chiropractic

A Gallup-Palmer College of Chiropractic study about Americans' perceptions of chiropractic found that nearly two-thirds of U.S. adults (65 percent) report having had neck or back pain significant enough that they saw a health-care professional at some point in their lives, demonstrating a significant need for back-pain treatment in the U.S. The "Gallup-Palmer College of Chiropractic Annual Report: Americans' Perceptions of Chiropractic, comes from the second annual Gallup-Palmer survey of American attitudes about chiropractic care.

"Many Americans reported dealing with significant neck or back pain," said Cynthia English (pictured opposite), Gallup research consultant in charge of the study. "Among U.S. adults who sought professional care for neck or back pain, seven in 10 (71 percent) tell us they have been to a doctor of chiropractic."

This year's study also found that among the myriad of treatment options available for back and neck pain, perceptions among U.S. adults vary regarding the effectiveness and risks associated with each. U.S. adults are more likely to describe chiropractic care as "very safe" and "very effective" than to say this about pain medications or back surgery.

"Low-back pain and neck pain place a tremendous burden on our society," said Christine Goertz, D.C., Ph.D., vice chancellor for



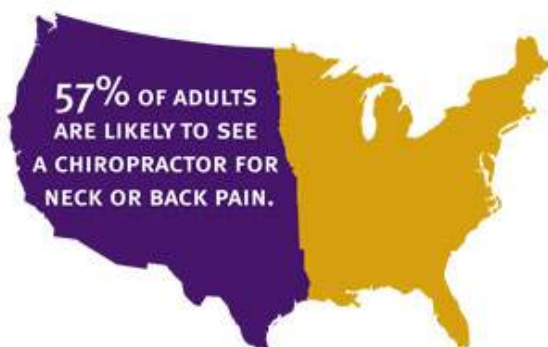
research and health policy at Palmer College of Chiropractic. "The opioid-overuse epidemic in the United States demonstrates that Americans need safe, effective, conservative health-care alternatives to prescription pain killers."

The Gallup-Palmer report found that many Americans are choosing chiropractic, and a large majority of those who do describe the care as "very effective" and a good value for the money they pay.

Nearly 62 million U.S. adults (25 percent) went to a chiropractor in the last five years, with more than half (35.5 million) saying they went in the last 12 months. Adults who've seen a chiropractor in the last 12 months are generally very positive about their experience. About three in four of these adults (77 percent) describe the treatment they received as "very effective." Eighty-eight percent of recent chiropractic patients agree the quality of care they received was a good value for the money.

Highlights of the study results are [online](#).

Results of the Gallup-Palmer report are based on a Gallup Panel study of 7,645 national adults, aged 18 and older, conducted Feb. 8 to March 11, 2016, via the Web and by mail. The maximum margin of sampling error for this study is  $\pm 1.8$  percentage points, with a 95 percent confidence level.



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*Dr Frank Nicchi, President, New York Chiropractic College*

## CCE Consulting on New Standards

The Council on Chiropractic Education (United States) has recently been undertaking a profession-wide consultation on proposed new standards for the training of doctors of chiropractic.

Key draft changes to the CCE Accreditation Standards have focused on revisions to improve consistency and clarity, along with meta-competencies. They have also stressed the importance of the development of the student as a professional and lifelong learner.

There are several changes made to emphasize that the Standards apply regardless of the mode or location of the delivery of the education. CCE states that these changes are to address distance education.

Earlier this year, CCE (US) withdrew from the Councils on Chiropractic Education International, citing a unanimous rejection of CCEI's new framework on international chiropractic education.

CCE maintains recognition by the United States Department of Education as the national accrediting body for Doctor of Chiropractic Programs and chiropractic solitary purpose institutions of higher education. CCE is also recognized by the Council for Higher Education Accreditation (CHEA) and is a member of the Association of Specialized and Professional Accreditors (ASPA) and the CHEA International Quality Group (CIQG).

## New York Chiropractic College President Announces Retirement.

Dr Frank Nicchi, the longstanding President of New York Chiropractic College (NYCC), has announced that he is to retire at the end of August 2017.

Dr Nicchi, who has worked at for 36 years, 17 of them as President.

Under his leadership, NYCC has evolved from being a single-purpose provider of chiropractic education only to now offering a range of programs to train naturel health care professionals and academicians.

Dr Nicchi was awarded a Bachelors degree from St John's University, New York , in 1973. He went on to gain a Doctor of Chiropractic degree from New York Chiropractic College in 1978. In 2005, he was awarded a Masters Degree in Management from Roberts Wesleyan College.

Dr Nicchi joined the faculty at NYCC in 1980. Immediately prior to his appointment as President, Dr Nicchi served as Dean of Continuing Education.

He also maintained a private practice in New York for over 20 years.

Dr Nicchi's Presidency included the addition of Masters degree programs in acupuncture, oriental medicine, applied clinical nutrition, human anatomy and physiology instruction, and diagnostic imaging. NYCC now also offers a bachelor of professional studies degree in life sciences.

Nicchi has served as president of the Association of Chiropractic Colleges, a consortium of accredited chiropractic educational programs in North America, and as a board member of the Academic Consortium for Complementary and Alternative Health Care.

The succession committee of the college's board of trustees is working on identifying a successor.

New York Chiropractic College is in Seneca Falls, New York.

# Formula 1 and English Premier League: A day in the life of an AECC student intern.



With links to Formula One's Red Bull Racing and English Premier League Side AFC Bournemouth, Anglo-European College of Chiropractic student interns are exposed to elite sport at an early stage in their careers. Here, chiropractic student **Sam Glynn** talks about his unforgettable experience as a final year intern.

AECC's links to Red Bull Racing came about through its relationship with ex-Royal Marine performance coach Bernie Shrosbree. Shrosbree visited AECC and was "blown away" with the facilities on offer.

The visit paved the way for Dr Neil Osborne, Director of Clinic and Vanessa Frost, Exercise and Rehabilitation Manager to begin clinical services and performance training at Red Bull's UK Headquarters in Milton Keynes.

Final year student intern Sam Glynn was selected to work alongside Osborne and Frost, and explained just what was involved working at the Formula 1 facility.

"Not being particularly well-acquainted with early starts, I was buzzing on the day I was asked to travel up to the Red Bull HQ and work with the staff there. Arriving at the facility, the understated set of warehouse buildings only

gave away their contents by the image of a Red Bull Formula 1 car on the side of one of them."

"Inside, however, it was a different story. Formula 1 cars were suspended from the ceilings and a tour of the facility quickly reminded me that this was no ordinary warehouse! "

Sam explains that AECC's work involves optimizing the health and fitness of the entire team, not just those in the driving seat.

"Our morning was spent with Vanessa and the pit crew in their gym/exercise center, testing each of the crew before running a couple of group exercise sessions. The primary goal is injury prevention, but we also were on hand to treat any injuries that any of the crew were already suffering from."

After observing a number of pit crew drills, Sam quickly understood the issues and the physical demands of the work.

"Seeing the pit crew in action on a real F1 car it was clear to see why we were needed. I've never seen so many tasks needing to be completed in two seconds in my life! And these jobs were demanding; heavy awkward lifting, jacking up the front of the car. The list goes on... and all performed in seconds."



"This gave us some perspective regarding the kind of advice that would be useful for each person to minimize their risk of injury."

"My afternoon was spent in a treatment room assessing, diagnosing and treating the Red Bull staff under supervision. It was an exciting and challenging experience, and I love the feeling I get when someone comes in with pain, or limited movement, and leaves feeling better."

Sam explains that the intensely rewarding nature of providing chiropractic care is one of the reasons he entered chiropractic in the first place.

"The afternoon flew by before I had time to stop and think about it. It was a long, exhausting day, but an amazing experience."

"One truly amazing thing about being an AECC Intern is that I don't know what I will be doing or who I will be treating from one day to the next. It could be regular patients in the AECC Clinic, AFC Bournemouth Footballers or newborn babies. I may find myself helping out with an open day, or even shadowing a GP/Doctor in a Surgery – the list goes on. I am excited about my future career as a chiropractor and the huge opportunities it presents"



*Sam Glynn*

## WFC Welcomes Two New Corporate Partners.

Chair of the WFC Corporate Partners Committee, Dr Rand Baird has announced two organizations that have become WFC Corporate Partners.

Joining at Silver Corporate Partner level (US\$1000) is **ChiroFusion**, a chiropractic software company. ChiroFusion was built from the ground up by a world-class team consisting of three highly successful chiropractors, a former insurance company claims executive, and a healthcare IT guru. Its chiropractic software has been developed to improve efficiency and productivity in the office while maximizing profits.

ChiroFusion Software allows users to access their practice data from any web-connected device at home, at work, or while traveling. It is also PC, Mac and Tablet compatible!

ChiroFusion's comprehensive documentation

solution is designed to both save time and stand up to the scrutiny of insurance companies.

The second new corporate partner, joining the WFC at Bronze level (US\$500) is **Healthlight**. Healthlight is a US-based laser therapy company specializing in a range of products to improve health and wellness.

HealthLight™ is a photo-modulated (pulsed, light emitting diodes) device also known as low-level light therapy (LLLT). The infrared and visible red LEDs are the heart of the HealthLight™ Therapy systems, providing gentle but powerful non-coherent light.

Healthlight devices are recognized by the FDA under classification/clearance (IRT) 890.5740. The FDA requires the manufacturing facilities to be registered and adhere to GMP quality standards. HealthLight™ systems have the distinction of being manufactured entirely in the United States, not overseas.

The WFC is delighted to welcome these two organizations as supporters of its work and mission.

# Motivating Canadians: Building A Brand

CCA explains how it has worked to build a brand position for chiropractic across Canada.

Human connections are the heart and soul of the profession. At the end of the day, you're dealing with people. Helping Canadians seek out a chiropractor's expertise is our motivation. We are pleased to share that for the first time, the chiropractic associations across Canada united to develop a consistent brand position and story that effectively communicates the value of chiropractic to Canadians and to the healthcare system from the perspective of patients. We are excited to deliver a clear message that clarifies what we do as a profession, why we do it, and how we change lives. We wanted to define the chiropractor's role in a way that has value for Canadians, the profession, and our members. We wanted to convey to the public that chiropractors are there to help the patient and that there is evidence behind chiropractic care. For our members, we wanted to create opportunities to be part of a movement—one that values chiropractic as an integral part of every Canadian's healthcare team.

This initiative began in the fall of 2014, and through working groups, external consultants, and validated public opinion research, it has grown into a professional descriptor, a national brand positioning statement, and the brand story we have today.

## Professional Descriptor:

*Canada's chiropractors are musculoskeletal (MSK) experts, providing the assessment, diagnosis, treatment and preventative care of biomechanical disorders originating from the muscular, skeletal and nervous systems.*

## Brand Positioning:

*For people with persistent back or neck pain, headaches or migraines that prevent them from enjoying their everyday lives, chiropractors are spine, muscle, and nervous system experts specifically trained to diagnose the underlying cause and recommend treatment options to relieve pain, restore*

*mobility, and prevent reoccurrence so that people can lead healthy, active lives.*

## Brand Story Video:

View the video here: [www.chirochangespain.ca](http://www.chirochangespain.ca).

The underlying commitment we all share is towards the patient—to be understandable and to be clear, in plain language about how the profession works, what its unique value is, and why our patients matter to us. When patients know and understand that their well-being comes first and that their treatment is about them—and guided by an evidence-informed practice—it allows patients to have more trust in the profession. Our professional descriptor is based on information validated through public opinion research. While it may not capture the nuances of each individual practice, it does touch on is what the public is telling us is the main reason they would even seek out a chiropractor.

Our brand positioning statement is predominantly public facing and is based deeply on the insights of



the public into the profession of chiropractic. A shared national positioning statement increases the reach of the profession and the public's awareness of it. The brand positioning uses language that can be understood and appreciated by the general public. Through this statement, we have created a brand story. Our brand story is also public facing and designed to answer the question, "Why chiropractic?" from a patient-centred perspective. Our brand video tells Canadians who suffer from spine, muscle, and nervous system pain that chiropractic care can help them. It also tells Canadians that chiropractors are experts trained to diagnose that pain and recommend treatment options to relieve pain, restore mobility, and prevent reoccurrence so that they can lead healthy and active lives.



## British Chiropractic Student Secures Gold For England in International Dressage Event.

A young British chiropractic student has secured an individual gold medal for England in the Under 25's England Dressage team at the Home International with her mare, Don Princess.

Antonia Oakes, who started studying at AECC in 2014 commented: "I started riding at three years old and became hooked straight away. I was always in trouble for sneaking out of the house, trying to ride the rescue donkeys with no tack; wearing an oversized pair of welly boots, (which would usually fall off) and a disastrous pair of orange trousers which I, maybe no one else, considered to be the perfect cowgirl fashion statement!

"Don Princess is a Hannoverian horse who I have trained through the levels, starting in the national team when I was 15 years old and winning at regionals, inter-regionals, nationals and Home Internationals."

Antonia works hard to balance riding with her chiropractic studies and is up many mornings at 5am to fit in focused training sessions before lectures. At the end of the day, she uses her evenings to concentrate on the academic side of life.

Wednesday afternoons are free of teaching at AECC, which provides Antonia an opportunity to receive training from her coach Jodie Philips who helps her develop each week.

During the weekends, Antonia studies for a full day in order to spend the next day competing, riding for other owners or teaching clients.



"It is a challenging schedule: AECC has been hugely supportive of my dressage career and tutors are always willing to let me juggle lectures during the week if I have to go off competing on Fridays, ensuring I do not miss any studies. I have been fortunate enough to receive a sport scholarship each year and am forever grateful to the AECC as it goes a long way.

"Admittedly, it has been a tough year to balance studies and sporting commitments but finding out I had passed all my academic exams and achieving a gold medal for my home country in the same month really was magical."



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