



WFC QUARTERLY WORLD REPORT

A REPORT FOR:	INSIDE:
WFC Member Associations	Spinal Manipulation & Exercise in Rio..... 2
WFC Associate Members	Sister Yengo's Inspiration 3
WFC Council and Past Councillors	Future Events 6
WFC Research Council and Committees	WFC News 6
Regional and Affiliated Organizations	FICS Report 8
	Public Health and Baird Interview..... 9
	World Notes 11
	Farewell Russ Gibbons 16
	Associate Members Report 17



PRESIDENT'S MESSAGE

Recently I had the privilege of addressing some 100 international student delegates at their 31st Annual World Congress of Chiropractic Students (WCCS) in Dallas, Texas. My message was one that I will share often during my two year term as WFC president.

It is my strong belief, and one shared by many others, that in the next decade the chiropractic profession will become among the most respected in the healing arts for the health care services they provide. As the German philosopher Arthur Schopenhauer once said, "All truth passes through three phases. First, it is ridiculed. Second, it is violently opposed. Third, it is accepted as being self evident."

Professional achievements across the globe point are pointing in this direction. There will be challenges still to come and I am confident that our profession will continue to meet them successfully. Open and honest discussion of our internal issues with mature consensus building will pave the way.

In my first President's Message in June I reviewed the WFC's core purposes – one of which is "to offer impartial forums for debate and exchange of information" on important issues for our profession.

One current issue of fundamental importance is whether or not there should be any use of medication in chiropractic practice. On one hand chiropractic was born and has flourished as a drugless profession and the WFC has policy against the use of prescription drugs, passed by the Assembly in 1999. That policy is given below.

On the other hand surveys in Europe and North America in recent years show that there is now significantly divided opinion on this matter. In Switzerland the profession now has limited prescription rights. This is for oral and topical over-the-counter medications, with patients reimbursed by insurances.

As a result of this divided opinion the WFC Council has decided that a forum on this issue should be held at the Assembly of Members in Rio de Janeiro next year, to be held April 4-5 just prior to the main WFC Congress. The forum, titled *Should There be Use of Medication in Chiropractic Practice* will feature:

- Open forum for short presentations and discussion – 90 minutes

The first invited speaker will be Dr. Gian Joerger, President, Association of Swiss Chiropractors speaking on *The Experience of Switzerland*.

Next there will be a panel of 4 speakers representing the Pacific, European, North American and African Regions. These speakers are Dr. Dennis Richards, Past-President, Chiropractors' Association of Australia, Dr. Richard Brown, President, British Chiropractic Association, Dr. Gerard Clum, President, Life College of Chiropractic West and Dr. Charmaine Korporaal, Vice-President, Chiropractors' Association of South Africa and Head of Department and Clinic Director, Chiropractic Program, Durban University of Technology.

I hope there will be representatives of all WFC member associations and many colleges and other associate members present for this important forum.

Other highlights of the Assembly include delivery of the John A. Sweaney Lecture by Dr. Scott Haldeman and a sports chiropractic report from Dr. Sheila Wilson of Indianapolis, newly elected President of the Fédération Internationale de Chiropratique du Sport (FICS).

- Invited speakers – 60 minutes

FICS, continues to make exciting progress, with strong staff support from the WFC secretariat for the past 3 years. A FICS news release last week confirmed that there will be a team of at least 24 sports chiropractors available for all athletes at the Pan American Games in Guadalajara, Mexico, October 13-30, 2011. FICS will be holding its 2011 Assembly and Symposium with us in Rio de Janeiro – on Wednesday April 6.

It is with great pride that I also announce that the WCCS will be joining us in Rio and will be holding their 32nd Congress with WFC.

I look forward to seeing you all in Rio. I also warn you to make plans to attend now – while there are still rooms available at the Rio Intercontinental Hotel. The WFC has more earlier registrations – already over 200 – than for any previous congress. This will be an exciting one.



J. Michael Flynn, DC
WFC President

**WFC POLICY STATEMENT
Use of Prescription Drugs**

*Approved by the Assembly of the World Federation of
Chiropractic
Auckland, May 1999*

WHEREAS the scope of chiropractic practice includes the management of patients with acute and chronic headache, neck pain and back pain and other neuromusculoskeletal disorders;

AND WHEREAS some of these patients may at times benefit from the use of prescription drugs and, as a result, a small minority of chiropractors has advocated seeking an expansion of the scope of chiropractic practice to include rights to prescribe drugs;

AND WHEREAS the art, philosophy and science of chiropractic have always emphasized the inherent recuperative power of the body to heal itself without the use of drugs or surgery and the legal scope of practice of chiropractic in all jurisdictions is based upon that premise;

AND WHEREAS it is desirable that there be international consistency in the essential components of the practice of chiropractic;

NOW THEREFORE IT IS RESOLVED by the World Federation of Chiropractic that for reasons of chiropractic principle, patient welfare and interdisciplinary cooperation the practice of chiropractic does not include the use of prescription drugs, and chiropractic patients who may benefit from prescription drugs should be referred, where appropriate, to a medical doctor or other suitably qualified health care practitioner.

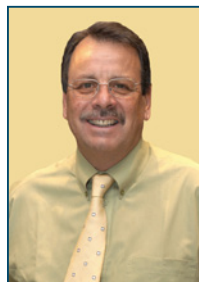


www.wfc.org/congress2011

The chiropractic profession was the main developer of the art and science of manipulation in the 20th century – but how much do you really know about the history of manipulation and its status in the world today?

This is one major theme of the WFC congress program in Rio de Janeiro next April. In one plenary session the Palmer College historian Glenda Wiese describes the origins of SMT and its history through to the 1950s. She is author of a chapter on this subject in *Haldeman's Principles and Practice of Chiropractic (Third Edition)*.

David Chapman-Smith then describes the changes occurring from the 1970s to the 1990s – the era in which spinal manipulation moved from rejection to acceptance by the wider health science community. Next Dr. Molly Robinson describes and compares current requirements in chiropractic and osteopathic education. Dr. Robinson is the chiropractor on staff at the World Health Organization, and has been involved in the editing of WHO's Guidelines in this field.



Dr. Mariano Rocabado

Final speaker in this session is Professor Mariano Rocabado, Dean of the Faculty of Rehabilitation Sciences at the University of Andres Bello, Santiago, Chile speaking on *SMT and Physiotherapy: History and Current Standards of Education*. Professor Rocabado, a doctor of physical therapy and a leading international authority on PT manual therapy, will bring us up to date on exactly what is happening in his profession.



Dr. Scott Haldeman

There is much more. In the opening session of the academic program Dr. Scott Haldeman of Los Angeles and Dr. Greg Kawchuk of the University of Alberta, Canada explain the physiological and biomechanical mechanisms of action of joint manipulation and the known effects. On the second day Dr. Lindsay Rowe, co-author of *Essentials of Skeletal Radiology* by Yochum and Rowe, and qualified as both a chiropractic and medical radiologist, addresses red flags and what to avoid when considering spinal manipulation.

Following these lectures there is a choice of technique workshops from leading clinicians and experts – for example Dr. Mark Charrette on lower extremities, Dr. Brian Nook on side posture lumbar adjusting, Dr. John Downes of Life University on cervical adjustment, Dr. Arlan Fuhr on Activator Methods and Dr. Elise Hewitt on pediatric adjustment.

UNDERSTANDING SPINAL MANIPULATION AND EXERCISE IN RIO CONTINUED...

Today clinical guidelines are increasingly recommending a combination of manipulation and exercise for patients with recurring of chronic neck and back pain. Two leading authorities present lectures on best exercises and recommendations for practice with patients with chronic pain and disability.

The first is Eduardo Bracher, DC, MD, PhD of Sao Paulo of Brazil, a Palmer West graduate who is also a medical specialist in physical medicine and rehabilitation. Dr. Bracher will review best exercises for spinal problems. The second is Michael



Dr. Eduardo Bracher



Dr. Michael Schneider

Schneider, DC, PhD of the University of Pittsburgh, Pennsylvania. Dr. Schneider will review best exercises and recommendations for chronic pain in the upper and lower extremities.

Have you ever experienced the excellence and excitement of a WFC Congress? Come to Rio de Janeiro next April and be part of a strong academic program, an outstanding social program and a great venue at the Rio Intercontinental Hotel in one of the most exciting cities in the world. All information is at www.wfc.org/congress2011.

SISTER YENGO'S INSPIRATION AND CAUSE MOVE ON



Sister Yengo

In 2009 Savanna Koebisch, 13-year old daughter of Dr. Peter Koebisch of Cochrane, Alberta, Canada, won her home town's Leader of Tomorrow award. At the WFC's Montreal Congress in 2009 she attended the Women's Leadership Forum and met Sister Yengo. Here is the result.

When my dad Dr. Peter Koebisch introduced me to Sister Yengo at the Montreal Congress, little did I know that this, WFC and its members would change my life forever.

As you may know Sister Yengo is a nun, chiropractor and physician who has an orphanage in the Congo. Although I'd already been to Africa three times on adventure travel, her presentation inspired me to return on a humanitarian mission.

I vowed I'd climb the continent's highest mountain, Kili-manjaro, and raise a dollar for each foot of its elevation to support Sister Yengo's Children. I called my project "One Foot at a Time." Kili's elevation is 19,341 feet. So far I have raised approximately half of my goal. Fundraising has consisted of:

handmade candle sales, art raffles, barbecues, support of local youth groups and donations from the community.

Our climb up the longest route, Lemosho, took eight days and covered 110 kilometres. We started in a steamy rainforest and as the elevation rose, the temperatures and vegetation declined. At -20 degrees on the summit there are still glaciers, lots of rocks and not much else.

Just before dawn on July 28th 2010, after climbing through the night, I reached Stella Point on the rim of the crater, at 18,884 feet. Steadily progressive altitude sickness prompted my parents and guides to mandate my rapid descent. With Uhuru Peak so close it was a very emotional decision, but I reluctantly admit the right one.

Dad carried my banner to the top and I'm healthy enough to try again. My fundraising for the kids continues. Please help! My e-mail is: skoebisch@gmail.com. See you in Rio!

Savanna Koebisch

To support Savanna and to donate go to www.sisteryengo-children.org. There you will see mention of the One Foot at a Time Project. We (David Chapman-Smith and Dr. Sira Borges) have just donated \$100 today and challenge you to do the same.



Savanna on Mount Kilimanjaro



Dr. Peter Koebisch and guide at the Summit



WORLD FEDERATION
OF CHIROPRACTIC

FÉDÉRATION MONDIALE
DE CHIROPATIQUE

FEDERACIÓN MUNDIAL
DE LA QUIROPRÁCTICA

WFC's 11th Biennial Congress

Redefining Chiropractic Around the World



Platinum Sponsor:



Research Main Awards:



Research Poster Awards:



All Information: www.wfc.org/congress2011

Hosted by:



Brazilian Chiropractic Association



FEEVALE University



Anhembi Morumbi University

ADMINISTRATION

COUNCIL

Michael van den Bos DC, South Africa	African Region
Terrence Yap DC, Singapore	Asian Region
Efstathios Papadopoulos DC, Cyprus (<i>Past-President</i>)	Eastern Mediterranean Region
Espen Johannessen DC, Norway	European Region
Barry Lewis DC, CCSP, UK	European Region
Carlos Ayres DC, Peru	Latin American Region
Deborah Kopansky-Giles DC, FCCS, Canada	North American Region (Canada)
Greg Stewart DC, Canada (<i>2nd Vice-President</i>)	North American Region (Canada)
Gerard Clum DC, USA - ICA	North American Region
J Michael Flynn DC, USA - ACA - (<i>President</i>)	North American Region
Rick McMichael DC, USA - ACA	North American Region
Dennis Richards DC, FICC - Australia (<i>1st Vice-President</i>)	Pacific Region

RESEARCH COUNCIL

Philip Bolton DC, PhD	Australia
Alan Breen DC, PhD	United Kingdom
Scott Haldeman DC, MD, PhD (<i>Chair</i>)	USA
Gregory Kawchuk DC, PhD	Canada
Charlotte Leboeuf-Yde DC, MPH, PhD	Denmark
Reed Phillips DC, PhD	USA
John Triano DC, PhD	Canada

STAFF AT THE SECRETARIAT



David Chapman-Smith
Secretary-General



Khalid Salim
Manager, Administration



Sandra Brown
Executive Assistant



Sarah Yabut
Administrative Assistant



Natalie Colavecchia
Manager, Meetings & Communications

COMMITTEES

Associate Member and Public Health
Chair, Rand Baird DC, MPH - USA

Bone and Joint Decade
Chair, Deborah Kopansky-Giles DC, FCCS - Canada

Policies & Procedures
Chair, J. Michael Flynn DC - USA

Profile of the Profession
Chair, Gregory Stewart DC - Canada

FUTURE EVENTS



WFC/CECE/ACC Education Conference

Sponsored by: Association of Chiropractic Colleges, Consortium of European Chiropractic Educators, World Federation of Chiropractic

Hosted by: Royal University Center – Maria Cristina

Co-Sponsors: National & International Board of Chiropractic Examiners

Place: RUC – Maria Cristina, San Lorenzo, Madrid, Spain

Dates: October 13 – 16, 2010

Theme: Clinical Training in Chiropractic Education

Information: www.wfc.org - go to Events/Regional Meetings



WFC's 11th Biennial Congress

Host: Brazilian Chiropractors' Association

Place: Rio de Janeiro, Brazil

Date: April 6 – 9, 2011

Information: www.wfc.org/congress2011 and www.quirpraxia.org.br/congresso2011



David Chapman-Smith
WFC Secretary-General

WFC NEWS

Rio Congress Assembly

Dr. Flynn's message in this QWR explains that there will be an important forum on use of prescription drugs at the Rio Assembly of Members. You will receive the usual notice and documents concerning the Assembly during October but note these dates:

- **Sunday April 3:** WFC Council Meeting – Observers welcome
- **April 4-5:** WFC Assembly
- **April 6:** FICS Assembly and Symposium; meeting of Regulatory Boards; rest day for others
- **April 7-9:** Main WFC Conference

Those attending the Assembly should arrive on or by Sunday April 3. For most countries this means a departure on Saturday April 2. **For many countries you will require a visa – do not forget to apply early for this.**

For a more complete list of congress events, all information, registrations and accommodations go to www.wfc.org/congress2011.

Bone and Joint Decades

The International Steering Committee which led the BJD for the first decade, chaired by Professor Lars Lidgren of Sweden, was replaced by a new International Coordinating Council (ICC) which will take the decade forward until 2020.

Dr. Deborah Kopansky-Giles, WFC Council member from Canada, was appointed to the new ICC during the summer and was at its Inaugural Meeting in Lund. This marks the first time that a chiropractor has held a position in the BJD leadership and the first time that Canadians have played a role in the leadership of this international organization. In Lund the ICC, taking direction from the World Network Meeting delegates and National Action Networks worldwide, agreed to continue to prioritize four key objectives for the BJD:

1. Raise awareness of the suffering and cost to society associated with musculoskeletal conditions.
2. Empower people to participate in their own care.
3. Promote cost-effective prevention and treatment.
4. Advance understanding of musculoskeletal conditions and improve prevention and treatment through research

The WFC would like to congratulate Dr. Kopansky-Giles for her prestigious achievement and looks forward to contributing to the BJD efforts for the next decade. The WFC also thanks its many members who are active in BJD National

Action Networks – those deserving particular mention include the **American Chiropractic Association**, the **Canadian Chiropractic Association**, the **Chiropractors’ Association of Australia** and the **Norwegian Chiropractors’ Association**.



Members of the ICC include:

Back row L to R: Prof. Girish Moody (South Africa), Prof. Deborah Kopansky-Giles (Canada), Prof. J. Mieke Hazes (Netherlands), Prof. Sherine Gabriel (USA), Lillian Mwaniki, Esq (Kenya), Prof. Krisitina Akesson (Sweden), Debra Lappin, Esq (USA), Prof. Peter Brooks (Australia), Prof. Stuart Weinein, (USA)

Front row L to R: Prof. James Waddell (Canada), Prof. Ghassan Maalouf, (Lebanon), Prof. Nicolas Walsh (USA), Prof. Anthony Woolf (UK) – Chair, Prof. Vo Van Thanh (Vietnam), Prof. Karsten Dreinhofer (Germany)

Absent: Prof. Mitsuo Ochi, (Japan), Prof. Marcus Musafir (Brazil), Prof. Josef Smolen (Austria), Jack Skrolsvik (Norway)

WFC/CECE/ACC Education Congress – October 14-16 Spain

Following a strong response to the Call for Papers there is now an impressive program and over 100 registrants for this meeting at the RCU Escorial Maria Cristina on *Clinical Training in Chiropractic Education: Meeting the Demands of a New Era*.

This has involved much fine work by WFC staff during the past 2 months – particular thanks to Sarah Yabut and Natalie Colavecchia. Thanks also to Program Directors, Dr. Joe Ferguson, Life Chiropractic College West, Dr. Ricardo Fujikawa, RCU Maria Cristina, Dr. Martin Wangler, European Academy of Chiropractic and Dr. Michael Wiles, Northwestern Health Sciences University.

There will be a full report in the next Quarterly World Report. If you are a potential late registrant all information is under Events/Meeting at www.wfc.org.

FICS – Sports Chiropractic

In the response to a WFC member survey at the end of 2006 there was strong agreement that development of the specialty of sports chiropractic was important to the profession and its

profile. As a result the WFC has been providing staff support for FICS for the past 3 years.

This places a heavy load on the WFC’s staff – they are supporting a second organization, and one which has many registrations for its postgraduate educational programs. However the results are proving rewarding for everyone.

The sports chiropractic world is now united. This month’s issue of the FICS News reports that, following on from chiropractic services being available for all athletes in the host medical team of the Vancouver Olympics this year, chiropractic services are now to be included on the same basis for the Pan American Games in Guadalajara, Mexico next year. The recent FICS News Release on that is reprinted in this QWR – see Page 8.

In recent elections the new FICS President is Dr. Sheila Wilson of Indianapolis, Past-President of the American Chiropractic Association Sports Council. Other officers are:



Dr. Alex Steinbrenner

- First Vice-President, Dr. Alex Steinbrenner (Germany) – A former FICS Secretary-General

- Second Vice-President, Dr. Gaery Barbery (Australia) – A New Zealander living in Australia and just completing a masters degree in rehabilitation/sports sciences

- Secretary, Dr. Charmaine Korporaal (South Africa) - Head of Department and Clinic Director, Chiropractic Program, Durban University of Technology and Vice-President, Chiropractors Association of South Africa.

- Chief of Finances, Dr. Marcelo Botelho (Brazil) – A sports chiropractor with the Brazilian team at the last Pan American Games who is in his final year of a medical degree.



Dr. Sheila Wilson

WFC Member Mailings

You should have received two recent member mailings:

- To member associations, with a short survey form seeking member feedback on the WFC’s core values, core purposes and vision statement.
- To all members concerning the recent UK statements on the vertebral subluxation complex, and the response in Canada.

If these did not reach you they can be found at the members’ area of www.wfc.org (go to the member log in at the home page). Alternatively, request a photocopy from Sarah Yabut at syabut@wfc.org.

FICS REPORT

Chiropractic Services Confirmed for Pan Am Games

For more recent news on FICS see the September 30 Issue of the FICS News under Publications at www.fics-sport.org.

The XVI Pan American Games will be hosted in Guadalajara, Mexico from October 13-30, 2011, and the Local Organizing Committee (COPAG) is now finalizing arrangements for all host medical services for participants.



Dr. Moises Hernandez

Dr. Moises Hernandez, President of the Mexican Federation of Sports Chiropractors (FMQD), formally announced on September 27 that agreements are now complete for the inclusion of chiropractic services within the host medical team on a similar basis to the Vancouver Winter Olympics earlier this year.

“There is provision for a minimum of 24 chiropractors”, says Dr. Hernandez, “and we congratulate Dr. Eloy Marquez Cenicerros, Medical Coordinator, COPAG for his vision and understanding of the benefits chiropractic treatment can bring to athletes as part of the core medical team”.



Dr. Saul Luengas

Chief of Chiropractic Services for COPAG and the Games is FMQD Vice-President, Dr. Saul Luengas, a Palmer West graduate who practices in Queretaro, Mexico. Dr. Luengas has been meeting with COPAG to make arrangements not only for the Games but also for a Chiropractic Symposium at the Sports Medicine Congress in July 2011 which will precede the Games in Guadalajara.

The FMQD, which represents the specialty of sports chiropractic in Mexico, is the national member for Mexico in the International Federation of Sports Chiropractic (FICS), and FICS has supported the FMQD in its negotiations with COPAG. “We have had great assistance from FICS and the International Sports Chiropractic Association (ISCA)”, says Dr. Luengas, “and the FMQD, FICS and ISCA will be working in close partnership to guarantee that this is a success for both athletes and the international team of volunteer chiropractors we are putting together for the Games”.



Dr. Sheila Wilson

Members of the Pan Am Games Planning Committee for chiropractic services are Dr. Hernandez and Dr. Luengas, Dr. Sheila Wilson and Dr. Philip Santiago, FICS President and Secretary-General, Dr. Angela Salcedo, ISCA President and a member of the FICS Games Commission with special authority for Latin America, and Dr. Dale Richardson, ISCA Secretary General.



Dr. Angela Salcedo

“This will be the first Pan Am Games at which chiropractic services are officially included in the polyclinic and available to all athletes,” observes Dr. Salcedo, who practices in Washington, DC but whose family roots are in Colombia and Latin America. “That is a winning situation for everyone and these Games present an important opportunity to demonstrate the potential of chiropractic services for elite athletes in training and competition”.



Dr. Philip Santiago

The member countries of the Pan American Sports Organization (PASO), the organization overseeing the Pan American Games, are 42 nations from South, Central and North America and the Caribbean. The official languages of the Games are English and Spanish. The Games are held every 4 years in the year before the Summer Olympic Games. For details of sports included and all other information visit www.guadalajara2011.org.mx.



Dr. Dale Richardson

Principal negotiators for the FICS agreement with COPAG for chiropractic services, who deserve thanks for their excellent work, were Dr. Saul Luengas, Dr. Juan Sanchez, a faculty member at Parker College of Chiropractic who has served as the coordinator of the chiropractic program at the University of Ecatepec Valley (UNIVE) in Mexico City in recent years and Mr. David Chapman-Smith, FICS Counsel. See the report from Dr. Tim Ray, Chair, FICS Games Commission on page 8 of FICS News for further introduction to the 6 members of the Games Planning Committee.

For those interested in serving on the COPAG Sports Chiropractic Team for the Games, the application form will be posted at the FICS website and emailed to the FICS membership in January.

For further information contact: sbrown@fics-sport.org.



FEDERATION INTERNATIONALE
DE CHIROPRATIQUE DU SPORT

www.fics-sport.org

PUBLIC HEALTH

World Spine Day – 16 October 2010

Chiropractors have a special opportunity to advance awareness about spinal health and wellness to their patients on World Spine Day on 16 October 2010.

The leading program that the profession has developed for this is Straighten-Up – now endorsed by the WFC, the International Bone and Joint Decade and the US Bone and Joint Decade.

The International Bone and Joint Decade initiated World Spine Day in 2000 to alert the public globally about the serious impact of spinal disability on individuals and health care systems and to promote better spinal health habits. It encompasses musculoskeletal disorders such as joint diseases, osteoporosis, osteoarthritis, rheumatoidarthritis, low-back pain, spinal disorders, severe extremities trauma, crippling diseases and deformities in children.

Each year World Spine Day is observed as an opportunity to encourage spinal health by disseminating information on spinal health habits and by teaching spinal exercises.

Many WFC members have well-developed Straighten-Up materials available for use. See for example:

- www.straightenupaustralia.com.au
- www.chiropractic-uk.co.uk
- www.life.edu/Straighten_Up_America

Community health outreach activities may include:

- School exercise/postural health and backpack educational programs
- Fitness/spinal exercise events in public forums
- Office open houses with postural and spinal health evaluations
- Spinal health media releases for local media

Please send a brief report and photos of World Spine Day activities in your country for publication in the December issue of this newsletter. Send to Sandra Brown at sbrown@wfc.org.

In this issue of the QWR we reprint an interview with Dr. Rand Baird, Chair, WFC Public Health Committee, which appeared in the Cleveland Chiropractic College Newsletter, Kansas City and Los Angeles, September/October 2010, Volume 3, Issue 5.

Health Insights Today

A SERVICE OF CLEVELAND CHIROPRACTIC COLLEGE

Chiropractic in a Southeast Asian University Interview with Rand Baird, DC, MPH

Interview by Daniel Redwood, DC

Rand Baird, DC, MPH, is coordinator of the new chiropractic program at the International Medical University in Kuala Lumpur, Malaysia, after a distinguished career as a chiropractic practitioner and educator in the United States.

Baird is a 1982 graduate of Cleveland Chiropractic College – Los Angeles (CCCLA), and earned his Masters of Public Health degree from the University of Illinois Medical Center in Chicago with a major in Health Resources Management. He has taught on the faculty of CCCLA and Southern California University of Health Sciences, and on the postgraduate faculty of nine chiropractic colleges.

Dr. Baird was the driving force behind the successful effort in the 1980s to change the anti-chiropractic policy of the American Public Health Association. The APHA now has a Chiropractic Health Section. Baird has chaired the World Federation of Chiropractic's Public Health Committee since its inception in 1999. He also served as Consultant to the Thailand Ministry of Public Health and the Thailand Chiropractic Association from 1998-2009, designing and administering that nation's first chiropractic licensing exam in 2007.

What led you to move to Malaysia to become the chiropractic program coordinator at the International Medical University in Kuala Lumpur?

My friend and colleague, Dr. Michael Haneline, had applied for a job here as head of the department. They were planning to start a new program, the administration was very interested in chiropractic services and chiropractic education being brought to their country, and they had recruited Mike for the job. As a longtime friend and colleague, he asked me to write him a

Health Insights Today

A SERVICE OF CLEVELAND CHIROPRACTIC COLLEGE

Chiropractic in a Southeast Asian University

Interview with Rand Baird, DC, MPH

Continued...

reference letter. Of course, I did so and he got the job. Six months later, he called to once again thank me and say how happy he was with the job, and he wanted to know if, using my contacts, I could help him find new faculty members. Almost as a lark, I said, "How about me?" One thing led to another, and that's how I wound up over here. Of course, it helped that I had done consulting in neighboring Thailand for the previous decade and knew the region, too.

How is the chiropractic program integrated into the overall structure of the university? For example, does some of the faculty teach in more than one program?

Yes. They have what they call cross-teaching, where we have teachers from the medical school, the pharmacy school, and the basic sciences area, who teach some subjects in the chiropractic program. The chiropractors, strictly speaking, only teach the chiropractic subjects.

When your first class of interns starts its clinical experience, will chiropractic be in a stand-alone clinic, or will it be integrated in some way with the other programs?

We have two things going at the same time. First of all, the school committed, funded and built a beautiful, 4000-plus square foot freestanding chiropractic clinic facility on the ground floor of the building and hired CCCLA grad Dr. George Le Beau as its clinic director. So we have that going for us. On another floor of the building, they also just recently constructed and opened a new medical care clinic. We anticipate sending patients back and forth between the two, for true integrative programs.

On top of that, the president of our university is very interested in complementary and alternative medicine, in which he sees chiropractic as being one of the main players on the scene. He has asked us to draft proposals for establishing a Center for Excellence in Complementary and Alternative Medicine, which would provide for an educational program, a research program, and service clinic programs where integrative medicine, as he likes to call it, will be the model used. We'll have chiropractic doctors and interns treating patients, medical doctors and interns treating patients, and traditional Chinese medicine specialists and interns treating patients. He wants to add in several of the other complementary and alternative therapies, as well. We're trying to set the stage for International Medical University to be recognized as the leader in all of Southeast Asia, not just in medical education but in complementary and alternative medical education.

The concept of teamwork, collaboration, and integration is a quickly growing trend here in North America, although there are real challenges in making it operational. One of the key challenges is to have the training institutions for medical students and chiropractic students, for example, cross-fertilize so that integration and teamwork become the normal way of doing things in the future. It sounds like you may be a couple of steps ahead, frankly. That's very encouraging.

I think in that sense we are, because the commitment at the top is there. Our leadership is very strong here at the university. We tell all entering specialties, whether it be pharmacy, dentistry, medicine, nursing ... all the new incoming students are told that the model taught at our university is integrative care, that all of the professions are respected for their various contributions, and they're going to be taught to go to school together with each other and work together in the future with each other.

What do you find is similar and what is different about chiropractic students in Malaysia, as compared to the United States or other areas with which you may be familiar?

The demographics are quite a bit different. We have students here much younger than I'm used to. When I first started teaching here, I heard one of my students say, "It's time for me to stop being a teenager." I thought that was an odd thing to say, so I polled the class and found that their average age was 18!

How does that work in terms of prerequisite education that they need before entering the chiropractic program?

They use a very different educational model, in total, than we use in the United States. Because of the British influence here for so many decades, many schools in Southeast Asia use the British model of education, where what they call your pre-university studies—which would almost be a combination of our four-year high schools in the U.S. and your first two years of college—those are rolled into one. The average student finishes that between 16 and 18 years of age. By 18, they are ready to go into a more advanced university with a combined bachelor and doctoral program rolled into one. It's very much the British model, which is used in Australia and South Africa, as well. It's not foreign to them but it is foreign to an American educator.

Continued on page 21...

WORLD NOTES

Australia



Congratulations to Dr. Peter Garbutt of Canberra, Australian Capital Territory (ACT) on his recent appointment as President of the ACT Branch of Sports Medicine Australia (SMA).

SMA, which has an international reputation as a leading multidisciplinary sports medicine body, is Australia's national umbrella body for sports medicine and sports science. Prior to his recent appointment Dr. Garbutt served as Vice-President of the ACT Branch of SMA.



Dr. Peter Garbutt

He also serves as President of Sports Chiropractic Australia (SCA), the national sports chiropractic affiliate of the Chiropractors' Association of Australia (CAA).

With respect to his work with SMA Dr. Garbutt says "I also intend to continue to represent the chiropractic profession in the arena as a valuable and reliable partner in the sports medicine team".

"It is opportunities like these where it is important to not let go of our identity as chiropractors, but at the same time to work alongside others without shoving chiropractic down their throats".

Source: CAA's *The Australian Chiropractor*

Canada



Another Research Professorship

The Canadian Chiropractic Association (CCA), through its research affiliate the Canadian Chiropractic Research Foundation (CCRF), has a program to build chiropractic research capacity in Canada. This is not only through supporting chiropractors seeking PhD degrees but also the establishment of research positions at leading universities in all provinces with matching funding from the CCA and government.

This program, led by Dr. Allan Gotlib, Director, Research Programs CCA and Executive Vice-President CCRF, is enjoying considerable success. Canada currently has 32 DC PhDs, 15 of whom are in fulltime active research. A further 15 DCs are currently pursuing PhDs.



Dr. Allan Gotlib

There are now chiropractic professorships/chairs at 9 leading universities, with 3 more in development. Here is news of the latest appointment.

The University of Manitoba has awarded the CCRF Professorship in Spine Biomechanics and Neurophysiology to Steven Passmore DC, MS.

This Research Professorship is funded with an initial investment of \$500,000 in a partnership between Manitoba Health, the Manitoba Chiropractors' Association, the University of Manitoba and the Canadian Chiropractic Research Foundation (CCRF) - an affiliate of the Canadian Chiropractic Association (CCA) - and builds on CCRF's research capacity program focused on universities across Canada.

Dr. Passmore is currently a PhD candidate in the Department of Kinesiology at McMaster University in Hamilton, Ontario. His research interests include utilization of human motor control/sensory learning tasks and paradigms as functional quantitative outcome measures of clinical intervention. He conducts a portion of his thesis research at the University of Ontario Institute of Technology (UOIT) in association with Dr. Bernadette Murphy DC, PhD and also at McMaster University under the supervision of Dr. Timothy D. Lee, PhD. He will defend his thesis in the early fall.

Dr. Passmore graduated from New York Chiropractic College (NYCC) following which he was awarded an NYCC Fellowship and he supervised NYCC student interns while serving as a clinician within the Buffalo Veterans Affairs Medical Center (VAMC). He has won many scholarships and awards, and published papers in such peer-reviewed journals as the Journal of Sport Sciences, Adapted Physical Activity Quarterly, Military Medicine, Manual Therapy and the Journal of Motor Behavior and has served as a peer reviewer for Spine, JMPT and the JCCA.

Dr. Passmore will hold the rank of Assistant Professor in the School of Medical Rehabilitation in the Faculty of Medicine. The School currently has 27 full-time faculty positions and offers entry to practice degrees in Occupational Therapy, Physical Therapy and Respiratory Therapy as well as a Master of Science (Rehabilitation) degree and a multi-faculty PhD in Applied Health Sciences.

Dr. Passmore will develop a well-defined program of research, secure external funding, teach graduate courses, and supervise graduate students in their area of specialty. The School of Medical Rehabilitation provides a collegial working environment and is committed to develop human resource capacity to advance knowledge in rehabilitation and related sciences and practice disciplines.

For a list and photos of all 9 Canadian Chiropractic Chairs/Professorships see the next page.

Note: The above list does not include various other senior research professorships held by chiropractors that are not specifically linked to chiropractic. For example Canada's most celebrated chiropractic scientist J. David Cassidy, DC, PhD, DrMedSc is Professor, Division of Epidemiology, Dalla Lana, School of Public Health, University of Toronto and Senior Scientist Division of Health Care and Outcomes Research, Toronto Western Research Institute, Toronto Western Hospital.

Research Chairs / Professorships



Dr. Greg Kawchuk DC, PhD

Canada Research Chair in Spinal Function
Associate Professor
Faculty of Rehabilitation Medicine
Spinal Function Laboratory
University of Alberta



Dr. Mark Erwin DC, PhD

CCRF Scientist in Disc Biology
Assistant Professor
Department of Surgery
Faculty of Medicine
University of Toronto



Dr. Jean-Sébastien Blouin DC, PhD

CCRF Professorship in Spine Biomechanics and
Human Neurophysiology
CCRF/CIHR Chiropractic Research Chair
Michael Smith Foundation for Health Research
Scholar Award
School of Human Kinetics
Faculty of Education
University of British Columbia



**Dr. Martin Descarreaux
DC, PhD**

Titulaire de la Chaire de Recherche
en Chiropratique FRCQ - Système
Platinum
Associate Professor
Département de Chiropratique
Université du Québec à Trois-
Rivières



Dr. Jason Busse DC, PhD

CCRF/CIHR Chiropractic Research
Chair
Assistant Professor
Department of Clinical
Epidemiology & Biostatistics
Faculty of Health Sciences
Institute for Work & Health
McMaster University



Dr. Jill Hayden DC, PhD

CCRF/CIHR Chiropractic Research
Chair
Assistant Professor
Department of Community Health
and
Epidemiology
Faculty of Medicine
Dalhousie University



Dr. John Srbely DC, PhD

CCRF Professorship in Spine
Mechanics and Human
Neurophysiology
Assistant Professor
College of Biological Sciences
Department of Human Health and
Nutritional Sciences
University of Guelph



Dr. Steven Passmore DC

CCRF Professorship in Spine Biomechanics and
Neurophysiology
Assistant Professor
School of Medical Rehabilitation
Faculty of Medicine
University of Manitoba



Dr. xxxxx DC, PhD

CCRF Professorship in Rehabilitation
Epidemiology
Assistant Professor
Faculty of Medicine
McGill University



Dr. Paul Bruno DC, PhD

CCRF Research Chair in Neuromusculoskeletal
Health
Assistant Professor
Faculty of Kinesiology and Health Studies
University of Regina



Make a donation!
www.CanadaHelps.org

Support the Canadian Chiropractic Research Foundation

Chile



Chiropractic Education in Chile: A Dream Made Reality

The Chilean Corporation of Chiropractic (CCC), the national association of chiropractors and WFC member in Chile, has members who are graduates from accredited programs in North America. However most of its 102 members are kinesiologists who subsequently graduated from a special postgraduate program delivered in Chile and Argentina in 2004-2006 by the Los Angeles College of Chiropractic (LACC – now the Southern California University of Health Sciences) and the Anglo-European College of Chiropractic (AECC).

It has been the dream and mission of the CCC’s leaders, including Past-President, Dr. Raul Guinez and current President, Dr. Carlos Sagua, both LACC/AECC graduates, to establish chiropractic education in Chile. This year that dream has become a reality.

Two programs have been in development since 2008, both supported by the CCC. Both are in Santiago, one at the Universidad Central de Chile (Central University) and the other at the Universidad de las Américas (UDLA). The Central University program starts this year, the UDLA program now anticipates its first class in March 2011.

Central University is one of the most important and highly ranked private universities in Chile, with more than 60,000 students offering more than 40 careers for educational programs in 8 faculties: architecture, communications, economics, education, engineering, law, political science and social and health sciences. Health sciences are nursing and occupational therapy – and now chiropractic.



Central University



Dr. David Lopez

Program Director is Dr. David Lopez, a prominent Chilean educational leader in kinesiology and manual therapy before he graduated as a chiropractor from the LACC/AECC program. Faculty members include four DCs trained at accredited colleges in North America, Dr. Raul Cadagan, Dr. Ricardo Heines, Dr. Carolina Sprohle

and Dr. Shannon Owen, and Dr. Fabio Dal Bello, formerly of FEEVALE University, Brazil.

Three courses are to be offered during the initial years:

- This year’s 46 students are all kinesiologists completing a new conversion course in chiropractic based on WHO’s Guidelines for Basic Training and Safety in Chiropractic (2005). This is a competency-based program with 84 academic credits leading to a masters degree in chiropractic.
- Next year a cohort of members of the CCC will complete a special one year program. At present they have a graduate diploma issued by AECC which has no formal recognition in Chile. Following their one year course they will have a Chilean university degree in chiropractic.
- Following these pioneering programs there will be full university-based undergraduate chiropractic education in Chile.



Dr. Carlos Sagua, President, Chilean Corporation of Chiropractic (left) and Dr. Lopez (third from left) with colleagues during opening of the program at Central University in March.

When did you last visit www.wfc.org?

Go there now for:

- ◇ Information on the profession – country contacts, schools worldwide, legal status by country, history, etc.
- ◇ Information on the WFC – including its links with WHO and the WHO Guidelines
- ◇ Details of meetings and events
- ◇ Projects – Straighten Up program, Identity Consultation and Result, Chiropractors Against Tobacco, etc.
- ◇ News – and past issues of the WFC Quarterly World Report
- ◇ Much more

Denmark



Danish Chiropractic Research Stipend

Foto: Mikkel og Thomas

The Danish Chiropractors' Association and The Foundation for Chiropractic Research and Postgraduate Education (a research foundation established by Denmark's healthcare authorities and the Danish Chiropractors' Association) have set up the international Danish Chiropractic Research Stipend.

A primary objective of the stipend is to strengthen the bonds between Danish and foreign research environments; this includes underpinning foreign researchers' contributions to building up and further developing a knowledge environment in Denmark.

It is possible to apply for funding from The Foundation for Chiropractic Research and Postgraduate Education to support research conducted by a foreign chiropractor at a Danish research institution.

An application form must be used to apply for support. The form and further details about application guidelines are available on the Danish Chiropractors' Association's website: www.danskkiropraktorforening.dk

The application must include a detailed description of the project, including its objective, as well as a specification of the amount being applied for and the amount of funding received from the home country of the researcher in question.

There are two application deadlines every year: **15 August and 15 January**. Applications will be processed at a meeting of The Foundation for Chiropractic Research and Postgraduate Education in late October and late April respectively. Applicants will be directly informed of the results.

Further details are available by contacting the Danish Chiropractors' Association at: dkf@danskkiropraktorforening.dk

Further details available at www.danskkiropraktorforening.dk

ECU



The recent issue of the European Chiropractors' Union's newsletter BackSpace illustrates the increasing maturity of the profession in Europe – and how this results from central and careful planning by the ECU.

In his President's Report Dr. Oystein Ogre explains that the 3 pillars of the profession must be education, research and professional organization.

Education

ECU policy is to have chiropractic programs in or affiliated with universities. That is now seen in Denmark, Norway, Spain, Switzerland and the UK.

Accreditation is by the European Council on Chiropractic Education (ECCE), and to strengthen its position and the profession ECCE has now applied for full membership in ENQA – the European Association for Quality Assurance in Higher Education. Typical members of ENQA are national higher education accrediting bodies much larger than ECCE.



ECU Executive (left to right): Dr. Franz Schmid (Switzerland), Second Vice-President, Sue Hymys, Executive Secretary, Dr. Chris Mikus (Lichtenstein), Secretary, Dr. Barry Lewis (UK), First Vice-President, Dr. Vasileios Gkolfinopoulos (Greece) Treasurer, Dr. Oystein Ogre (Norway), President.

Membership will not only verify the quality of the ECCE's accreditation procedures but will give the profession input into the wider process of creation of accreditation standards.

Next the ECU has established a European Academy of Chiropractic to oversee professional education and research – including postgraduate specialty education and continuing professional development. The EAC has currently created 7 specialist colleges and fellowships – clinical chiropractic, orthopedics, pediatrics, diagnostic imaging, sports sciences, research and chiropractic education. Two more – neurology and veterinary sciences – are forthcoming.

Research

The EAC Research Council governs and plans research activities for the ECU. In a major new development the EAC has entered a joint venture with the Chiropractic and Osteopathic College of Australasia to co-publish the open access journal now titled *Chiropractic and Osteopathy* (www.chiroandosteo.com) – but to be titled *Chiropractic and Manual Therapies* from January 2011.



Dr. Martin Wangler, EAC Director of Academic Affairs with Dr. Bruce Walker, COCA, Australia and Deborah Kahn, Publishing Director, BioMed Central signing the joint venture agreement.

Where do you start if you are a clinician interested in conducting PhD studies and doing research in the future? The ECU/EAC are now partnering with the Norwegian Chiropractors' Association and the University of Stavanger to provide a course of seven 3-day weekend scientific research workshops between October 2010 and May 2011.

Organization

As Dr. Ogre explains in his President's Report, the countries in Europe that have made the most progress are those with the highest membership dues, those in which chiropractors are investing more in their profession. ECU dues are also high – but this enables the ECU to fund key advances not otherwise possible.

In the 1990s it was significant funding from the ECU that helped launch chiropractic education at the University of Southern Denmark. At this year's ECU Convention in London €50,000 were donated to the international research school for chiropractors at the University of Stavanger in Norway. The University already has a chiropractic clinic and the goal is another European country with a strong university-based chiropractic program.

For more on the ECU visit www.ecunion.eu.

Spain



The first class of students at the Royal University Centre Escorial Maria Cristina (RCU), Spain's first school of chiropractic located near Madrid, began their studies in 2007.

In May they celebrated reaching the halfway point in their course – Crossing the Equator. This is a tradition within the Spanish university system.



ECU Executive (left to right): Dr. Franz Schmid (Switzerland), Second Vice-President, Sue Hymms, Executive Secretary, Dr. Chris Mikus (Lichtenstein), Secretary, Dr. Barry Lewis (UK), First Vice-President, Dr. Vasileios Gkolfinopoulos (Greece) Treasurer, Dr. Oystein Ogre (Norway), President.

Each of the 30 students received a sash from the Rector, which they will keep and then present at the time of graduation. The color selected at RCU for chiropractic is green – a symbol of health and growth.

Guest speaker for the ceremony was Dr. Belen Sunyer, immediate Past-President of the Spanish Chiropractic Association, and one of the key people involved in developing the chiropractic college at RCU.

Source: Dr. Fujikawa and ECU's BackSpace

Sweden and UK



At the ECU's 2010 Convention in London its foremost honor, the ECU Award, was given to Dr. Kenneth Vall, Principal of the Anglo-European College of Chiropractic in Bournemouth. Dr. Vall, a 1974 graduate of AECC, first practiced in England but then in Stockholm, Sweden, his home country. While in Sweden he was a board member of the Swedish Chiropractic Association.

In the 1980s he returned to England and the Bournemouth area where he established a practice and became a clinic tutor at AECC. In 1997 he served as Chairman, AECC Board of Governors. After a period as AECC Vice-Principal and gaining a masters in education he was appointed Principal in 2005.



Dr. Kenneth Vall

Signal achievements at AECC under his leadership have included the attaining of public funding for student fees at AECC.

Source: ECU's BackSpace

United States of America



Goertz Appointed to PCORI.

A key policy group for the implementation of President Obama's new national healthcare plan is the 21-member Board of Governors of the Patient-Centered Outcomes Research Institute (PCORI). This Board includes patients, doctors, hospitals, drug makers, device manufactures, insurers, payers, government officials, health experts and the directors of the Agency for Healthcare Research and Quality and the National Institutes of Health.

PCORI was created by the Patient Protection and Affordable Care Act (PPACA) to examine the "relative health outcomes, clinical effectiveness, and appropriateness" of different medical treatments by evaluating existing studies and conducting its own.

One member of the Board is Christine Goertz, DC, PhD, Vice-Chancellor for Research and Health Policy, Palmer College of Chiropractic, Davenport and Chair of the American

Chiropractic Association's Performance Measures Workgroup. Dr. Goertz who was formerly a program officer for the NIH's National Centre for Complementary and Alternative Medicine has her doctorate in health policy and has nationally recognized expertise in the area of integrative healthcare research.



Dr. Christine Goertz

"Dr. Goertz's appointment will ensure that doctors of chiropractic are well represented on this important decision-making Board", says ACA President, Dr. Rick McMichael. The various members of the newly appointed Board serve for 2, 4 or 6 years – Dr. Goertz's appointment is for a 6-year term.

Farewell Russ Gibbons



Russell W. Gibbons
1931 - 2010

Russell W. Gibbons, Founding Editor and Editor Emeritus of *Chiropractic History*, the journal of the Association for the History of Chiropractic (AHC), passed away September 24, 2010. Mr. Gibbons, with Walter I. Wardwell PhD and Joseph Keating Ph.D., was one of the few devoted laymen and historians who observed the profession with a clear and caring perspective, and served it faithfully for many years.

Mr. Gibbons presented the profession to the world of the 1960s to the 1990s which was often indifferent and sometimes hostile. And people listened. From the Smithsonian, to the American Association for the History of Medicine, to the United Steelworkers of America (USW) for whom he worked, to the chiropractors themselves, Russ Gibbons's words, both oral and written, counted with people because of what he said and how he said it.

"Russ's day job as Director of Communications for the USW until 1987 and his other pursuits constantly steered him toward truth and justice", notes Dr John Willis, AHC Past President. "He was always on the side on deserving underdogs, whether that be Frederick Cook in polar exploration, labor during its historic battles, or chiropractic during its century of struggle for survival. Despite being a passionate man, he had no ego and his loyalty was well-known and admired among his friends and co-workers."

Mr Gibbons' early works in chiropractic ignited a generation of researchers, writers and especially thinkers. Dr Willis reports that his article *Insularity: Chiropractic's Potential Terminal Malady* which appeared in the ACA Journal many years ago was prescient in its understanding of the profession but warning:

"For you are under a sociological and political microscope at all times... Many of these observers are not partisans of the institutionalized health complex..., but their criteria for excellence is demanding, and their judgments and conclusions will not be influenced by pleas that yours is a profession which has sustained three quarters of a century of opposition and prejudice
... (everything is) hinged upon your interior performance as mature, responsible, and conscientious health care providers. You are entrusted with a dramatic history and a worthy trust..."

Well said, Russ. Rest in peace.

Special thanks to Dr John Willis and Alana Calender for assistance with this tribute.



January 13-15, Las Vegas, NV

Join thousands of members from the chiropractic community for an unforgettable three days of education, networking, and an exposition featuring the best in chiropractic technology.

Spread the word that Parker Seminars' 60th anniversary series lets you:

- Learn critical practice-building techniques.
- Strengthen your chiropractic foundation.
- Create a more effective, efficient office.
- Earn valuable continuing education credits.
- Learn from world-renowned speakers and leading experts.
- Maximize your potential and start living your best life!
- Be one of the first to preview and order *The Well Adjusted Soul*, one of this year's most exciting practice expansion tools.

Come share the excitement and let us welcome you to our neighbourhood!

Advanced registration available through December 13!

Register today! Visit www.parkerseminars.com or call 888.727.5338.



ASSOCIATE MEMBER REPORT

RAND BAIRD DC, MPH, CHAIR, WFC ASSOCIATE MEMBERS COMMITTEE

WFC Salutes all our Individual and Corporate Associate Members as we work as partners together for the good of chiropractic and the citizens of the world who benefit from chiropractic care.

WFC & WFC Associate Members, growing though the Power of Partnership

WFC president Dr. J. Michael Flynn, Dr. Rand Baird, Mr. David Chapman-Smith and volunteer staffer Dr. Guy Karcher of North Carolina represented you at the annual national conference of the Florida Chiropractic Association in August, as guests of FCA CEO Debra Minor Brown.

This is the biggest state association and chiropractic convention in North America each year and was held again at the beautiful Gaylord Palms Resort Hotel & Convention Center near Orlando with over 2,000 chiropractors and staff members, several hundred exhibit booths, a top-notch academic relicensing program, and some great social events.

Approximately 40 of the exhibitors at FCA were proudly displaying their WFC Corporate Associate Member placards in their exhibit booths. Check the Photo Gallery at www.wfc.org to see the display of many of our corporate members who were exhibiting at the FCA Conference.

Corporate Renewals:

Several associate corporate members renewed their annual commitments to the WFC in the third quarter of 2010. These included:

Platinum — \$10,000

- Foot Levelers
- International Board of Chiropractic Examiners (IBCE)
- Palmer College of Chiropractic
- Parker College of Chiropractic

Diamond — \$5,000

- National Board of Chiropractic Examiners (NBCE)

Gold — \$2,500

- Northwestern Health Science University

Silver — \$1,000

- International Chiropractic Pediatric Association
- McKenzie Institute
- New Zealand Chiropractic Board
- Texas Chiropractic College
- University of Bridgeport

Bronze — \$500

- Chiropractic Education Australia
- Hanseu University
- International Medical University (IMU)
- Step Forward Company

Please visit these WFC supporters at conventions and trade shows, and when making purchases of goods or services for your own facilities please patronize these companies that are supporting your profession at the global level. Remember to look for the WFC Corporate member logo before you buy.



For the entire list of all your WFC corporate and individual associate members see the website www.wfc.org. While at the WFC website, be sure to check the Photo Gallery section to see the display of so many of our corporate associate members who were exhibiting at the Florida Chiropractic Association conference near Orlando in August. If you have a company you would like to recommend for WFC corporate associate membership, please send its information to DrRandBaird@yahoo.com.

Dr. Flynn's Associate Member Challenge



Dr. Michael Flynn

I have deputized every member of the WFC Council to successfully recruit at least 1 new vendor member at the Bronze level or higher and 10 new individual associate members by December 2010.

Not just Council members but all WFC members should join in and encourage more individuals and vendors in their home countries to

join the WFC. I therefore have these challenges for you:

- If you are not an individual WFC member become one now. If you are, recruit the membership support of at least one other person.
- Persuade a vendor you know to support the WFC and the international growth of chiropractic. As Associate Member Committee Chair Dr. Rand Baird has said, "I ask you to purchase products and services only from vendors who are WFC corporate associate members – it's that important! If a vendor asks you to buy something – ask him/her to join first!"

For membership benefits, information and application forms go to Membership at www.wfc.org. See the current list of associate members there and on Page 18 of this newsletter.

ASSOCIATE MEMBERS LIST

FOR ALL YOUR WFC CORPORATE AND INDIVIDUAL ASSOCIATE MEMBERS SEE THE LIST BELOW,
ALSO FOUND AT WWW.WFC.ORG

Corporate Platinum - US\$10,000

Activator Methods International – USA
www.activator.com
Cleveland Chiropractic College – USA
www.cleveland.edu
Dynamic Chiropractic – USA
www.MPAmedia.com
Enzyme Formulations, Inc. – USA
www.loomisenzymes.com
Foot Levelers - USA
www.footlevelers.com
Human Touch – USA
www.humantouch.com
International Board of Chiropractic Examiners – USA
www.ibce.org
National Board of Chiropractic Examiners – USA
www.nbce.org
NCMIC Insurance Company – USA
www.ncmic.org
Palmer College of Chiropractic – USA
www.palmer.edu
Parker College of Chiropractic – USA
www.parkercc.edu
Standard Process Inc – USA
www.standardprocess.com

Corporate Diamond - US\$5,000

Life University – USA
www.life.edu
Logan College of Chiropractic – USA
www.logan.edu
Myovision – USA
www.myovision.com

Corporate Gold - \$2,500

Biofreeze/Performance Health Inc. – USA
www.phi.us
Canadian Memorial Chiropractic College – Canada
www.cmcc.ca
Douglas Laboratories – USA
www.doublaslabs.com
Gevorest Mattress – Cyprus
www.gevorest.com
Northwestern Health Sciences University – USA
www.nwhealth.edu
The American Chiropractor – USA
www.theamericanchiropractor.com
Williams Healthcare Systems – USA
www.williams-healthcare.com

Corporate Silver - \$1,000

Anglo-European College of Chiropractic – UK
www.aecc.ac.uk
Canadian Chiropractic Protective Assn – Canada
www.ccachiro.org

Canadian Chiropractor Magazine – Canada
www.canadianchiropractor.ca
Chiropractic Economics – USA
www.chiroeco.com
Dee Cee Laboratories, Inc. – USA
www.deeceeelabs.com
Erchonia Inc. – USA
www.erschonia.com
International Chiropractic Pediatric Association – USA
www.chiropractic.org
Human Touch – USA
www.humantouch.com
Life Chiropractic College West – USA
www.lifewest.edu
Meyer Distributing Company – USA
www.meyerdist.com
National Chiropractic Council – USA
www.chiropracticcouncil.com
Neuromechanical Innovations – USA
www.neuromechanical.com
New York Chiropractic College – USA
www.nycc.edu
New Zealand Chiropractic Board - New Zealand
www.chiropracticboard.org.nz
ScripHessco – USA
www.ScripHessco.com
Step Forward Inc. – USA
www.stepforward.com
Texas Chiropractic College – USA
www.txchiro.edu
The American Chiropractor – USA
www.theamericanchiropractor.com
The McKenzie Institute International – Chiropractic Branch
– New Zealand - www.mckenziemdt.org
The O.N.E. Research Foundation – USA
www.onefoundation.org
University of Bridgeport - College of Chiropractic – USA
www.bridgeport.edu

Corporate Bronze – US\$500

Acigi/Fujiiryoki – USA
Acupuncture Council of Ontario - Canada
American Chinese Chiropractic Association – USA
Anabolic Laboratories – USA
Belgian Chiropractors' Union – Belgium
Breakthrough Coaching – USA
Chiropractic Education Australia Ltd. – Australia
Clear Institute - USA
College of Chiropractic Sciences – Canada
Core Products Inc. – USA
Da Vinci Lab – USA
Drucker Labs. L.P. - USA
Elite Chiropractic Tables – Canada
Hanseu University – South Korea

ASSOCIATE MEMBERS LIST CONTINUED...

HCM Inc – USA
 International Medical University - Malaysia
 Japan Evidence Based Chiropractic Society - Japan
 Japan Federation of Chiropractic Professionals – Japan
 Japanese Association of Chiropractors – Japan
 Medical Devices Inc. – USA
 Mettler Electronics Corp - USA
 National University of Health Sciences - USA
 Nordisk Institut for Kiropraktik Og Klinisk Biomekanik
 – Denmark
 Nutri-West – USA
 Posture Pump® - USA
 Southern California University of Health Sciences – USA
 Straight Arrow Products, Inc. – USA
 Theralase Corp. – Canada
 Therapeutica Inc. – Canada
 The Vitality Depot – USA
 Tokyo College of Chiropractic (Formerly RMIT University
 Japan) – Japan
 University of Western States (Formerly Western States Chi-
 ropractic College) – USA

Individual Diamond – US\$1,000

Toshifumi Kuwaoka – Japan

Individual Silver – US\$500

Chapman-Smith David - Canada
 Clum Gerard W., DC - USA
 Diem Christoph, DC – Switzerland
 Dogget William, DC - USA
 Flynn J. Michael, DC - USA
 Guerriero Rocco, DC - Canada
 Haldeman Scott, DC, MD, PhD - USA
 Jacob Gary, DC, LAc, MPH, Dip MDT – USA
 Whitman Larry, DC - Australia

Individual Bronze – US\$180

Aldrich Bruce, DC - USA
 Alasmari Khalid, DC - USA
 Auerbach Gary, DC - USA
 Austin William M., DC - USA
 Baird Rand, DC, MPH -Malaysia
 Bakke Gregg and Meredith, DC - USA
 Bautch Scott, DC - USA
 Bazakos Lewis, DC - USA
 Bearden Liat, DC - USA
 Birch-Blessing Rebecca, DC – USA
 Borges Sira, DC, MD - Brazil
 Boulattouf Michael, DC - Australia
 Brice Colin, DC – Australia
 Briggs Susie, DC, PhD - USA
 Broeg Richard, DC – USA
 Brown Debbie Minor, DC - USA
 Brown Douglas, DC - Canada
 Bruns Richard, DC - USA
 Bryant Julie, DC - USA

Carey Paul, DC - Canada
 Cassidy J. David, DC, PhD - Canada
 Cole Thomas, DC, FICC - Australia
 Cooper Stephan R., DC - Canada
 Craig Stuart and Leonie, DC - New Zealand
 Culbert Gregory M., DC - USA
 DeMatte, III John, DC - USA
 Dishman J. Donald, DC, MSc DIBCN - USA
 Donato Phillip, DC - Australia
 Eglin Elaine, DC, BSc - Canada
 Eisenberg David, DC - USA
 El Sangak Hussein, DC, MD - USA
 Ellender William, DC - USA
 Faye Leonard, DC - USA
 Fidler Howard, DC - USA
 Fong Anthony, DC - Singapore
 Frisina Angelo, DC - Canada
 Gatten Jon C., DC - Canada
 Gevers Robert, DC – Spain
 Gillis Susan, DC - Canada
 Givrad Matthew, PhD – USA
 Grenz, Lyle, DC - USA
 Griffiths Jonathan, DC - USA
 Haig Robert, DC - Canada
 Hall John W., DC - Canada
 Hamilton Toni, DC - Australia
 Hasegawa Robert, DC - Canada
 Henderson Donald and Maureen, DC - Canada
 Hobson John, DC - Australia
 Hubbel Morgan, DC - Canada
 Hunt Ronald Graham, DC - Malaysia
 Hyland John K., DC, MPH - USA
 Ierano Joseph, DC – Australia
 Karcher Guy, DC - USA
 Kelsick Wilbour, DC - Canada
 Kempe Jan, DC - Canada
 Kohler Heini, DC - Switzerland
 Kopansky-Giles Deborah, DC - Canada
 Krippendorf Donald, DC - USA
 Lawson Gordon DC – Canada
 Le Beau George, DC - Malaysia
 Locke Charlton, DC, CCRD, BSc - Canada
 Lucido Vincent, DC – USA
 Luib Catherine, DC - USA
 Mahoney Kevin, DC - Canada
 Mallett Doug, DC - Canada
 Manceaux Glenn, DC - USA
 McMichael Rick, DC - USA
 McNabb Brent, DC - USA
 Metcalfe Anthony, DC - United Kingdom
 Michalec Daniel, DC - USA
 Mizel Dennis, DC - Canada
 Moss Jean, DC, MBA - Canada
 Murphy Donald R., DC - USA
 Niewald Douglas, DC - United Kingdom

ASSOCIATE MEMBERS LIST CONTINUED...

Noonan Michael, DC - USA
Perusich Michael R., DC - USA
Powell James, DC - USA
Register Charles, D.C. - Russia
Richards Dennis, DC – Australia
Rothenberg Cary, DC - Mexico
Royster Ross, DC - USA
Ruch William, DC - USA
Short Brian T., DC - USA
Smith James C., DC, MA - USA
Smith Monica, DC, PhD - USA
Sosna Janet Ruth, DC - Singapore
Sportelli Louis, DC - USA
Staerker Paul, DC - Australia
Stewart Gregory, DC - Canada
Stoller Beat, DC - Switzerland
Sweeney John, DC - Australia
Syrocki Michal, DC - Spain
Taylor Michael K., DC, DABCI – USA
Taylor-Vaisey, Anne - Canada
Tesoriero Richard J., DC - USA
Tetrault Michel, DC – Canada
Torchin Brian, DC – USA
Truuvaart Gerly, DC - Estonia

Vallone Sharon, DC, DICCP - USA
Vaughan Bruce, DC – PRC
Vazquez Juan Carlos, DC - USA
Villadsen Inger F., DC - Australia
Villani Agostino, DC - USA
Wan Man Ho William, DC - Hong Kong, SAR
Wiese Glenda, PhD – USA
Wiles Michael, DC - USA
Willis Jerry Ray, DC - USA
Willis John C., DC - USA
Winkler Kerwin, DC – USA
Wolfson, Wayne, DC - USA
Wong John, DC - USA

Students

Charlton Michael - Australia
Chanatry Michael – USA
LeBlanc Chuck – USA
Liliann Delgado - USA

*The WFC apologizes for any errors or omissions in this list. Please report any errors or omissions to **Sandra Brown** at sbrown@wfc.org and they will be corrected promptly.*

Announcing ...

The Journey of Scott Haldeman

D.C., Ph.D., M.D., FRCP(C), FAAN, FCCS(C)
Spine Care Specialist and Researcher

As a leading supporter of the chiropractic profession, NCMIC is proud to have underwritten the biography of Dr. Haldeman, one of chiropractic's most influential individuals in recent years.

The book, written by Reed Phillips, D.C., M.S.C.M., Ph.D., details not only Dr. Haldeman's involvement in the profession, it reveals the human side of his fascinating life journey. According to NCMIC President Louis Sportelli, D.C.:

"You will be both captivated and awed by the seemingly impossible accomplishments of this dedicated, driven and passionately unwavering individual as he achieved his vision for a profession in conflict."

Order your copy today by going to www.frontofficellc.com/haldeman.html or www.Amazon.com.
Or call Front Office, 1-816-396-0347

©2010 NCMIC NFL 4229
We Take Care of Our Own is a registered servicemark of NCMIC Group, Inc.

Health Insights Today

A SERVICE OF CLEVELAND CHIROPRACTIC COLLEGE

Chiropractic in a Southeast Asian University

Interview with Rand Baird, DC, MPH

Continued...

Am I correct to assume that your program is taught in English?

All of the educational programs at the university are taught in English.

From which countries do the students come?

By our very name alone, International Medical University, we attempt to draw, and we do draw, from all over the world. In our medical school, we have a Belgian chiropractor, who has his D.C. degree and a master's degree in physical therapy, who is now training to become an M.D. We also have many students from the Middle East, from some of the European countries, especially the UK, a few from Caribbean countries and even Africa. We are very open to the international student. The philosophy of our school is that they bring a lot with them. So we're multi-ethnic and multi-disciplinary.

Within the country itself, there are three predominant ethnic groups: the native Malays, the Malaysian Chinese and the Malaysian Indians. These are three very distinct groups and the motto of the country is "One Malaysia," in reference to the integration of those three ethnic groups within one society. And we see the same thing in our student population. It's kind of interesting that in the first chiropractic class (which began in February 2010), we have 30 students. Two are native Muslim Malays, we have two young men of Indian descent, and the other 26 are Chinese Malaysian.

What's the history of chiropractic in Malaysia and nearby nations?

In Malaysia, chiropractic has been in the country for at least 20 years but there have never been very many chiropractors here. I think right now there are 26 in full-time practice. Some trained in the US, some in the UK, some in South Africa, and many trained in Australia. Only one or two are native Malaysians who trained abroad and then came back to their home country. The profession is well accepted but it's very new here. A lot of the medical community does not know what we do and a lot of the general public does not know what we do. Chiropractic is considered very novel, very new. And also very trendy!

To the best of my knowledge, one of the challenges of developing a chiropractic profession in Asian nations has been that, in some cases, there are longstanding traditions of manual therapy practice both inside and outside the medical profession. Is this true in Malaysia? And if so, how is chiropractic being positioned to the public as offering something different from what these lay practitioners offer?

Here in Malaysia, such a cultural history exists, but it's probably stronger in some of the other Southeast Asian nations, such as neighboring Thailand, where massage and other forms of hands-on care are basically a form of primary care. Here in Malaysia, the challenge for us is the need for a massive amount of patient education and community education. Also, educating the medical practitioners that chiropractors are doctors and that while we do some things that physical therapists do, we are not physical therapists. That we are doctors, that we correct subluxations, that we provide primary care services. Probably the most frequent question we get from parents who are helping their children decide on majors, is explaining the difference between chiropractic and physiotherapy, which is well established here.

Do you feel that the accelerating expansion of chiropractic around the world, far from the United States where it originated, is influencing the current and future course of the profession's development? We've reached the point where there are more chiropractic colleges outside North America than inside it, and as the profession develops in these nations, it strikes me that this may influence, perhaps in unexpected ways, the future evolution of the profession. I'm wondering if you have any thoughts on that.

I think you're absolutely right. We have to broaden our own mental perspective as well; there are simply far more people outside the U.S. than there are inside the U.S. People everywhere in the world need chiropractic care and can benefit from it. This opens up a tremendous marketplace for the individual practitioner as well as for the profession. And I think there is a reverse of trends going back to the U.S., where chiropractic was founded but where, in a sense, chiropractic has plateaued. Here, we have all of the good history to benefit from and we don't have to be limited by the negative history. We don't have a history of fighting with political medicine, not in this country. We also don't have the American health insurance industry to deal with. I think, for whatever reasons, the present picture has not been favorable to chiropractors in the U.S. I don't think we are treated fairly by the insurance industry.

Chiropractic in a Southeast Asian University

Interview with Rand Baird, DC, MPH

Continued...

You would get a great deal of agreement from American chiropractors on that.

Yes, I'm sure that will strike a responsive chord in your readers. I practiced in the U.S. full-time for 21 years. There is a lot of insurance industry discrimination against chiropractic doctors and their patients. But we have no history of that in our country, and if we can avoid those squabbles, those disputes, and those hardships, that will be all the better for the public and the chiropractors.

I first heard about you in connection with your campaign in the 1980s to change what was then the anti-chiropractic policy of American Public Health Association. Could you tell us about those efforts and the results of those efforts?

In 1979, I was teaching a public health class at Cleveland Chiropractic College – Los Angeles. As a class project, my students and I polled several health care organizations, strictly as a survey to see if they had a policy on chiropractic. I was unaware that the American Public Health Association actually had an official anti-chiropractic policy, which had been in effect for over ten years at that time.

Did you already have your Masters in Public Health at that point?

Yes, I earned my Masters in Public Health before I went to chiropractic school.

Please continue ...

When the APHA position came to our attention, we were quite surprised. I explained to the students at Cleveland that I thought we had a chance to effect change, to work with the political process, and to see if we could get this important organization to review their policy. We undertook that simply as a class project. Then, when we realized what a big thing it was, and how pervasive, we enlisted the help of Dr. Carl Cleveland, Jr., who readily agreed to help, and also passed us along to the leadership of the ICA and the ACA, who also agreed to support our efforts.

From there, we worked diligently to increase chiropractic knowledge of public health and of the American Public Health Association, as the organization that represented both the public and the professionals who work in the public health system, who aim to bring health care services to the general population.

We were a little naïve when we started. We thought it was a misunderstanding and that we'd have it cleared up in a few weeks. But it wound up taking several years of lobbying, working diligently explaining chiropractic, presenting information about chiropractic education, research and practice to people who were approaching it with closed minds. It was worse than starting with a clean slate; we were starting with a dirty slate.

It was a long effort, but I'm very pleased and very proud to say that we were successful, and chiropractic is now a major part of the American Public Health Association. There is a chiropractic section and chiropractors have a seat at every table. We have established equity and parity in all public health activities of the American Public Health Association. We have used those contacts to help secure chiropractic opportunities in various other government settings, such as the Veterans Administration, the Department of Defense, and even as part of the effort to get the World Federation of Chiropractic accepted into the World Health Organization. It was noted, as part of that application, that chiropractors had been active in public health, particularly in the United States, working through and with the American Public Health Association.

You are now the chair of the Public Health Committee of the World Federation of Chiropractic. Is there significant overlap among the public health challenges faced in developing and developed nations? For example, are doctors and public health authorities everywhere dealing with obesity and smoking as central areas of difficulty?

Absolutely. The problems of public health are worldwide. They just may have a different ranking order in different countries. In some countries, the greater need is healthcare services, while in others it's overpopulation and under-nutrition. But we see the same issues, of obesity, heart disease, and low back pain, which is at epidemic levels everywhere in the world. These are all universal public health issues to be addressed. Chiropractors have an important role to play on multidisciplinary teams, working on practically every one of those programs.

What do you consider some of the most important ways that chiropractors can most effectively bring prevention and health promotion messages to their patients?

It's very much a matter of patient education and making sure that their patients understand that the doctor of chiropractic not only adjusts subluxations of the spine, and is not only a back specialist doctor, but is also concerned with primary care and general health problems. Doctors of chiropractic who have a public health mentality will sow that message to their patients.

Daniel Redwood, DC, the interviewer, is a Professor at Cleveland Chiropractic College–Kansas City, and Editor-in-Chief of Health Insights Today and The Daily HIT