



PRESS RELEASE

WFC ANNOUNCES FIRST AFRICAN EXECUTIVE OFFICER

Toronto, May 21, 2021. The World Federation of Chiropractic (WFC) has appointed its first African representative to its Executive Committee.

Dr. Kendrah da Silva has served on the WFC Board of Directors since 2019 and represents the African region. She was unanimously elected on May 18 at a meeting of the WFC Board of Directors, replacing outgoing WFC Vice-President, Dr Michele Maiers.

Dr. Da Silva is a 1994 graduate of Technikon Natal (now Durban University of Technology). She runs a busy general chiropractic practice in Midrand, South Africa, balancing patient care with her work in chiropractic politics and education.

Dr Da Silva is currently serving her third term as president of the Chiropractic Association of South Africa (CASA), the largest national chiropractic association on the continent. She became involved as a volunteer with CASA shortly after graduation and has been involved with CASA in some capacity for over a quarter of a century, including as a CASA Council Member since 2000.

During her time with the association, Dr Da Silva has developed expertise in South African health coding systems and was a contributor to the WFC's submission to the global consultation on ICD-11.

As an experienced leader, she represents a region that is no stranger to health care challenges, with many countries seriously under-served and a shortage of chiropractors to meet the need for spine care and disability prevention.

She has been a key contributor to the South African Competition Commission's Health Market Enquiry, which is examining equity of provision within the private healthcare sector. On a national political level, Dr. Da Silva has also represented the chiropractic profession in consultations around the implementation of the National Health Insurance scheme. As CASA President during the Covid-19 pandemic, she has also been a vocal advocate of the national vaccine rollout across South Africa.

Dr. Da Silva is a part-time lecturer on the chiropractic



Dr Kendrah Da Silva

program at the University of Johannesburg, where she teaches clinical chiropractic to fifth year students.

She serves as the Board liaison on the WFC's Public Health Committee, where she brings experience of public health in Africa. She has been a leading voice in successive World Spine Days, inspiring activities to highlight the importance of spine health and disability prevention.

Speaking on her appointment, Dr Da Silva said, "I am overwhelmed by the confidence that my fellow Board directors have placed in me. This is an awesome opportunity to serve the chiropractic profession in a new capacity. As Vice-President, I'm looking forward to continuing to support WFC initiatives, including our #BeEPIC campaign and the WFC Principles, and further cement the progress the profession has made thus far."

The WFC Board of Directors is made up of 13 representatives, nominated or elected from each of the WFC's seven world regions.