



World Spine Day 2016

GLOBAL REPORT

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Foreword

Spinal disorders are endemic in all countries around the world. According to the Global Burden of Disease Study (2010), low back pain is the biggest single cause of disability, with neck pain also featuring strongly.

Back pain is one of the most common reasons for absence from work and is second most common reason for visits to a doctor's surgery after upper respiratory tract infections.

For many people, spinal disorders are a major inconvenience, impacting on the ability to get around comfortably and enjoy life. However, in many parts of the world back pain can mean the difference between earning a living and feeding a family or descending into poverty.

In many cases, the exact causes of back pain are not known, but increasingly we are learning about ways in which we can better manage spinal disorders.

We are also gradually dispelling the many myths about back pain. For example, we know that bed rest serves no useful purpose for back pain and, on the contrary, can lengthen recovery times and contribute to deconditioning of muscles. Beliefs and fears about back pain can also serve to be a common barrier to recovery.

The more we understand back pain, the better we can manage it., as individuals, as families, and in our communities. Usually, spinal disorders can be greatly helped by following a few simple rules and most back pain can be treated using conservative treatment, that is to say without the need for surgery.

World Spine Day is an initiative launched by the Global Alliance for Musculoskeletal Health (GAMH), formerly the Bone and Joint Decade, to raise awareness of spinal disorders around the world.

The World Federation of Chiropractic (WFC) is pleased to coordinate World Spine Day on behalf of GAMH. As a non-governmental organization of the World Health Organization, the WFC supports the strategies of WHO as they relate to diet and physical activity, community-based rehabilitation, obesity, healthy ageing and integrated, people-centred health care services.

The WFC strongly supports the concept of universal health coverage, especially as it relates to access to spine care services. The scale of spinal disorders is such that they can profoundly impact on the social, economic, occupational and health burdens of nations. By raising awareness, World Spine Day can impact on communities around the world.

This 2016 theme of *Straighten Up and Move!* reflects the evidence that supports optimal posture and physical activity in the management of spinal disorders. It has relevance for spines of all ages and in both the prevention and management of back and neck pain.

The WFC also recognizes that no single health profession has all the answers when it comes to managing spinal disorders. This year, we were delighted that health professionals, students, advocates and patients from over 100 countries came together to take part in World Spine Day and make it the most successful spine-focused public health project for many years.

While there are many who contributed to the success of World Spine Day, the WFC particularly acknowledges the contribution of Dr Robyn Brown MBBS, the World Spine Day Global Coordinator. Without her energy, encouragement, enthusiasm and innovation, World Spine Day would not have had such worldwide impact. Our thanks go to her for her tireless work on behalf of World Spine Day.

Richard Brown
Secretary-General
World Federation of Chiropractic



Executive Summary

As the Global Coordinator for World Spine Day 2016, it gives me pleasure to submit this report.

World Spine Day is an event that brings together patients, families, communities, health professionals and governments. To recognize the global burden of spinal disorders in this way is to take a small but important step towards tackling what for many is a condition that blights their lives in many ways: occupationally, recreationally, financially, and socially.

The theme of World Spine Day 2016 was *Straighten Up and Move!* By emphasizing the importance of physical activity and good posture, World Spine Day 2016 raised awareness of spinal disorders but also supported a range of strategic initiatives of WHO, including healthy ageing, diet and physical activity, community-based rehabilitation and integrated, people-centered care.

Around the world, communities came together to take part in activities to highlight the issue of spinal disorders and demonstrate how spine care initiatives can be embedded into high-, middle-, and low-income countries using low-cost, effective resources.

World Spine Day activities were coordinated across countries in the world regions of Africa, Asia, Eastern Mediterranean, Europe, Latin America, North America and Pacific. One consistent feature was the enthusiasm with which health professionals, patients and the general public embraced World Spine Day.

People turned out in their thousands, posted their activities on social media, attracted the interest of radio and television channels and ensured that the day achieved prominence around the globe. Millions more were reached via social media and coverage on television and radio.

This year's theme aimed Spine Day aimed to highlight the importance of physical activity and improving posture as part of good spinal health and prevention of injury. By increasing awareness, educating the public and inviting participation in events to promote good spinal health, World Spine Day achieved this aim and exceeded expectations.

Our small committee updated the website, produced new promotional material, re-activated existing social media platforms, and introduced some new promotional initiatives. The result was that every world region participated in the 2016 World Spine Day and in doing so awareness of spinal disorders was heightened, including at government level.

The response to the increased efforts in these organizational areas resulted in record-breaking participation and engagement in all measured fields. Events were recorded in all WHO regions with reaches of some media campaigns of millions.

Since 16 October 2016, we have reflected on what went well and what we felt we could do better. Limitations included resources available with a small budget, a small committee dealing with an unanticipated scale of participation, and inexperience in some areas of website maintenance.

The event was, however, a resounding success. With initiatives now in place and a hugely expanded baseline audience to build on for next year, we can look forward to an even more successful World Spine Day 2017!

Robyn Brown MBBS, BSc
World Spine Day 2016 Global Coordinator



Vision & Objectives

Background

The Global Alliance for Musculoskeletal Health (formerly known as the Bone and Joint Decade, BJD) is an independent, global non-profit organization which has a ten-year commitment to promoting musculoskeletal health worldwide.

World Spine Day was created as part of the Global Alliance's action week, which runs annually from 12-20th October, and dedicates specific days to major conditions affecting the musculoskeletal system.

Since 2012, the World Federation of Chiropractic (WFC) has coordinated World Spine Day in collaboration with organizations around the world. October 16,

2016 marked the fifth official World Spine Day, calling on people and organizations around the world to join to raise awareness around the prevention and effective management of spinal disorders.

Mission

To highlight the importance of physical activity and improving posture as part of good spinal health and the prevention of injury.

Aims and objectives

The aims of World Spine Day are three-fold:

1. To raise awareness about spinal health and spinal disorders among individuals, communities, professionals and all stakeholders associated with spine care;
2. To provide a forum for ongoing discussion about the burden of spinal disorders and the sharing of best practices;
3. To promote an interdisciplinary, collaborative approach to easing the burden of spinal disorders.

The principal campaign objectives of World Spine Day 2016 were to increase awareness of World Spine Day generally and to increase participation in events promoting good spinal health.

Preparatory work

Preparatory work started in June 2016, when the WFC formed a dedicated World Spine Day committee.

The decision was made to return to the 2014 theme of "*Straighten Up and Move!*".

A comprehensive review of all materials was undertaken and was updated where necessary. In particular, the World Spine Day website underwent a major overhaul and social media materials were updated with fresh content.

Straighten Up and Move

The theme "*Straighten Up and Move!*" is consistent with the World Health Organization's strategy on physical activity and emphasizes the importance of healthy spinal posture and movement. Incorporating self-help, awareness and prevention, the strategy aims to improve health and prevent spinal damage and ill-health.

The theme of posture and movement supports the Global Alliance's Vision of "*Keep People Moving*".

Straighten Up and Move! is suitable for patients of all ages; from improving the posture of schoolchildren carrying backpacks, to optimizing movement in the elderly, the intent of World Spine Day 2016 was to bring people from all walks of life – patients, health providers, health care organizations, associations and governments - to help ease the global burden of spinal disorders.

In order to gain momentum and effectively do this, the committee emphasized the need to work collaboratively in the promotion of prevention and management of spinal disorders.

The concept for *Straighten Up and Move!* was developed in 2004 by a chiropractor, Dr Ronald Kirk. This was embraced and promoted by the Bone and Joint Decade in 2006 and was well received by leaders of the World Health Organization in 2006.

Straighten Up and Move! is a bold and innovative health promotion initiative designed to empower people everywhere in attaining better spinal health and an improved quality of life. It is aimed at people of all ages, genders and cultures, with materials

appropriate to age range.

Straighten Up and Move! uses straightforward materials and has had its content translated into many languages including French, German, Spanish, Russian, Mandarin Chinese, and Swedish.

Consisting of a series of simple exercises and lifestyle recommendations taking just minutes each day to complete, *Straighten Up and Move!* modules promote the improvement of posture and body core stabilization to help in the prevention of spinal conditions (Figure 1).

The exercises are easy and fun and can be completed quickly as a regular daily preventative health practice. The 2-3 minute routines can help improve and prevent poor posture, which is a common trigger for general back and neck pain, and can be undertaken by all ages.

Website update

A review of health promotion websites inspired new ideas for the World Spine Day website. Key elements of this were:

1. A new layout utilizing the World Spine Day colors.
2. A new site navigation bar with easier access to

different areas of the site

3. Acknowledgement of official supporters appearing along the sidebar of every page.

4. A new pop-up box which appeared when anybody accesses the site, encouraging people to become official supporters (Figure 2).

5. Development of an email database

6. A new information section for visitors from different backgrounds.

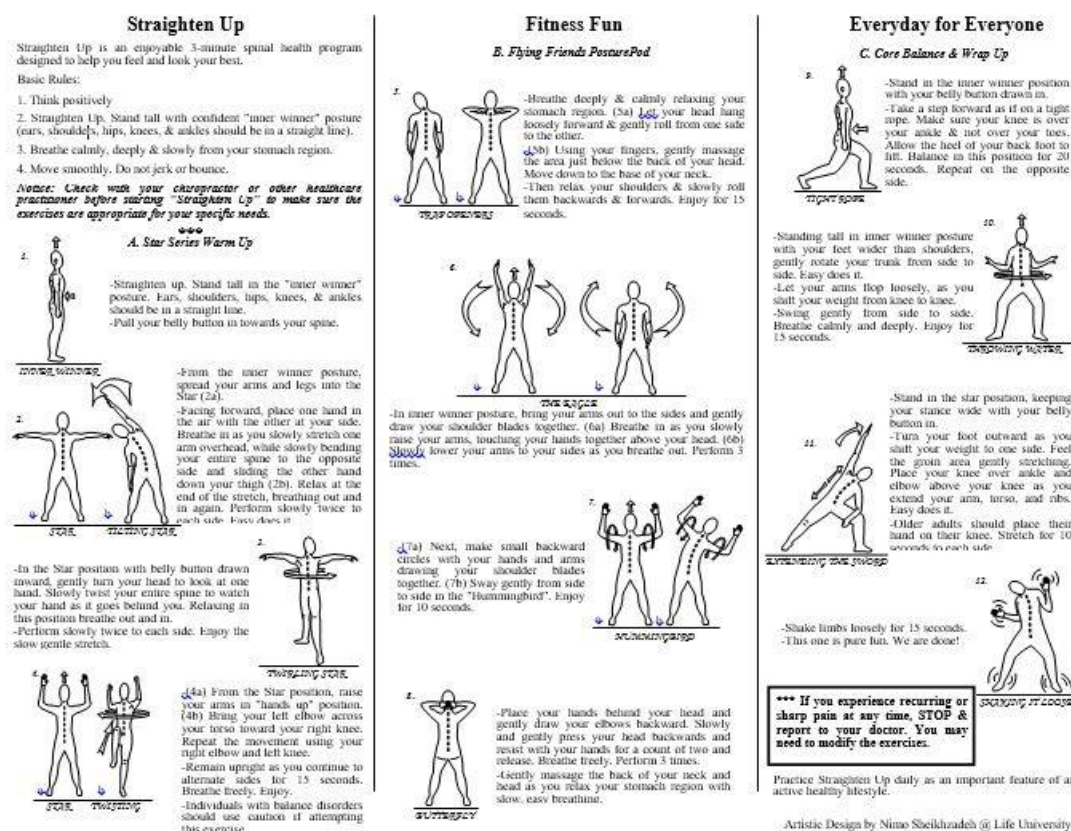
7. A new events section to display all planned and executed events around World Spine Day. This was designed to recognise those who had undertaken events, and to inspire others to take part. The scale of participation could also be demonstrated using this method.

8. Statistical tracking to monitor future website usage and inform.

Promotional materials

Straighten Up and Move! featured eye-catching new promotional material for 2016. The downloadable toolkit was updated to provide additional material so that participants had access to numerous resources.

Figure 1: Straighten Up Exercise Sheet



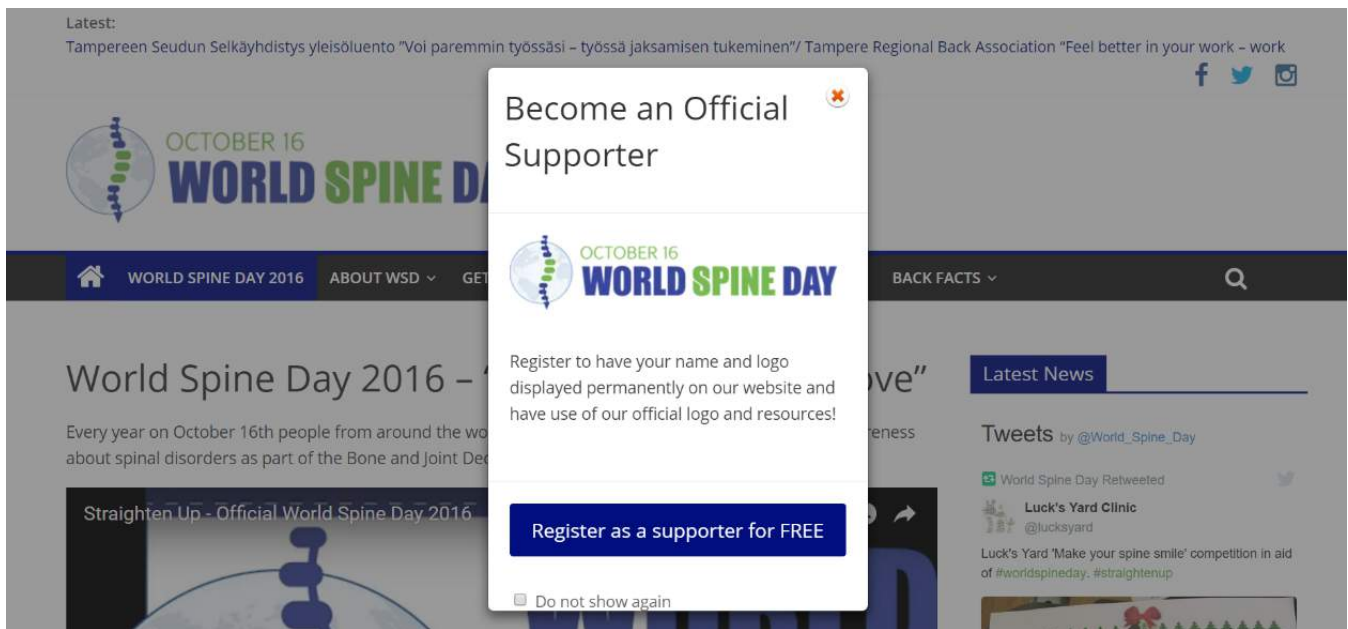


Figure 2: Pop-up sign-up box from the World Spine Day website

Posters

To raise awareness of spinal health and of World Spine Day in the months leading up to the event, promotional materials were produced to be uploaded to the Facebook and Twitter pages.

Posters were designed, following a consistent format for continuity and for brand image. Every poster displayed a simple fact accompanying an image, the #straightenupandmove hashtag and the World Spine Day logo and website as a bar along the bottom.

An example is shown in figure 3. Over 30 posters were produced, appearing on the website and social media platforms throughout the campaign.

A 'poster of inspiration' for event ideas was produced (figure 4) and posted on the website resources page and social media platforms. The poster was split into its 20 separate "tips" to be posted separately in the lead up to World Spine Day (Figure 5).

In the seven days leading up to 16th October, countdown posters were produced and scheduled to post every day on social media platforms (Figure 6).

Video

A new idea for 2016 was to extend the use of video media. A YouTube channel was created (Figure 7) and several existing videos demonstrating the Straighten Up exercises were added to the channel.

A two-minute simple video was commissioned in August using free software to advertise World Spine Day and give some key facts about its aims. It was released in late-August and promoted via email and social media.

A second video used a different, light-hearted approach and involved the development of a "Straighten Up" song and music video, as a parody of a popular current chart-topper. A young, London-based medical student society, the MDs Comedy Revue Society was commissioned to produce the video which was written, recorded, edited and published over the space of two weekends. Since its release in September 2016 on YouTube it has attracted almost 10,000 views..



Figure 3: Example of World Spine Day poster

Figure 4: Poster of inspirational ideas to aid participant involvement.



Figure 5: Example of tips to support participant engagement

Social media

Social media platforms included:

Facebook:

<https://www.facebook.com/WorldSpineDay2016>

Twitter: https://twitter.com/World_Spine_Day

The Facebook site was updated with a new banner and new logo. The Twitter page received similar treatment and a two-day search was conducted to follow new topics and people of interest which may be used to retweet.

In August 2016, emphasis was placed on reposting/retweeting current and interesting topics to grab attention and increase followers. News stories were posted, as were interesting facts about spinal health.

Throughout September and October 2016 this continued, but the focus was increasingly shifted to dedicated World Spine Day material



Figure 6: World Spine Day countdown poster

World Spine Day

World Spine Day is 16th October! Help us celebrate by promoting spinal health and awareness of spinal disorders and becoming an official ... Show more

Uploads Public

Straighten Up - Official World Spine Day 2016
9,587 views • 3 months ago
CC

World Spine Day 2016
2,627 views • 4 months ago

Created playlists Public

World Spine Day
22 VIDEOS

Straighten Up - Official World Spine Day 2016	4:20
World Spine Day 2016	2:00
Full Straighten UP Workout (For Adults)	7:52

Figure 7: World Spine Day You Tube Channel

Results & Data Analysis

Raising awareness of World Spine Day

Official Supporters

1. The campaign generated 447 multidisciplinary and multinational official supporting organizations of World Spine Day.
2. The overall open rate of emails sent to official supporters was 40.5%. However, this varied throughout the campaign as numbers of supporters grew, as shown in figure 8.

Website

3. As at February 2017 there have been 23,020 views of the website by 9,983 visitors from 116 countries since the website relaunch in August. Comparable data from previous years was not recorded.
4. There were 13,379 views throughout October, and 1,573 views on October 16, 2016, World Spine Day.
5. The top ten visiting countries were, in descending order: United States, United Kingdom, Canada, India, Belgium, Australia, South Africa, Sweden, France, and Malaysia (See figure 9).

Facebook

6. Facebook page likes increased from 1,066 to 1,516 (42% increase) between August 1, 2016 and December 31, 2016 (figure 10).
7. Spikes occurred on September 4 (99 new likes), and October 14, 2016 (34 new likes).
8. 56% of followers were female, and 44% were male, with 37% of likes by those in the 25-34 age bracket (figure 11).
9. The most popular post was accompanying an article regarding Usain Bolt's scoliosis which reached over 6,600 people. Other popular posts are detailed in figure 12.

Twitter

10. Twitter followers increased by 296 to 965 from August 1, 2016 (44% increase).
11. Campaign Tweets led to 66,500 impressions between August 1 and October 31, 2016 (figure 13).
12. The most popular tweet was regarding a BBC

documentary promoting physical exercise which received 3,542 impressions. Other popular posts and an example are detailed in figure 14 and 15 respectively.

13. In October, 57 tweets resulted in 2,555 profile visits, 93 new followers and 32,900 impressions. @World_Spine_Day got 103 mentions by other twitter profiles and 95 tweets with links to the page.

14. The audience are 52% female and 48% male, with 50% coming from the 25-34 years old age bracket. 72% of the Twitter audience is from United States, United Kingdom and Canada (30%, 21% and 21% respectively).

15. Retrospective analysis of hashtags revealed that #worldspineday was highly associated with other WSD-related terms including #straightenupandmove. However, #WSD2016 appeared to also be associated with other campaigns such as "World Sight Day", and "World Stroke Day" (figure 16 and 17), both of which occurred near the time of World Spine Day and therefore made #WSD2016 analysis unreliable.

16. We were unable to obtain retrospective data regarding the use of #worldspineday and #straightenupandmove on 16th October.

YouTube

17. The new YouTube channel with two uploaded videos has seen 12,208 views, and currently has 26 regular subscribers.

18. The promotional teaser video currently has 2,627 views, with views spiking on October 16, 2016 (274 views) and in the days surrounding it (figure 18).

19. The "Straighten Up" parody currently has 9,584 views, with a large spike on October 16, 17 and 18, 2016 (607, 2,275 and 1319 respectively), and a smaller but significant spike on the day after its release on 11th September (448) as shown in figure 19. Feedback regarding this video was hugely positive and many enjoyed the upbeat, humorous, and catchy element to the campaign. The video was also translated with Polish after a request received via Facebook messenger. Age distribution is more equal than that seen in Facebook and Twitter audiences (figure 20).

Campaigns

<input type="checkbox"/>	<input type="checkbox"/>	Folders ▾	Filter ▾					
<input type="checkbox"/>	<input checked="" type="checkbox"/>			Competition Deadline (copy 01) Regular - Official World Spine Day Supporters Sent on Wed, Nov 09, 2016 4:06 am	424 Subscribers	35.5% Opens	1.4% Clicks	
<input type="checkbox"/>	<input checked="" type="checkbox"/>			Competition Deadline Regular - Official World Spine Day Supporters Sent on Thu, Nov 03, 2016 5:36 am	428 Subscribers	39.5% Opens	2.4% Clicks	
<input type="checkbox"/>	<input checked="" type="checkbox"/>			Thank You Regular - Official World Spine Day Supporters Sent on Mon, Oct 31, 2016 11:34 am	431 Subscribers	46.7% Opens	0.0% Clicks	
<input type="checkbox"/>	<input checked="" type="checkbox"/>			Happy World Spine Day Regular - Official World Spine Day Supporters Sent on Sun, Oct 16, 2016 8:24 am	349 Subscribers	46.3% Opens	5.9% Clicks	
<input type="checkbox"/>	<input checked="" type="checkbox"/>			Premier Supporter Regular - Official World Spine Day Supporters Sent on Sat, Oct 15, 2016 9:15 am	350 Subscribers	33.0% Opens	2.3% Clicks	
<input type="checkbox"/>	<input checked="" type="checkbox"/>			Facebook events Regular - Official World Spine Day Supporters Sent on Wed, Oct 05, 2016 4:20 am	250 Subscribers	45.6% Opens	6.2% Clicks	
<input type="checkbox"/>	<input checked="" type="checkbox"/>			2 week Countdown Regular - Official World Spine Day Supporters Sent on Mon, Oct 03, 2016 5:21 pm	244 Subscribers	55.2% Opens	12.5% Clicks	
<input type="checkbox"/>	<input checked="" type="checkbox"/>			Event Registration Regular - Official World Spine Day Supporters Sent on Fri, Sep 16, 2016 10:27 am	129 Subscribers	52.0% Opens	14.6% Clicks	
<input type="checkbox"/>	<input checked="" type="checkbox"/>			Video Regular - Official World Spine Day Supporters Sent on Sun, Sep 11, 2016 5:45 pm	109 Subscribers	58.7% Opens	35.6% Clicks	
<input type="checkbox"/>	<input checked="" type="checkbox"/>			September mailout Regular - Official World Spine Day Supporters Sent on Wed, Aug 31, 2016 5:44 pm	60 Subscribers	68.3% Opens	26.7% Clicks	
<input type="checkbox"/>	<input checked="" type="checkbox"/>			Requesting from organisations (WFC list) Regular - WFC Contact list Sent on Fri, Aug 05, 2016 10:18 am	501 Subscribers	35.5% Opens	6.0% Clicks	

Figure 8: Open rates World Spine Day emails

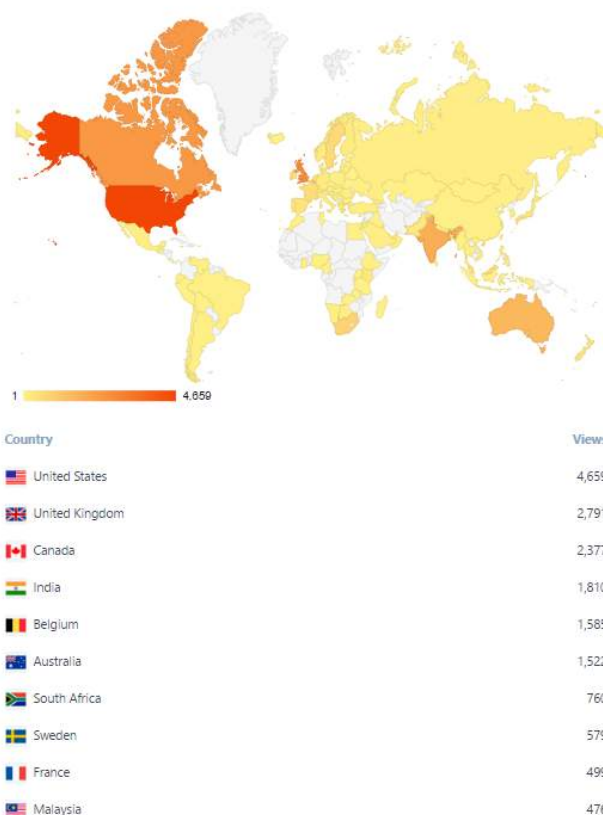


Figure 9: Geographic distribution of website users



Figure 10: Age distribution of Facebook likes

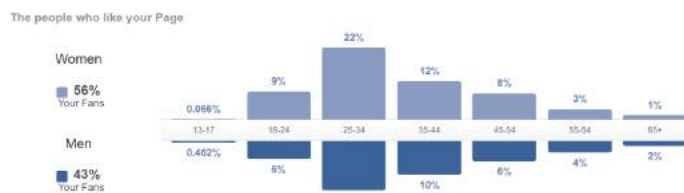


Figure 11: Gender distribution of Facebook likes

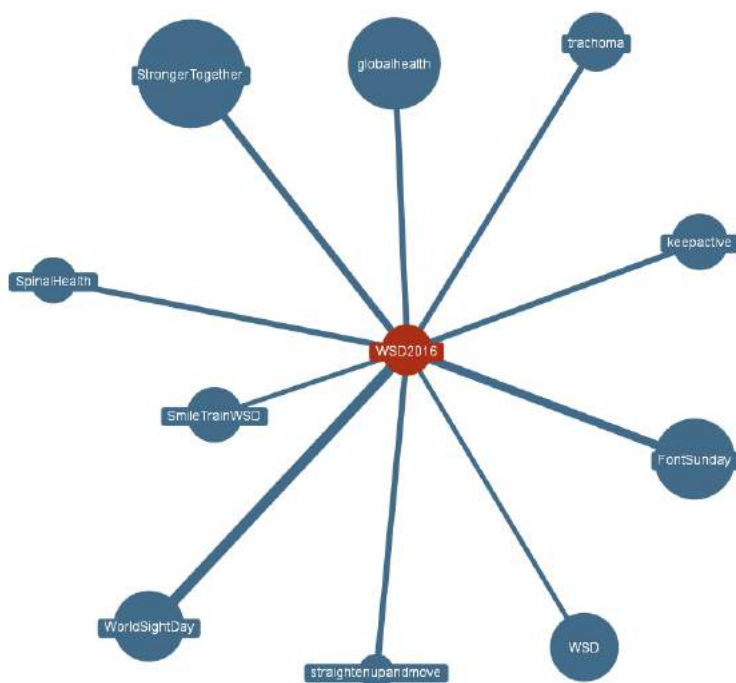


Figure 16: Word web associated with #WSD

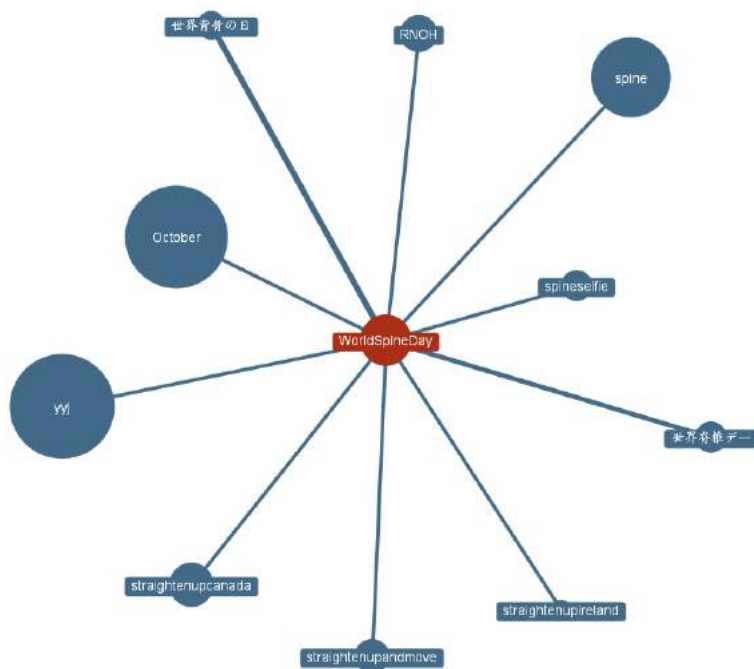


Figure 17: Word web associated with World Spine Day

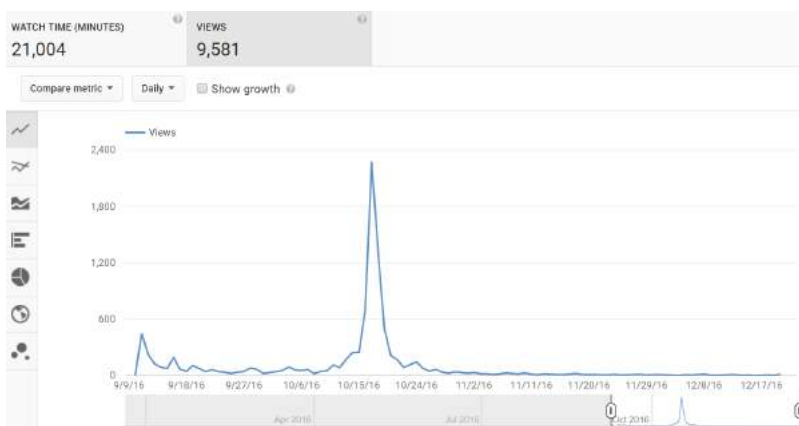


Figure 18: Views of the promotional video

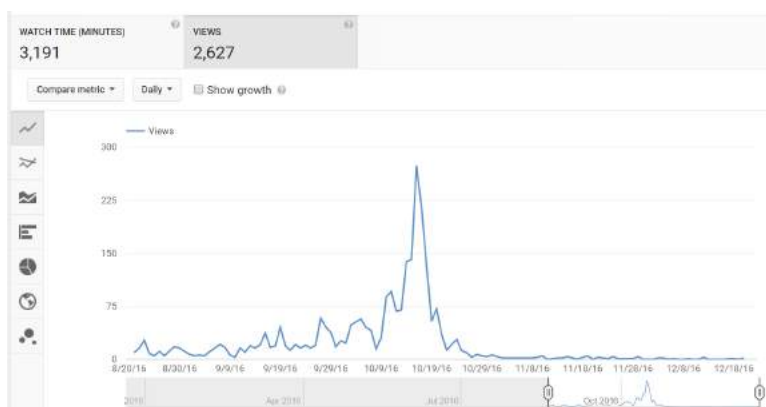


Figure 19: Views of the Straighten Up parody video

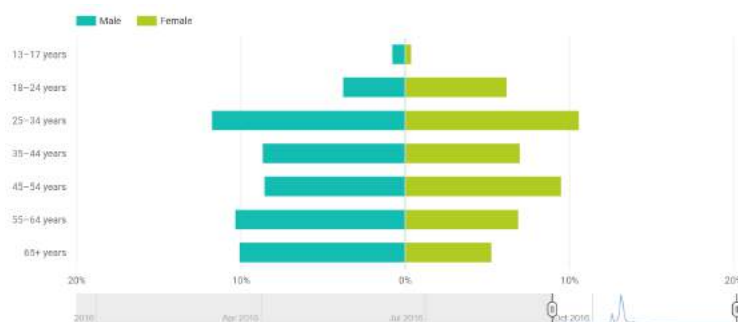


Figure 20: Age distribution of WSD YouTube viewers

World Spine Day: Global Events

This year, World Spine Day events spanned every one of the seven World Federation of Chiropractic (WFC) regions (six WHO regions) (See Figure 21).

Events ranged from free classes and check-ups to full festivals. There was a distinct emphasis on community-based rehabilitation, self-help and health promotion.

Notable events from each region have been briefly described below; however, there were many more events in each region celebrated on

the World Spine Day social media platforms and website, as well as many which may have not reached our data collection searches.

The World Spine Day team captured events via social media posts, World Spine Day competition entries, and emailed event submissions.

Due to limitations in data collection techniques, it is suspected that many more events took place than that which is detailed below.

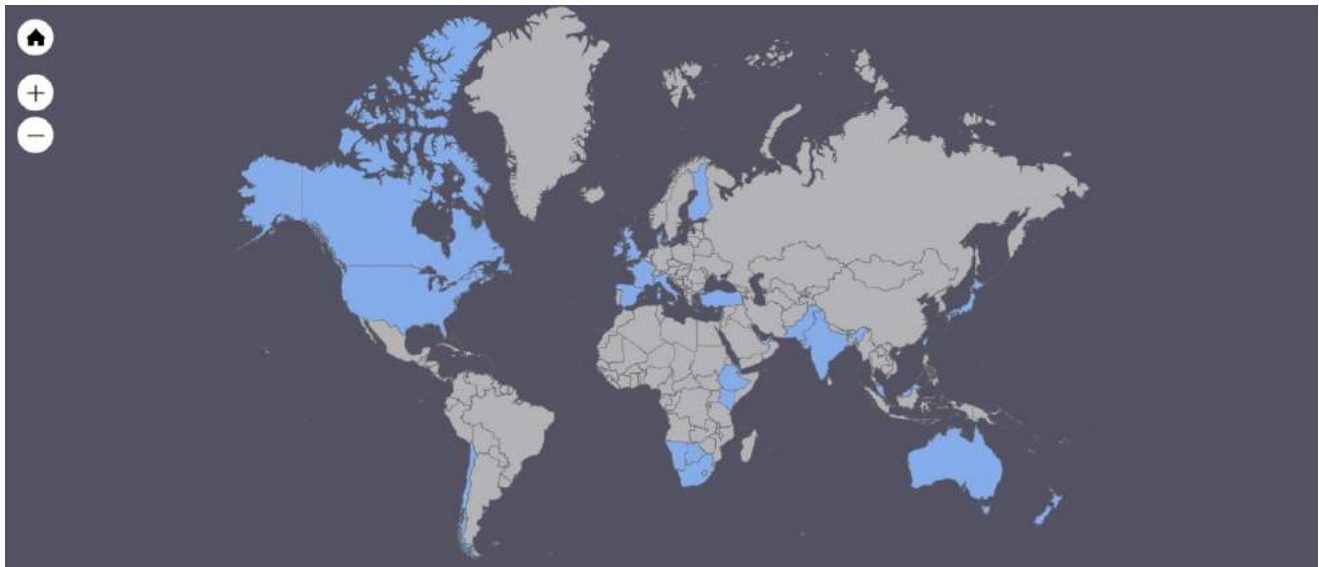


Figure 21: Distribution of global World Spine Day events notified to the WSD team.

World Spine Day: AFRICA

BOTSWANA

World Spine Care's Shoshong clinic in Botswana held their first World Spine Day event, attended by over 60 local people, including the Village Chief, and members of local government departments.

Ages of participants ranged from 3 – 83 years old.

World Spine Day itself was celebrated by a yoga class at 7.30am, led by a team of local villagers who earlier in the year had become certified Yoga tutors through the World Spine Care Yoga Project.

A spinal education class followed, after which participants could either engage in either a second yoga class or participate in a TheraBand exercise class.

A light-hearted quiz gave the opportunity to learn facts about muscles and joints whilst visual interactions with posters and spine models brought perspective to basic knowledge about the human body.

A refreshment break offered participants the chance to browse through stands. HIV tests, blood pressure tests, Pap smears, blood sugar tests and TB tests were offered to the community by nurses.

Health practitioners were on hand to answer any questions.

The second half of the event saw all participants eagerly take part in the “*Straighten Up*” program, providing the village community with a set of easy, memorable exercises that can be performed without the need of any equipment.

Leaflets detailing the program were translated into the local language, Setswana, and distributed to those present.

World Spine Day in Botswana showcased a multidisciplinary, community-based rehabilitation program which promoted physical activity, provided health education and furthered knowledge of key public health issues.



World Spine Day: AFRICA

ETHIOPIA

First Chiropractic, Wellness and Rehabilitation Clinic (FCWRC) launched a national Spine Awareness Campaign, under the local theme “**Aser Le-Tena**” or “Ten for Health.”

Initially, FCWRC hosted a booth at an International Construction Expo where they introduced the importance of spinal health care for construction workers in light of the prevalence of spinal disorders in this segment of the workforce.

A total of 122 Physical Education teachers from government schools in 10 sub-cities within Addis Ababa were then invited for a Spinal Awareness Training given by FCWRC.

‘Aser le-Tena’ was taught as a practical solution to various spinal injuries that may happen during a school day. Teachers expressed their desire to include spine health in the national school curriculum, and, in the meantime, start a major conversation on spine health within their school sport clubs.

FCWRC was invited to join the 7th Addis Build International Construction Equipment and Technology Expo (14-17 October, 2016) to further the concept of spinal health care in the construction industry.

On October 14, 2016 FCWRC gave a press interview gaining major television coverage (Ethiopian Broadcasting Service, EBS, Nahoo TV, JTV), radio (Sheger, Abay) and newspaper (Addis Zemen, Reporter, Addis Admas) reaching an estimated 7 million viewers in the capital city and millions more all over the country. Over 700 guests attended the full day event, which had to be divided into three sessions to accommodate the large crowd.

World Spine Day Ambassadors who publicly offered themselves to join the campaign included Sammy Dan and Lij Michael (popular musicians), and Azeb Worku, Abraham Wolde, Mehader and Sohia Mohammed (radio personalities).

‘Aser-le-Tena’ was also taught to all the guests.



Yeneta Tube - a popular Ethiopian website with an estimated following of 1.5 million viewers, has interviewed FCWRC's Dr. Selam and screened part of 'Aser-le-Tena' on YouTube:

<https://www.youtube.com/watch?v=7KHReBFhDrl>.

As a consequence of World Spine Day, future plans include:

1. Offering a series of Spine Awareness Workshops, in Addis Ababa and other regions, to sensitize local representatives from various industries.
2. Launching a major documentary on Spine Awareness via TV.
3. Facilitating panel discussions on Spine Awareness
4. Launch short clips on Spine Awareness with a custom-made World Spine Day theme song to be transmitted via TV

World Spine Day: AFRICA

KENYA

The **WEMA Group** held a day of demonstrations, seminars, and postural assessments to teach locals about World Spine Day.

www.youtube.com/watch?v=2yFQMqdOLrQ&feature=youtu.be

As part of the World Spine Day events, the **National Spinal Injury Hospital** in Kilimani was visited and publicly supported by the Kenyan Ministry of Health.

C&P Health Centre held a “Straighten Up Kenya” medical camp.



Join with WEMA to Promote
“Straighten Up and Move!”
WORLD SPINE DAY-KENYA
9am - 3pm; Saturday - October 8, 2016
FREE, FUN and INFORMATIVE for the FAMILY!
Chiropractic Screenings, Fitness Assessment, Health & Nutrition Seminar,
Stress-Free Living Seminars; Physiotherapy Seminars
An Afya Bora event endorsed by: Nameless, Wyre, Jo1 & Ammi-The Veggie man
Miotoni Rd, Off Ngong Rd, Karen
First Gate on the left
0724 20 30 19 / 0780 20 30 19
info@wemagroup.co.ke
www.wemagroup.org
Afya Bora

World Spine Day: AFRICA

NAMIBIA

The **Namibian Chiropractic Association** published articles in 5 daily newspapers, gave interviews on various radio stations and appeared on national television to promote spinal health and the events planned for World Spine Day.

Chiropractors teamed up with yoga and Pilates instructors and a Qigong and Tai Chi teacher to offer free classes on Saturday mornings, launching a movement called Rise Namibia.

Rise Namibia encourages Namibians to start exercising in open spaces in and around the capital, Windhoek.

As a result of the World Spine Day initiative, very Saturday morning Rise Namibia organizes free open air exercise classes of various disciplines including yoga, Pilates, Qigong, Tai Chi, Nia, Zumba, African Dance, Capoeira, Kickboxing, and Meditation, in the capital city of Windhoek.

Rise Namibia has also facilitated more family-friendly and inclusive movement activities in the city.

Rise Namibia has a clear objective of inspiring people to lead healthier lives whilst at the same time revitalizing public spaces and fostering interaction with new people. Rise Namibia, while currently enjoying the tree covered hospitality of The Village, also aims to bring life to other areas of the city in the hope that others will do the same.

To this end, Rise Namibia, in association with Windhoek's various movement and mindfulness instructors, now presents three different sessions of 30 minutes every week, with segments ranging from spine health classes with Dr Elga Drew to Ombazu (African dance fitness) with Taimi Itembu.



World Spine Day: AFRICA

SOUTH AFRICA

To celebrate World Spine Day, **Atlantic Chiropractic Health Centre** offered free spinal screenings for the whole month of October. They promoted the event by printing banners and displaying graphics on clinic screens. A Facebook ad with the same graphic was posted and was boosted to reach most of the Facebook users in Cape Town.

Dr Reg Englebrecht, himself a coordinator of World Spine Care Africa, distributed World Spine Day materials to all members of a national medical scheme "Selfmed" in South Africa.

Durban University of Technology The DUT World Congress of Chiropractic Students (WCCS) Chapter hosted an early morning Pilates class on Durban Beachfront attended by WCCS members and the public.

Fifth and sixth year chiropractic students from **The University of Johannesburg** (UJ) held a variety of events in the period around World Spine Day.

They offered Spinal Screenings for a week on their Main Campus from 9am-12pm. A workout for schoolchildren at a local primary school with the UJ-WCCS chapter members and a company called Ministry of Fitness was also coordinated, emphasizing good posture and physical activity.

The session included an explanation about the role of chiropractors in promoting healthy spines as well as educating the students on posture and how to sit correctly at school desks. Straighten Up stretches were also demonstrated during these classes.

Free Pilates Classes were offered to different health faculties, with chiropractors, students, family and friends all in attendance.

Posture assessments were held at **Brit's Hospital**

Chiropractors from **Aspire Happyness** filmed a series of short videos giving people practical tips on how to combat activities of daily living that can adversely affect the spine.

Peak Chiropractic: founder and author of the book *Thrive!* Dr Greg Venning held free workplace talks for businesses based in Stellenbosch.



World Spine Day:

ASIA

BANGLADESH

The **Neurospine Society of Bangladesh** organized a large rally to celebrate World Spine Day. It also orchestrated media coverage on satellite TV channels and radio.

The Society also arranged a scientific seminar on the subject of spinal disorders as well as a free clinic in the outpatients department for spine patients.



INDIA

A free Integrated Diagnostic camp was held at **Ayurved Dham Hospital, Nagpur** where orthopaedic specialists, neurosurgeons, other specialists, homeopaths and yoga experts gave specialist advice for back pain under one roof. The hospital is now conducting an awareness program which includes the *Straighten Up & Move!* 3-minute spinal health program.



The **Department of Spine Surgery, VPS Lakeshore, Kochi**, held a week long free Medical Camp at VPS Lakeshore Hospital for back pain and related spinal disorders including scoliosis. This was headed by consultant Spine and Scoliosis Surgeon. Patient education sessions took place, along with exercise advise, and information about osteoporosis and back pain, cancer related back pain and myths about spine surgery.

In **Ghodbander Thane**, patients received talks and demonstrations about spinal health, in conjunction with **Ceragem**.



The **Indian Express** newspaper released an article online to advise people on spinal health and **Dr Ankur Gupta** added to the media coverage in his health awareness article.

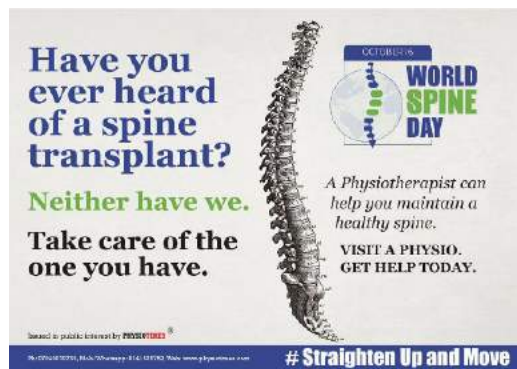
Umasankar Mohanty of the **Manual Therapy Foundation of India** discussed mechanical problems of the spinal column with workshop participants at Indore.

Free consultations and spinal screenings were held at **Kapadia Hospital, Goregoan West**.

Vami Krishna from **Sriram Super Specialty Hospital, Ongole**, released an awareness program video on back and neck problems, live on Facebook. It received over 5.3K views, 114 shares, 153 comments and 425 reactions!



INDIA (continued)



PAKISTAN

KKT Orthopaedic Spine Centre released many posters on their webpage and Facebook site in the weeks leading up to World Spine Day, gaining thousands of views per post. They then also held a specialist screening event at the hospital.

The day was celebrated by **D.H.Q.D. hospital**.

A Q&A session with orthopaedic surgeon, Afzal S Hussain took place at the **Pakistan Society for Rehabilitation of the Disabled (PSRD)** in support of World Spine Day.



World Spine Day shared PSRD's video.
Published by Robyn Brown · 16 October 2016 ·

Great Q&A with orthopaedic surgeon Afzal S Hussain, Orthopaedic Surgeon at PSRD - Pakistan Society for Rehabilitation of the Disabled. All for #WSD2016's #straightenupandmove campaign



733 Views

PSRD

16 October 2016 ·

World Spine Day
Dr. Afzal Hussain
Orthopaedic Surgeon PSRD

Like Page



UAN :042-111-222-558
KKT Karachi Center,

www.kktpakistan.com

World Spine Day:

ASIA

HONG KONG

The **Children's Chiropractic Foundation (CCF)** held several events on and around World Spine Day. These included:

1. A *Straighten Up and Move!* photo/video contest
2. Media chiropractic experience on September 9, 2016.
3. Multiple outlet media promotions (bus advertising, newspaper advertising, street promotions)
4. Spinal Funfair and information day on September 24, 2016.
5. Parents & Kids ambassadors' training
6. Spinal health talks
7. Chiropractic check ups
8. A World Spine Day carnival with a press conference and celebrity participation. *Straighten Up* exercises were promoted widely on October 16, 2016
9. Opening of Kids First Chiropractic Centre on October 16, 2016

Chiropractic Doctors Association of Hong Kong (CDAHK)'s World Spine Day Campaign 2016 was estimated to have reached and impacted over 5 million people, successfully spreading the message of healthy spine to kids with the help of B.Duck and Winnie-the-Pooh! They did this through collaboration with all sectors of society including government, health care, schools, non-profits, corporations, entertainment, and industry.

Stage 1: Promotion of *Straighten Up and Move!* through community outreaches. A radio campaign was launched with the purpose of spreading spinal health information to the public, with a special focus on children's health. Advertisements were placed on minibuses, trams, and buses. The CDAHK also enlisted the help of the Korean Chiropractic Association (KCA) to promote World Spine Day 2016 further. CDA chiropractors attended the Book Fair Sharing Talks. CDAHK members met with chiropractors from Australia



World Spine Day:

ASIA

HONG KONG

to practice new techniques.

Dr. Vincent Chan and Dr. Eric Chu DC, had met with Mr Patrick Nip, the Permanent Secretary for Health, to provide updates in relation to chiropractic in Hong Kong and the benefits of establishing a chiropractic school in Hong Kong.

Part 2: Collaborated with local children's company, Dr. Max, to create a *Straighten Up* exercises leaflet with Disney characters for children. Straighten Up exercises were performed at Disneyland, Hong Kong. A 'B.Duck' themed Straighten Up Dance-a-Thon was created.

Part 3: World Spine Day 2016 Finale Dance-a-thon Event. Two representatives, one from the Home Affairs Bureau and another from Tai Po District Council, were present as guests to share about their own spine stories and spread the message of spinal health to the Tai Po community. Celebrities also brought their own children to the event.

All proceeds raised from the Dance-a-thon were donated entirely to Children Charity Foundation. CDAHK Chiropractors volunteered to provide spinal checks to the public. Chiro Talk Topics had high levels of audience participation.

Families and friends from were invited by the **Hong Kong International Hula Association** to dance "World Spine Day Hula" together during the special event at the First Hong Kong Hula Competition <https://youtu.be/vV4KZJUhEJO>

New York Medical Group (NYMG) held a competition "Checkathon" to explore innovative ideas to address "Spinal Health" and "MOVE" considerations in Hong Kong. They aimed to encourage the citizen to perform more stretch in daily activities. A bracelet was designed to track and follow health and fitness data of individuals and included a new app (Haha). NYMG worked with insurance companies, arrange a coach tour with spine check stations and held a staff checkathon. Clients liaised to promote spinal health. They also encouraged 10 local schools to engage in checkathons for pupils, including funny games, scoliosis checking and wellness tips flyer to parents.



World Spine Day:

ASIA

MALAYSIA

International Medical University (IMU) organized an astounding, award-winning display of events over the days and weeks surrounding WSD created and executed by a dedicated committee.

A fundraising event was held in May 2016 selling local delicacies to university staff and students. World Spine Day t-shirts were also sold to the public. The funds were used to plan the further activities and promotional material.

Posters, flyers and event teasers were posted around the IMU campus from July 2016. A Facebook page was created and promotional videos generated. Flyers were placed in other event goodie bags.

A banner was designed and hung in the main atrium in the direction of the main entrance and handmade stickers of each vertebral segment of the human body were stuck onto each of the steps on a flight of stairs.

Three giant papier mâché models of the cervical, thoracic, and lumbar vertebrae were made and were used as the centrepiece decoration. 3D horizontal hanging spine which was suspended on the first floor over the university's main atrium.

IMU students hosted 3 main events:

1. Community project at Dignity for Children (DFC) in Kuala Lumpur providing spinal health and healthy lifestyle education, quizzes, demonstration of the Straighten Up exercises, spinal screenings and free treatments to refugees and poverty-stricken children.
2. A three-day intra-university Powerlifting and Fitness Challenge Competition. A video was also created to demonstrate correct technique. The Powerlifting Competition consisted of bench-pressing, squats, and deadlifts while the Fitness Challenge consisted of various timed strength, endurance, and agility exercises such as burpees, farmer's walk, and chin-ups.
3. A public information event. Two rows of display boards followed which showcased hand-made informative posters that aimed to raise public awareness about spinal-health and being active while event volunteers were there to interact and explain the posters to curious and intrigued passers-by. Multiple interactive booths were also set up to educate the



MALAYSIA (continued)

public. a 'Thrusting Competition' and a 'Hand-Grip Challenge' were arranged. Activity and Games Booths were a series of informative and fun challenges outside of the atrium that visitors can participate in to get freebies. spinal screening booths were where we offered free spinal check-ups, evaluations, and consultations.

An 'Insanity Challenge' was organized in the evening on the first day of the event.

Pustaka Negeri Sarawak, Miri and TAGS Spine and Joint Specialists invited members of the public to attend a public health talk on 'Discover Recovery from Back & Knee Pain'. Nearly 250 participants attended the program, which was free-of-charge. TAGS also offered free spinal health screening at their clinic after the program. There was also a



World Spine Day: ASIA

SINGAPORE

Natural Healings held a week-long event at Thomson Plaza comprising of free health screening, including spinal checks, bone density checks and orthotics foot scans

The health screening was open to the public, resulting in an overwhelming response. A workshop was also conducted on the topic of their Trigonal Health Program, consisting of Chiropractic, Functional Wellness and Healthcare Supplements.

Their chiropractor gave a talk and gave valuable tips on self help for the spine. They also presented a donation of S\$30,000 to the Singapore Center for Physically Disabled (SPD).

Core Concepts organized an open house titled “We’ve Got Your Back” to highlight the importance of proper posture and physical activity and encourage good spinal health and prevention of back and neck injuries, as well as to showcase functional training, Pilates, massage therapy and physiotherapy



TAIWAN

Taiwan Chiropractic Doctors' Society and **Taiwan Back Pain Association** co-hosted a World Spine Day event in Taipei.

During the event, they explained how spinal health can impact on general health, the common causes of lower back pain and health prevention strategies.

Speakers demonstrated how to self-screen for posture, and how to use proper posture more effectively in daily activities. They encouraged everyone to get up and exercise.



World Spine Day: EASTERN MEDITERRANEAN

TURKEY

Bahcesehir University held an education event attended by over 200 people aiming to increase the awareness of spinal health.

The opening speech was made by Health Ministry Consultant of Turkish Republic.

In attendance were chiropractors from around the world, medical doctors, physical therapists, other health professionals and health professions students.

During the conference each participant was asked to record a short statement to emphasize the importance of the spine. These statements were collected and gathered in video and e- book format.



UNITED ARAB EMIRATES

The Emirates European Medical Centre, Dubai celebrated World Spine Day by offering three special promotions during the month of October. These included complimentary spinal screening and discounted treatment fees.



October 2016

- World Spine Day

- World Osteoporosis Day



We are happy to offer You and Your beloved

- **10% OFF** when buying a package of 5 Chiropractic treatment sessions + 5 Physiotherapy sessions
- **15% OFF + Free Therapeutic Massage** when buying a package of 10 Chiropractic treatment sessions + 10 Physiotherapy sessions

*Valid through October 2016

World Spine Day:

EUROPE

DENMARK

The **Danish Chiropractors' Association** (Dansk Kiropraktor Forening) held an event called "Spine Professor" or "Spine Pro" (in Danish: "RygFessor"). This was carried out by students from the chiropractic program at University of Southern Denmark.

Basing themselves in large cities throughout Denmark, students educated children (and grown-ups they brought with them!) in spinal health.

As part of the educational process, children were taken through 4 stations with 4 different assignments, each one teaching them how to prevent back pain and keep the back healthy.

When they have successfully completed the 4 stations the children become 'SpinePros', winning a t-shirt and a diploma-poster with their name on it.

Their parents or the adults they are with get a folder explaining World Spine Day and its objectives, stressing the importance of teaching children about spinal health. The program also inspires children to move in their everyday lives.

Station 1: children learn about anatomy by touching and feeling an animal knee joint.

Station 2: children answer 4 questions about the number of vertebrae in the spine, whether it is good for the spine/back to move or to sit still a lot; what cartilage is; and what it is that causes pain, if your back hurts.

Station 3 they collect a human skeleton jigsaw).

Station 4: children progress to the *Straighten Up and Move!* exercises.



World Spine Day: EUROPE

FRANCE

At the **Institut Franco-Européen de Chiropratique** (IFEC), Straighten Up Exercises were implemented for every class, every morning of the week; three yoga classes were available to everyone on Monday, Wednesday and Thursday; and a “Swing Your Spine” event: 30 chiropractic students attended a swing class wearing matching spine t-shirts. They had the opportunity to talk about spinal health and chiropractic in front of a crowd of 150 people. The advanced swing class was taught the Straighten Up exercises. A “Spine Selfie” competition was launched on Facebook, reaching the outstanding amount of 27,293 people. Winners received health books



and other healthcare-related items.

Femmes References produced an article on behalf of the **Association Francaise de Chiropratique** to promote spinal health.

Ostéopathes de Franc created a promotional video translated into English by **European Osteopaths**. It received over 75,000 views, 1800 shares and 420 reactions.

FINLAND

During National Spine Week (Selkavikko) there were public lectures, exercise classes, and/or back care material available in local spine associations all over the country.

In Helsinki, **Selkäliitto**, the Finnish Spinal Health Association, organized a pop-up stand. Physiotherapists checked posture and gave advice for back and neck care.

The Back Association of Karelia **Pohjois-Karjalan Selkäyhdistys** arranged body composition measurements and rehabilitation in their lobby, access to their gym, and a presentation and open lecture on “Back pain – What Should I

Do?” There was a Nordic walking session, games and workout session

Regional Back Association **Mikkelin Seudun Selkäyhdistys** announced their “TULE kuntoon, seniori!” program. This involved a lecture and week of activities.

Turun “TULE-tietokeskus” gave leaflets and lectures about spinal health, ankylosing spondylitis and how to do Pilates.

Porvoon Seudun Selkäyhdistys Porvoo Regional Back Association presented activities and hand outs in its “Hyvä Selkä” magazine.

A whole family walking event in Vaasa and tour of a new football stadium.

Salpausselkäs Back Association held



a specialist spinal lecture

An article in the biggest national daily newspaper, **Helsingin Sanomat** - an interview with an including some exercises for the back.

World Spine Day: EUROPE

ITALY

Giovanni Bisanti, Chiropractic Neurologist (USA) of **ChiroSport** held free spinal screenings at his studio from October 17-22 and spoke about "Functional Neurology" -at the Sporting Club Monza.

Studio Mazzini Chiropractic center organized Nordic Walking session in Milan



EUROSPINE

Eurospine included two articles in their annual meeting about World Spine Day as well as posting numerous social media posts to its numerous followers throughout the day.



World Spine Day:

EUROPE

SPAIN

L'Associacion Espanola de Quiropractico (AEQ) distributed information on all its social media networks AEQ social networks, reaching tens of thousands of people.

The AEQ created a flyer that was published on its Facebook (<https://goo.gl/p4FhnA>) and Twitter (<https://goo.gl/QYplkZ>) AEQ accounts.

Following the Spanish Chiropractic Association annual general meeting, attendees from all over Spain celebrated a cocktail on the roof of Las Letras Hotel in Madrid to commemorate the anniversary of the association and promote World Spine Day.

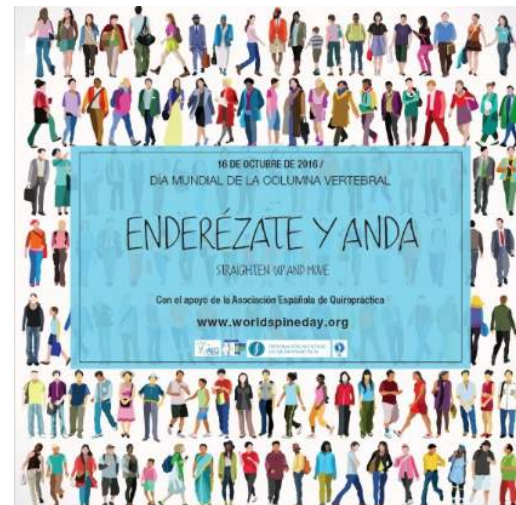
The **Association of Castilla and Leon Scoliosis (ADECYL)** hosted a national conference around World Spine Day.

The morning was aimed at physiotherapy students - orthopaedic specialists in spine and physiotherapists talked about scoliosis and treatments.

In the afternoon, Clara Sinovas and several members of ADECYL held talks for parents of students from different schools on what to look out for if they suspect their child may have scoliosis and who they should see in order to obtain an accurate diagnosis.

Salud Global Clinica Quiropractica ran a media blitz on its Facebook page, LinkedIn, Twitter and patient database with continuous information about World Spine Day. A play-on-photo of the evolution of ape to man standing with a combination of The Beatles album cover "Abbey Road" in the crossing outside their clinic was the main attraction! The clinic also did a contest among its patients to have them send a picture in support of World Spine Day based on the initiative.

Barcelona College of Chiropractic (BCC) WCCS Chapter celebrated with a display of inflatable spines in the heart of the city. A 7-foot, eye catching inflatable spine, tied to the Arc itself was displayed! The Straighten-Up exercise program was demonstrated and performed numerous times throughout World Spine Day



World Spine Day:

EUROPE

UNITED KINGDOM

In the UK, one of the massage therapy team from **Scotia** trained to become a Massage in Schools' Instructor. Massage in Schools Programme (MISP) is a peer-on-peer massage activity for school-aged children.

The program focuses on touch, combined with care and respect and creates a way for children to grow and develop in an open, secure and safe environment.

This program was rolled out to 58 local schools and the feedback to date from the teachers has been excellent. There have been spin-offs with projects within the schools on exercise and positivity.

At the **Anglo-European College of Chiropractic** (AECC), during the European Regional WCCS event, *Straighten Up* exercises were practiced with over 100 students (from all over Europe). A Facebook post of the whole group wishing everyone a Happy World Spine Day reached over 3,500 people.

Pictures were also taken and shared on social media to promote spinal health and a healthy way of living. A raffle ticket event (with spinal health promoting prizes) was also held to raise money for World Spine Care and a total of £662 was raised and donated by students.

McTimoney College of Chiropractic For World Spine Day, the WCCS chapter handed out leaflets to the public in Oxford City Centre and explained the theme of World Spine Day 2016.

There was a viewing of the film '*A Day in the Life: World Spine Care Botswana*' made by two of the volunteers of the organization: students were encouraged to take spine selfies and post them on social media platforms with the hashtag #worldspineday

The Welsh Institute of Chiropractic (WIOC) educated people across the four different university campuses about the importance of spinal health. The British Chiropractic Association provided *Straighten Up* UK flyers to support this initiative.



UNITED KINGDOM (continued)

On the south coast of the UK, delegations of all European schools performed *Straighten Up* exercises together with the last speaker of the event, Joe James Tilley.

Luck's Yard Chiropractic Clinic held several activities, working with over 2000 students. Firstly, it held a Teen Summit session doing yoga and art. Chiropractors went to neighbouring schools to do assemblies on how to *Straighten Up* and 'Make your Spine Smile'.

Luck's Yard held a Christmas competition to write a poem, or do a drawing illustrating how to get people to move more, straighten up and make their spines smile more.

The 24 best entries were read aloud each day over December and all the entries were added to the clinic Christmas tree outside the clinic so that the community could be inspired. Finally, they offered posture and spine assessments during October and November for 4-18 year olds in aid of Teenage Cancer Trust.

Hackney Chiropractic hosted a free coffee and cake afternoon with chiropractors giving free advice, postural assessments, and tours of their clinic

Royal Arsenal Osteopathic Clinic released an informative video on their Facebook page promoting World Spine Day and good spinal health .

Arif Soomro from **Cliff's Chiropractic** guest featured on BBC Radio Essex raising awareness of *Straighten Up and Move!* to local listeners.

Elisabeth Angier of **Llangefni Chiropractic Clinic** challenged herself and others to attempt "24 hours of movement" for World Spine Day and produced an inspiring video documenting her efforts.

Backcare's workshops for kids: **KidsBacks4thefuture** designed a get healthy writing competition supported by the **Gazette** and warned about the dangers of "Pokémon Neck" using their online social media.



Luck's Yard Clinic @lucksyards - 27 Nov 2016
Luck's Yard 'Make your spine smile' competition in aid of
#worldspineday. #straightenup



Listen to this FABULOUS radio interview (From 2:18:40) by Arif Soomro from Cliffs Chiropractic Clinic! Raising awareness to the public in a clear and reliable way about *straightenupandmove* and publicising *WSD2016*. Congratulations Arif! <http://www.bbc.co.uk/programmes/p049d0pg#play>



World Spine Day: LATIN AMERICA

PUERTO RICO

Centro Quiropractico de Rio Grande,
Puerto Rico organized four major events:

1. An interview in Wapa TV (local channel 4) about bad posture in the car, office, school, etc.
2. A competition between schools in the local town to design a poster about spinal health to display in the area of most traffic at school. A 30-minute lecture on '5 Steps to Obtain Good Spinal Health' in six schools was given beforehand to educate the student prior to their designing their poster.
3. Free yoga classes for patients every Tuesday during October 2016.
4. A two-page article in the local newspaper featuring Spinal Health Month.



CHILE

Carlos Garmendia of **Quiroucen Quiropracticos Universitarios** appeared on a TV show on TVN, one of the main channels of open television in Chile.



World Spine Day: NORTH AMERICA

CANADA

Alberta College and Association of Chiropractors (ACAC) asked members to help promote the importance of posture and spinal health by sharing World Spine Day posters in their clinics. They also promoted their “Stretch to...” campaign

<https://www.youtube.com/watch?v=z0M90qAzKP8> and arranged for the Calgary Tower and the Edmonton High Level Bridge to be lit up in purple, green and blue to help bring awareness and celebrate World Spine Day.

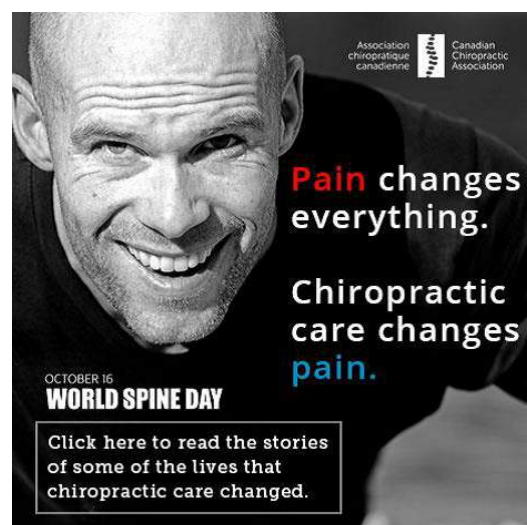
The **Canadian Chiropractic Association (CCA)** launched a social media campaign called *Chiropractic Care Changed My Pain* to bring awareness to those suffering with musculoskeletal (MSK) conditions, highlight the profoundly positive impact chiropractors can have on patients’ lives, and build an understanding of integrative health care models.

The CCA reached out and received story submissions from chiropractors and patients, highlighting the impact of chiropractic care in areas such as athletics, Veteran’s health, pre/post-natal health, and more.

The campaign resulted in over 2.6 million impressions, over 97,000 video views and a 93 percent increase in users of the Straighten Up Canada App. Stories featured in the *Chiropractic Care Changed My Pain* campaign, as well as the brand story video can be viewed at www.chirochangespain.ca.

Gutierrez Chiropractic held a raffle draw to win a year’s gym membership by asking participants to write down what motivates them to keep their spine healthy. They also donated 150 duffle bags to a local school to promote World Spine Day.

The **Canadian Memorial Chiropractic College (CMCC)** community took on the *Move More Challenge* organized by the RCCSS Sports Club and CMCC, consisting of a 15-minute walk down a nature trail to stress the importance of physical activity, exercise, and spinal health.



CANADA (continued)

Over 300 students, faculty and members of the community took part.

Université du Québec à Trois-Rivières (UQTR) WCCS chapter made a photo booth in the school for the students and the teachers to take a photo with a spine for a new Facebook profile picture.

On the morning of the World Spine Day, every student of UQTR changed their profile picture for the new one taken earlier during the week with a description related to chiropractic or to the theme of the World Spine Day. They were also requested to add the #WorldSpineDay and #WCCS at the end of each post.

Ascent Integrative Health held a Stair Climb fundraiser in aid of World Spine Care. People of all ages and athletic ability were welcome with two participation options including a **Fun Climb** and the **Endurance Climb** which is a competition for the most set of stairs completed during the event.

Spin City offered free spin classes and protein treats all day, whilst fundraising for World Spine Care.



World Spine Day: NORTH AMERICA

USA

WCCS students from **Life Chiropractic College West** (LCCW) educated the foot traffic of San Francisco on the importance of human movement and spinal hygiene.

They interacted with around 100 people, participated in foundation training and Straighten Up Exercises wearing a spine costume!

They also created a flash mob video including the Straighten Up Exercises with over 1,500 views on Facebook.

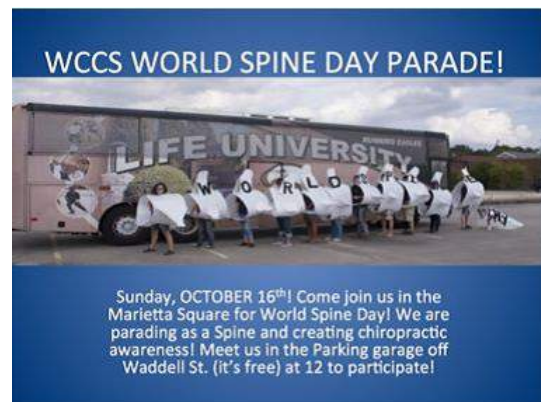
The **Life University** (LifeU) WCCS chapter walked around the Marietta square during the farmer's market with signs saying "Happy World Spine Day" and "Have you had your spine checked?" and carried spine models.

They passed out flyers talking about World Spine Day and *Straighten Up America* (SUA) exercises to improve their posture and led a demonstration of the Straighten Up America exercises.

The Sherman-WCCS chapter introduced the Straighten Up and Move initiative to students and encouraged students to play an active role in educating their communities on the importance of spinal health.

Southern California University of Health Sciences (SCUHS) held and integrated day with Acupuncture and Oriental Medicine Day (AOM DAY) is the 24th of October and had a World Spine Day/AOM Day celebration.

"Spine Selfies" were posted online .



World Spine Day:

PACIFIC

AUSTRALIA

Breathing Space Yoga Studio and **Island Chiropractic** teamed up to offer a complimentary Yoga class, complimentary refreshments, and a prize give-away.

The **Macquarie University WCCS chapter** set up a stall near the food court and created spine models on popsicle sticks, puzzles of spines and a fun game where people could guess poor and correct posture which included a prize at the end if the game was completed within 30 seconds, followed by a frame/photo of the people who participated which we posted on social media with their permission.

Murdoch University engaged in community education by talking to the public about their spinal health. People of all age ranges were chatted to about their specific spinal concerns.

Take-home *Straighten Up and Move!* pamphlets were distributed for self-care opportunities. On-campus celebrations included a free barbeque for all health professions students on campus.

These included chiropractic, nursing and counselling students as well as lecturers and clinicians. The aim was to celebrate spinal health with a focus on bringing all year groups together and including other health professions students. They also ran a competition to win a massage voucher - a spine selfie with the hashtags #worldspineday #WSDperth.

Royal Melbourne Institute of Technology (RMIT) WCCS Chapter, celebrated earlier in the year, integrating with RUSU's (RMIT's student union) "Stress Less Week". They handed out *Straighten Up Australia* and other Chiropractic Association of Australia (CAA) spine health flyers in SoCAA bags amongst free food and a petting zoo! They talked to people about their student clinic where the students can get free Osteopathy, Chinese Med and Chiropractic treatment as well as discussing World Spine Care and the work they do overseas.

The **Chiropractors Association of Australia (CAA)** promoted their Start Walking App and encouraged its members to engage in the *Straighten Up and Move!* campaign on social media.

Chiropractor **Kate Grogan** offered free spinal checks and fun kids activities at the Stringybark Festival.

Koala Mattress began World Spine Day with some morning yoga at Twitter Australia.



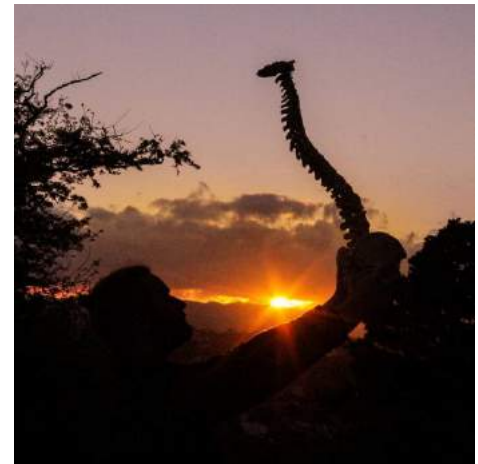
World Spine Day: PACIFIC

NEW ZEALAND

New Zealand College of Chiropractic (NZCC) revived the 'Spine Selfie' competition.

Hastings Chiropractic hosted a number of events:

1. GP Evening - local GPs came into the clinic to tell them how we can all work together to create better spine health
2. Rehabilitation Specialist A rehabilitation specialist came into the clinic to show patients different exercises they can do at home in between Chiropractic appointments
3. QiGong morning class outside the clinic.
4. Fit Ball exercise competition - a three-month gym membership was donated to one lucky winner.



Hastings Chiropractic Clinic shared Radio Kidnappers's photo.
17 October 2016 · 🌐

Tune in at 11am today on 104.7FM to hear Griselda and Heiko talk all things spinal.....



Radio Kidnappers
16 October 2016 · 🌐

Seen at Radio Kidnappers - Heiko Lade and Griselda Mason talk all things Acupuncture and Chiropractic and World Spine Day!! - Tune in Tuesday at 11.06am, http://www.theacupunctureclinic.co.nz/ken-morrison-talks-w...

Hastings Chiropractic Clinic added an event.
10 October 2016 · 🌐



Qigong beginners movement excercis...
Thurs 7.45 UTC+13 · Hastings, New Zealand
1 person interested

World Spine Day: WFC COMPETITION



The **World Federation of Chiropractic** donated a total of \$2,300 in prize money to this year's World Spine Day competition

Eligible participants were invited to submit to the categories of chiropractic educational organizations, national chiropractic associations and individual clinics.

There were 48 entries to 2016 WFC competition, more than double that of previous years.

Competition winners featured in the World Federation of Chiropractic's Quarterly World Report.

The **World Congress of Chiropractic Students (WCCS)** received a special mention for their enthusiastic involvement in promoting World Spine Day.

WCCS chapters worldwide were responsible for holding eighteen events across four WHO regions and made a huge contribution to the social media

WORLD SPINE DAY 2016

Judges Hail 'Outstanding' Entries in 2016 World Spine Day Competition

Judges of the 2016 World Spine Day competition, Dr Nelson Brown (Singapore), Dr Kerdine de Silva (Africa), and Dr Ron Kirk (North America), described the standard of 2016 entries as truly outstanding. In awarding the Children's Chiropractic Foundation First Prize in the Organizations category, the judges commented:

"This was a fantastic, well-organized, comprehensive campaign with great use of PR materials. The project attracted impressive media coverage and their colorful carnival was a great public education event. Strong community integration involving schools was exceptional."

First Prize in the Educational Institutions category went to the International Medical University (Malaysia). Of their entry, the judges said:

"This was incredible. The IMU chiropractic division has a strong track record of WSD activity. This year's innovative multi-pronged event demonstrated a strong sense of community, hard work and integrative empowerment directed towards improving spinal and overall health. The variety of events was awesome. The effort put in by the chiropractic students to create this well-spread, original, yet simple ideas."

In the individual Clinics category, the First Prize was jointly awarded to the First Chiropractic Wellness & Rehabilitation Clinic (Istanbul) and Centro Quiropractico de Rio Grande (Puerto Rico). Of these entries, the judges commented:

"FICWRS WSD outreach impressively demonstrates that a small dedicated group of chiropractic pioneers can positively impact, educate and integrate with high-level government officials, healthcare and health-education leaders. The project has great promise in educating and motivating people in Turkey towards greater levels of activity and health improvements."

"In Puerto Rico, what a single chiropractor (Dr Aleisha Serrano) put together was incredible. One single individual orchestrated a range of activities to communicate her message. It was an impressive effort. Not only did Dr Serrano secure two page newspaper coverage on spinal health, she also appeared on prime-time television. Free yoga classes were offered. What an inspirational effort!"

WFC WORLD SPINE DAY COMPETITION 2016

Category: ORGANIZATIONS

First Prize (US\$6000)

CHILDREN'S CHIROPRACTIC FOUNDATION
(Hong Kong)

Second Prize (US\$3000)

NAMIBIAN CHIROPRACTIC ASSOCIATION
(Namibia)

Category: EDUCATIONAL INSTITUTIONS

First Prize (US\$6000)

INTERNATIONAL MEDICAL UNIVERSITY
(Malaysia)

Second Prize (US\$3000)

UNIVERSITY OF JOHANNESBURG WCCS CHAPTER
(South Africa)

Category: INDIVIDUAL CLINICS

First Prize (Shared) US\$500

FIRST CHIROPRACTIC: WELLNESS & REHABILITATION CLINIC
(Ethiopia)

&

CENTRO QUIROPRACTICO DE RIO GRANDE
(Puerto Rico)

Special mentions

For exceptional use of innovative technologies:

NEW YORK MEDICAL GROUP (NYMG)
(Hong Kong)

For exceptional work with underserved communities

WORLD SPINE CARE
(Botswana)

For inspiration and leadership

WORLD CONGRESS OF CHIROPRACTIC STUDENTS

The WFC would like to thank all those who participated in the 2016 World Spine Day competition for their enthusiasm and support of this event.



Conclusion

World Spine Day 2016 was the largest public health campaign ever conducted by the World Federation of Chiropractic. The early planning and mass media campaign motivated people from all regions of the world to engage in the “Straighten Up and Move” campaign.

This year succeeded in:

1. Raising awareness about spinal health and spine disorders to individuals, communities, professionals, and all stakeholders associated with spine care
2. Provided a platform for many forums to develop stimulating ongoing discussion about the burden of spinal disorders and the sharing of best practices; and
3. Reached people and organizations of many disciplines, promoting an interdisciplinary, collaborative approach to easing the burden of spinal disorders.

We increased awareness of World Spine Day by capitalizing on social media platforms and producing promotional material to target people of differing ages, cultures, and genders. World Spine Day generated considerable participation in events worldwide, promoting good spinal health with initiatives that far surpassed that of previous years. With initiatives now in place and a hugely expanded baseline audience to build on for next year, this exciting, fun and incredibly worthwhile public health initiative will only continue to capture imaginations and grow.

Despite the record-breaking success of this year's World Spine Day, the team was able to identify a number of learning points.

The unavoidable fact of World Spine Day falling on a Sunday this year made it much more difficult to motivate people to do events on the day itself. Instead, the committee focused on events leading up to the day. Although this was successful, this spread of event days may have meant that the single impact on World Spine Day itself was not as big as it might have been.

The data collected by the team regarding reactions to social media posts and emails was mostly taken retrospectively. This meant that some data may have been lost, which would have been helpful in monitoring impact i.e. #Worldspineday spread. In future, it is

recommended data regarding social media impact is collected at regular intervals .

Limited funding and resources restricts the campaign. We are fortunate that a small number of dedicated individuals gave up their time in order to make this year a success, but due to the small body of the committee, it was sometimes limited in its ability to keep up with the increasing momentum that tWorld Spine Day was generating. It is suggested that in future a slightly larger committee, be formed. Such a committee might comprise a Chair, global coordinator, website maintenance and data collection supervisor, and a PR/communications officer

Incentives to be part of the committee should include featuring on the website, a CV building recommendation/certificate, and perhaps the opportunity to attend and present the successes at the next Biennial Conference. It would be preferable to include a multidisciplinary team of various ages. Students tend to be technology savvy, motivated to add to their CV, and may have additional free time.

An issue related to the limited man power of the team was the slump in exposure after the day itself, a time that could have been exploited to showcase the successes of the day and motivate people to take part in future events. Focus should also be on the two-week period immediately after World Spine Day, and again in January when the WFC competition results are announced.

Despite these minor issues, World Spine Day 2016 was an event of which the WFC can be justly proud. It can look with confidence to October 16, 2017.

Acknowledgements

The World Federation of Chiropractic (WFC) would like to publicly acknowledge the people who gave their time to make World Spine Day 2016 such a success.

Firstly, to World Spine Day's Global Coordinator **Dr Robyn Brown**, for overseeing the 2016 project from its inception and having the vision, foresight and persistence to transform World Spine Day into a truly global success story.

Thank you to **Dr Camilla Beavis**, who devoted many hours to producing the exciting, colourful and attention-grabbing media posters and videos that the campaign much needed, as well as providing essential support with a range of administrative tasks.

Ed Bragg, Robyn Brown, Harriet Hall, Yasmin Ingram,, Ozzy Oboreime and Nathan Waldie of The MDs Comedy Revue deserve special mentions for their production of the much-loved 2016 viral video.

Many thanks to **Dr Ron Kirk (USA)** and **Dr Kendrah Da Silva (South Africa)** for volunteering their time as judges for the WFC's World Spine Day competition. With almost 50 outstanding entries the diligence of the judges in carefully appraising each entry was a considerable task.

Thank you to the **World Congress of Chiropractic Students** who encouraged so many student groups around the world to embrace the spirit of World Spine Day.

For his expertise and patience, our IT Consultant **Neill Rocha**.

Dr Richard Brown, Secretary General of the World Federation of Chiropractic (WFC) who oversaw the transformation of World Spine Day to make it a truly international, interdisciplinary campaign.

Finally, many thanks to all who participated in World Spine Day and made this year the most successful yet!



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