

THE CHIROPRACTIC REPORT

www.chiropracticreport.com

Editor: David Chapman-Smith LL.B. (Hons.)

November 2006 Vol. 20 No. 6



PROFESSIONAL NOTES

Patient Satisfaction

A new independent national survey in the US has confirmed once more the high patient satisfaction rate associated with chiropractic care (83%), and concludes that “this is remarkable, given the fact that much of the financial burden of the care is borne by patients, and the preponderance of care is the difficult chronic problems of (the) back and neck”.

The study is by Gary Gaumer, PhD from the School of Health Studies, Department of Health Care Administration, Simmons College, Boston, Massachusetts and combined a literature review of past patient satisfaction studies with a new study based upon a national US telephone survey. From a large group of respondents there was random selection of 400 who had had chiropractic treatment, 400 who had not. Summary points are:

- 96.1% of those in the chiropractic patient group had sought care for back pain (68.2%) and/or neck pain (22.6%) and/or headaches (5.3%).

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STRAIGHTEN UP AMERICA, STRAIGHTEN UP EVERYWHERE

A. INTRODUCTION

THE STRAIGHTEN UP daily spinal health program, which originated in the US as *Straighten Up America* developed by an interdisciplinary panel led by Dr. Ron Kirk of Life University, has now been embraced internationally.

In a move that has given the program and the chiropractic profession more public and interprofessional exposure than any previous event, the Bone and Joint Decade 2000-2010 last month adopted Straighten Up as the international theme of World Spine Day, the ‘Backbone of World Spine Day’, on October 16. At the BJD website (www.BJDonline.org) and in the BJD press release reproduced as Figure 1:

- Straighten Up is featured as the international theme for World Spine Day.
- There is explanation that the exercise program “was developed by the chiropractic profession in conjunction with researchers, fitness experts and officials from the World Health Organization . . . “ in order “to promote spinal health, posture and stabilization. . . .”
- Readers are referred to three of the profession’s websites – Straighten Up America, Straighten Up South Africa and Straighten Up Australia – for relevant materials and advice.

As you read the BJD press release understand that this went to over 750 professional organizations, supporting multinational corporations, and to Ministries of Health and consumer groups in over 50 countries with the endorsement of the World Health Organization (WHO) and the BJD.

On Monday October 16 leaders of the US BJD, the International BJD, the Presidents’ Council on Physical Fitness and Sports, and many other organizations were present at the ceremonial launch of Straighten Up America – at

Stoddert Elementary School in Washington, DC.

2. The websites mentioned above, and others referred to in this article, give complete materials and advice for adoption and use of this expert but simple, enjoyable, daily three-minute exercise routine. This information makes it fully ready for use by individual chiropractors and chiropractic organizations with everyone – whether patients, staff, children in local schools, employees in the workplace and anyone else. You can download brochures and powerpoint presentations prepared for adults and children. Currently there are versions in English, French, Spanish and Russian, and the translation process is ongoing.

This issue of The Chiropractic Report describes the development of the Straighten Up program, its content and how it can be used. There is also summary background on the Bone and Joint Decade and its significance – which is where we start.

B. BONE AND JOINT DECADE

3. The Bone and Joint Decade 2000-2010 (BJD) was launched at the World Health Organization in Geneva on January 13, 2000 and has its headquarters in Sweden under the leadership of Lars Lidgren, MD PhD, Professor of Orthopaedics, Lund University Hospital, Lund. It is a global multidisciplinary initiative supported by over 50 countries and 750 organizations, including the World Federation of Chiropractic (WFC) and a number of national chiropractic organizations and chiropractic colleges. Its goals are to:

- Raise awareness and educate the world on the increasing societal impact of musculoskeletal injuries and disorders.
- Empower patients to participate in decisions about their care and treatment.

Figure 1



The Bone & Joint Decade
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The Bone and Joint Decade 2000-2010 PRESS RELEASE

FOR IMMEDIATE RELEASE

"Straighten Up" Events Backbone of World Spine Day

16 October 2006 | LUND (SWEDEN) -- Today, on World Spine Day, which features "Straighten Up" as its theme, health care practitioners around the world are taking advantage of this unique spotlight on the spine to promote spinal health, posture and stabilisation in collaboration with the Bone and Joint Decade.

The International Bone and Joint Decade initiated **World Spine Day** at the start of the Decade to call attention to the grave burden of spinal disability on individuals and health care systems and to promote better spinal health habits during its annual National Action Week. This year, World Spine Day features "Straighten Up" as its theme and countries around the world are encouraged to get involved with public educational events featuring simple posture exercises, spine-protective bending, lifting techniques, and so on. The exercises are based on an International program which was developed by the chiropractic profession in conjunction with researchers, fitness experts and officials from the World Health Organisation. The movements are aimed at preventing spinal dysfunction through strengthening of the 'core' back muscles – the deep muscles that stabilise the spine during movement. Examples of events include:

Straighten up America

Straighten Up America was set up to celebrate World Spine Day in collaboration with the United States Bone and Joint Decade. Doctors of chiropractic will be teaching patients, school children, civic organisations, corporations and others simple enjoyable exercises to improve their spinal health. There will also be a national kick-off event in Washington DC. Please see http://www.life.edu/Chiropractic_and_Wellness/pdf/IntroductionSU.pdf, <http://www.chiroweb.com/archives/24/16/10.html> and <http://www.usbjd.org> for more information.

Straighten Up South Africa

On World Spine day, Straighten Up South Africa, a community service initiative aimed at improving spinal health and wellbeing, will be launched. The campaign encourages every South African family to adopt a simple three-minute exercise program as part of their daily personal routine. Please see <http://www.chiropractic.co.za/index.html?lf=1;pg=21;ai=171> for more information.

Straighten Up Australia

In Australia an estimated 16.5m people will suffer significant spinal discomfort or disability at some stage in their lifetime, and this number is steadily rising according to the Chiropractors' Association of Australia. Prompted by these figures, the CAA launched the Straighten Up Programme across the country and offers specialised spinal fitness programmes, downloadable via its dedicated website <http://www.straightenupaustalia.com.au>

October 12th - 20th marks the sixth annual Bone and Joint Decade Action Week, dedicating specific days to major conditions affecting the musculoskeletal system, with activities planned in countries around the world aimed at highlighting the severe impact of these disorders on millions of children, adults and elderly people worldwide. Action Week runs every year from October 12th through 20th. Focus days include:

October 12 - World Arthritis Day

October 16 - World Spine Day

October 17 - World Trauma Day

October 20 - World Osteoporosis Day

For further press information, please contact the Bone and Joint Decade communications office: Ms Sara Martin BJD
Communications Manager Tel: +32 476 274 325 Email: smartin@skynet.be

(Page 1 of 2 in the release)

- Increase global funding for prevention activities and treatment research.

- Continually seek and promote cost-effective prevention and treatment of musculoskeletal injuries and disorders.

4. Multidisciplinary National Action Networks (NANs) plan activities in individual countries, and chiropractic organizations participate through these. The US BJD NAN is particularly strong, with a formal office and staff. Supporting chiropractic organizations include

the American Chiropractic Association (ACA), the Council of Chiropractic State Associations (COCSA), Life University and the National University of Health Sciences. It was adoption of the Straighten Up America program by the US BJD that led to international adoption.

For more details on the BJD and answers to frequently asked questions visit:

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Changes of mailing instructions should be sent to The Chiropractic Report, 203-1246 Yonge Street, Toronto, Ontario, Canada M4T 1W5, telephone 416.484.9601, fax 416.484.9665. Printed by Harmony Printing Limited, 416.232.1472.

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ISBN 0836-144

- www.BJDonline.org – the international website

- www.USBJD.org – the US BJD website

The WFC's liaison with the BJD is Dr. Deborah Kopansky-Giles of Canada, who has been the chiropractic profession's representative at the annual World Network meetings in 2005 (Ottawa, Canada) and 2006 (Durban, South Africa). The BJD website lists the peer leaders chosen worldwide as BJD Ambassadors. The representative of the profession, nominated by the WFC in 2003, is Scott Haldeman, DC MD PhD, who is also President of a BJD Neck Pain Task Force which files its much-awaited report on the current status of all treatments for neck pain in early 2007. This will follow six years of literature review and new original research projects.

C. STRAIGHTEN UP – BACKGROUND AND DEVELOPMENT

5. The goal of Dr. Ron Kirk when he commenced the Straighten Up America program was simple – a three-minute

program of exercises for spinal health that was technically strong but also simple, engaging and fun so that it could be widely adopted and practised. It should be appropriate for everyone, instructor- and user-friendly, and be performed daily for spinal health on a similar basis to brushing teeth for dental health.

It was important that it be equally useful as a warm-up or cool-down with other exercise, or as an ergonomic break in the classroom, office or other workplace. Therefore it should not require undue space or any equipment or change of clothing.

With respect to technical requirements, the program should address all relevant muscle groups and ranges of motion, and should include a focus on common postural faults. For example, with extended use of computers there is now a prevalence of forward head and protracted shoulder postural disorders affecting children and adolescents as well as adults. Some of the exercises chosen needed to address those common faults in the most effective manner possible.

6. This was the development process:

a) A small seed group of experts created a pilot or first draft exercise module containing standing exercises aimed at improving posture and core stabilization of the spine.

b) At the same time a 90-member Delphi panel was formed for two reasons – first to amend and refine the pilot program, given the diversity of opinion that exists on the relative value of different exercises; and second to encourage broader support for the final product. Chiropractic

college clinical directors, researchers and field experts were joined by exercise physiologists, fitness trainers and representatives of other external organizations including the World Health Organization. Exercises were chosen by means of a series of electronic consultations and on the basis of a minimum consensus of 75% of the members of the panel.

Because spinal health is influenced by wider lifestyle choices, the panel also established key lifestyle recommendations, using the same consensus process. The areas chosen for these recommendations were active living, tobacco cessation, healthy nutritional choices, good ergonomic habits, stress management and relaxation, self-improvement role-setting and good spinal care.

c) After agreement on the core exercises, there was development of the equally important packaging. This included brochures and powerpoint presentations of the program available in print and electronic formats, versions for children and adults with appropriate cartoon leaders for children, and translations into other languages – initially French, Spanish and Russian. It also involved preparation of websites where the program would be freely available to all. This work was largely complete by the end of 2005.

d) The next steps, still continuing, were the widest possible dissemination and endorsement of the program within and beyond the chiropractic profession. Important endorsements within the profession in the US came from the American Chiropractic Association (ACA), the International Chiropractors' Association (ICA) and the Council of Chiropractic State Associations (COCSA). Important

international chiropractic endorsements came from the World Federation of Chiropractic (WFC) and the Association of Chiropractic Colleges (ACC).

With respect to the wider community, key endorsements in the US this year have been from the Presidents' Council on Physical Fitness and Sports (the Presidents' Council) and subsequently the US BJD. The results of the combined endorsements of the US BJD and the WFC and the ongoing work of Dr. Kirk and his team has been the adoption of Straighten Up as an international program, initially by national chiropractic associations in many countries but now also by the International BJD.

On October 16 World Spine Day was launched in the US by the US BJD by presentation of Straighten Up America to 4th and 5th grade students at Stoddert Elementary School in Washington, DC. Those present for the occasion included Dr. Ron Kirk of Life University, Melissa Johnson, Executive Director, Presidents' Council, Armin Kuder, a Past-President of Arthritis and Rheumatism International and a member of the International Steering Committee for BJD, Mr. Toby King, Executive Director, US BJD and Kimberly Templeton, MD, from the Kansas University Medical Center, one of the Delphi panel members who developed the program.

Others present included Beth Scott, a 10-time gold medallist Para-Olympic swimmer, Anthony Rankin, MD, President, American Academy of Orthopedic Surgeons, and Jacqueline Burroughs,

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Figure 2



Dr. Ron Kirk and his presentation of Straighten Up America for the US Bone and Joint Decade on World Spine Day, October 16, 2006 at Stoddert Elementary School, Washington, DC



Patient Satisfaction

continued from page 1

- 83% were either very satisfied (53.5% - over half of all patients) or satisfied (29.5%) with their chiropractic care. This was amongst past chiropractic patients, including those who hadn't sought care in the last year - who represented 49.2% of the patients surveyed. Fewer than 10% were dissatisfied or very dissatisfied.
- A major goal of the study was to try to analyse the specific aspects of chiropractic care that produced such good levels of satisfaction. Neither the past studies nor this one came up with clear conclusions beyond the fact that "notions of communication quality and empathy are strongly correlated with overall satisfaction with chiropractic care." Items from the new study that tended to correlate with overall satisfaction included the patient's perception that the chiropractor was concerned about the patient and his overall health, explained health problems and choices in an understandable way, provided effective treatment for routine problems, and charged out-of-pocket costs that were not too excessive.

Interestingly, on the other hand, factors that seemed insignificant either way relative to overall satisfaction included waiting time in the office and advice about staying healthy and preventing illness.

(Gaumer G (2006) Factors Associated with Patient Satisfaction with Chiropractic Care: Survey and Review of the Literature, J Manipulative Physiol Ther 29:455-462).

RESEARCH NOTES

1. Denmark – How Valid is Palpation? A new systematic literature review from leading chiropractic researchers in Denmark and the US, the most detailed yet and including 48 original studies from the professions of chiropractic, manual medicine, osteopathy and physical therapy, has good news and bad news.

The good news is that palpation for osseous and soft-tissue pain is reproducible between different clinicians at a clinically acceptable level (there is inter-observer reproducibility), and that most spinal palpation procedures that have been investigated are reproducible by the same clinician observer (intra-observer reproducibility). The bad news is that there is currently clear evidence of clinically unacceptable levels of inter-observer reproducibility in the fields of motion palpation and palpation for soft tissue changes.

The authors acknowledge that their conclusions in categories of palpation for motion, as opposed to palpation for pain, are based on a small number of original studies, and are therefore sensitive to a few future high-quality studies with different results. They also acknowledge a more positive conclusion on palpation for biomechanical dysfunction in another review by Seffinger et al. in *Spine* in 2004. One item not reported, which may confound the results, is the level of training and experience and overall skill of clinicians from various different professional backgrounds who participated in the studies.

(Stochkendahl MJ, Christensen HW et al. (2006) *Manual Examination of the Spine: A systematic Critical Literature Review of Reproducibility*, J Manipulative Physiol Ther 29:475-485).

2. Greece – School Backpacks, Asymmetrical Carrying and Back Pain

A study from Korovessis et al. in Greece involving 1,252 students aged 12-18 from 7 high schools in Greece and making daily use of backpacks, confirms earlier evidence in concluding that backpack carrying, particularly asymmetrally, "results in a shift of the upper trunk and shoulder and cervical lordosis" and as a result "increased back pain in (the) school period and holidays." Summary points are:

- a) A good literature review includes previous studies from Europe, the US and Australia showing that a large proportion of schoolchildren carry backpacks with loads exceeding a recommended maximum of 10% of their body weight, that there is an association between back pain and carrying backpacks to school, and that back pain at a young age is an important risk factor for back pain in adult life.
- b) Thorough data was obtained for each student in the study – both as to backpack use (e.g. backpack weight on arrival at school, how carried, duration and mode of transport to and from school, theoretical center of back pain weight, contact area) and general history (experience of back pain, sports activities, anthropometric data).
- c) 55% of students carried backpacks asymmetrally, and this significantly increased the relative risk for dorsal pain (2.9 times) and low-back pain (5 times) compared with students carrying backpacks symmetrically over both shoulders. Students who carried backpacks asymmetrally were more than 4 times likely to suffer high-intensity pain compared with students who carry backpacks symmetrically.
- d) Amongst all students, girls were 5.6 times more likely than boys to suffer from dorsal pain in the school period, and 4 times more likely than boys to suffer from high-intensity pain.

(Korovessis P, Koureas G et al. (2005) Backpacks, Back Pain, Sagittal Spinal Curves and Trunk Alignment in Adolescents: A Logistic and Multinomial Logistic Analysis, *Spine* 30:247-255)

For good public education information on backpack use, visit the website of the Ontario Chiropractic Association (www.chiropractic.on.ca) and see the *Pack It Light, Wear It Right* program.

3. Spain – Manipulation Superior to Mobilization for Neck Pain.

In a new study that confirms earlier chiropractic research by Cassidy, Lopez et al., Spanish PTs/osteopaths report that a single cervical manipulation is more effective than a mobilization in reducing neck pain and increasing active cervical range of motion for subjects suffering from mechanical neck pain. Points are:

- a) 70 adults with mechanical neck pain of at least one month duration and with joint dysfunction at C3-C4 or C4-C5 assessed by means of a lateral gliding test were randomly assigned to two groups:

- The experimental group – which received a single manipulation each (a high-velocity, low-amplitude thrust as more fully described in the paper) at the level of dysfunction,

- A control group, each of whom received a low-speed mobilization at the level of dysfunction.

b) Outcomes measured five minutes after treatment, by a blinded observer, were active cervical range of motion (by goniometer) and neck pain at rest (Visual Analogue Scale).

c) Subjects in both groups showed significant improvement in ranges of motion and diminished neck pain at rest. However, improvements were greater on all measures (flexion, extension, both lateral flexions, rotation and neck pain) in the experimental group.

(Martinez-Segura R, Fernández-de-las-Peñas C et al. (2006) *Immediate Effects on Neck Pain and Active Range of Motion After a Single Cervical High-Velocity Low-Amplitude Manipulation in Subjects Presenting with Mechanical Neck Pain: A Randomized Controlled Trial*. J Manipulative Physiol Ther 29:511-517).

4. US – Steep Increase in Lumbar Spine Surgery Rates.

A new article in *Spine* reports that US lumbar spine surgery rates, which were already high by international standards, rose from 164 cases per 100,000 population in 1994 to 201 cases per 100,000 in 2000. Inpatient rates stayed stable but there was a “steep increase” in outpatient discectomies and other surgical procedures – to quote rheumatologist Jeffrey Katz in his expert *Point of View* published with the paper.

Katz describes the other problems associated with the move from inpatient to outpatient surgery – it will be harder to measure utilization rates, many new costs are created and there will likely be higher but less well monitored rates of routine post-operative problems such as “local and deep wound infection, as well as neurologic, thrombotic, infectious and general medical complications.”

(Gray DT, Deyo RA et al. (2006) *Population-Based Trends in Volumes and Rates of Ambulatory Lumbar Spine Surgery*, Spine 31(17):1957-1963).

SPOTLIGHT ON ASIA

Indonesia. In a written ruling dated February 8, 2006 the Department of Health gave formal authority to the Indonesian Chiropractic Association (Perhimpunan Chiropraksi Indonesia or PERCHIRINDO) to set educational and practice standards and to commence regulation of the profession on behalf of the government. There are approximately 20 duly qualified chiropractors in practice in Indonesia, principally in Jakarta and Bali. PERCHIRINDO has now published requirements for foreign nationals wishing to practice in Indonesia. Contact for information: Daud Pranato, Chairman, Registration Board, PERCHIRINDO, tpranato2004@yahoo.com.au.

Japan. The Japanese Association of Chiropractors (JAC), which represents duly qualified chiropractors in Japan and works closely with Japan’s one fully accredited chiropractic college, RMIT Japan in Tokyo, has partnered with the Japanese Ministry of Health, Labour and Welfare to include chiropractic

for the first time in the Ministry’s Career Matrix occupational database. This, together with formal government recognition of the JAC and its corporate status in June, represent two more steps on the road to full recognition and regulation of the profession in Japan.

Philippines. At a September 15 meeting attended by Secretary of Health, Dr. Francisco Duque, the Department of Health approved a Committee on Chiropractic chaired by Martin Camara, DC of Manila to assist in the development of legislation to regulate and recognize the chiropractic profession in the Philippines. Dr. Camara advises that this was a direct result of presentation of the recent WHO *Guidelines on Basic Training and Safety in Chiropractic* to the Department of Health.

South Korea. The 65 members of the Korean Chiropractic Association (KCA) are led by Dr. Taeg Su Choi of Masan City, who advises that a private members Chiropractic Bill, signed by 23 legislators, received first reading in the National Assembly in early October. This is in a country where chiropractors were prosecuted for practising medicine without a licence until as recently as last year. On November 24 there is to be a Chiropractic Symposium at the National Assembly, organized by supportive legislators, and with presentations from the KCA and representatives of the World Federation of Chiropractic and the international chiropractic educational community.

Thailand. Dr. Oat Buranasombati, President, Thailand Chiropractic Association, reports that in September Thailand became the second country in Asia to pass legislation regulating the practice of chiropractic. The first was Hong Kong in 1993. There are only 18 chiropractors in Thailand but, following their impressive legislative campaign and the new law, significant growth is now expected.

WFC’s 9th Biennial Congress and ECU’s 75th Anniversary Convention

May 17-19, 2007 — Vilamoura, The Algarve, Portugal



www.wfc.org/Congress2007

**Outstanding academic and social program, spectacular
beachside hotel, golf-courses, restaurants, venue ...
don't miss this one.**

Director, US Department of Health and Human Services Wellness Center.

Internationally the Straighten Up program was launched on World Spine Day by national chiropractic associations in countries as disparate as Australia, Hong Kong and South Africa. Dr. Kirk, Life University and the WFC will now work to encourage the widest possible use of the program on World Spine Day October 16, 2007.

D. THE PROGRAM

7. The program comprises three short segments, and these are described in the Healthy Child Version as shown in Figure 3. They are:

- The Stars – the warm-up segment
- The Flying Friends – the Posture Pod and the core of the program, featuring exercises named the *Eagle*, the *Hummingbird* and the *Butterfly* and taking only 30-45 seconds.
- The Core Balance – the finishing or wrap-up exercises.

In the children's version, cartoon characters Vibes and Viggie lead the way. The adult version uses photographs. See Figure 3 for all details. This features the outside of the children's bro-

chure (Figure 3a – with starting instructions under Start Here) and the inside with the three main exercise segments (Figure 3b)

E. HOW TO USE

8. The Straighten Up America program and materials, together with instructions for use by members of the public and those wanting to promote the program, may be found at:

- www.straightenupamerica.org. There are introductory articles (including how to begin, how to make presentations), handouts, powerpoints and contacts for more information, including the contact for Dr. Kirk at Life University.
- www.life.edu and www.COCSA.org. These are the websites of Life University, Marietta, Georgia and the US Congress of Chiropractic State Associations (COCSA) which are partnering in promotion of awareness and use of the Straighten Up program. The COCSA website has toolboxes (articles, letters, advice, additional powerpoint presentations) a first one for individual chiropractors and a second one for chiropractic associations. Click on Resources at the Home Page. All of this is

Figure 3a



freely available for your use. Indeed everyone is encouraged to use and promote use of the program.

To begin, members of the public and chiropractors considering promotion of the program are encouraged to start with personal use of the 30-45 minute Posture Pod exercises in the morning. The Eagle, Hummingbird and Butterfly, as the websites advise, "are simple and immediately invigorating". They should be performed as a habitual routine, perhaps just before or after brushing teeth in the morning. Ideally this would be in front of a mirror with the mirror decal describing the exercises.

9. What about use of the program outside the US? Chiropractic associations and their members are encouraged to adapt the program to suit their needs, and use it as widely as possible to promote spinal health and wellbeing. A good example of how this can be done, prepared by the Chiropractors' Association of Australia (CAA), may be found in Straighten Up Australia at www.straightenupaustalia.com.au. 'Straighten Up America' becomes 'Straighten Up Australia', 'Mom and Dad' becomes 'Mum and Dad' and the Australian website provides fresh artwork reflecting the Australian outdoors, and gives excellent introductory information on the program, and on the spine, posture and spinal health. (At the Home Page click on Straighten Up Australia, and then the drop-down menu, to access this).

The introduction includes the following information:

Straighten Up Australia is an easy and enjoyable every day program to improve your health and the way your body functions.

Consisting of a set of simple exercises and taking just three minutes to complete, Straighten Up Australia will help improve posture, stabilize core muscle groups, enhance health and prevent spinal disability.

The exercises can be undertaken by Australians of all ages with a special program tailored for children.

The exercises can be completed at any time of day but are most beneficial when they form part of a daily routine. It's hoped that over time all Australians will take a few minutes every day to care for their spinal health, just as they do for their dental health.


Studies conducted overseas indicate that 90% of people who adopted the exercises as part of their daily routine reported a postural improvement. Approximately 80% reported that their backs are more comfortable and that they have better core stability after practising the activities for several weeks.

So go on, Straighten Up Australia, it's Fitness Fun for Everyone!!

Figure 3b


Straighten Up America®

1. THE STARS




- * Become an INNER WINNER! (Head up high & pull your belly button in.)
- * Spread your arms and legs into a star.
- * Breathe air in as you slowly stretch one arm over your head... and slide your other arm down your leg.
- * SLOWLY tilt your star to the other side.
- * Relax at the end of the stretch, and DON'T FORGET TO BREATHE IN AND OUT!
- * Repeat both sides 2 times!

TELESTAR



- * Become an INNER WINNER! (Head up high & pull your belly button in.)
- * While you are in the star position, turn your head to look at one hand.
- * Slowly twist your entire spine to watch your hand as it goes behind you.
- * Relax at the end of the stretch, and DON'T FORGET TO BREATHE IN AND OUT!
- * Repeat both sides 2 times!

TWISTING STAR




- * Become an INNER WINNER! (Head up high & pull your belly button in.)
- * Raise your arms in "hands up" position.
- * Bring one of your elbows across your body while you raise the opposite knee toward it.
- * Now bring the other elbow across your body while you raise your other knee toward it.
- * Repeat this 15 times.

TWISTING STAR


Relax and breathe.

2. THE FLYING FRIENDS




- * Become an INNER WINNER! (Head up high & pull your belly button in.)
- * Put your arms straight out and pull your shoulders together in the back.
- * Breathe air in and slowly raise your arms until your hands touch together over your head.
- * Breathe air out and slowly lower your arms to your side.
- * Repeat 3 to 5 times.

THE EAGLE



- * Become an INNER WINNER! (Head up high & pull your belly button in.)
- * Put your arms out to the sides with your hands up and pull your shoulders together in the back.
- * Make small backward circles with your hands and arms.
- * Bend at your waist from side to side while you keep the circles going.
- * Keep it going while you count to 10!


THE HUMMINGBIRD



- * Become an INNER WINNER! (Head up high & pull your belly button in.)
- * Put your arms behind your head and gently pull your elbows backward.
- * Slowly and gently press your head backward against your hands while you count to 2.
- * Relax and breathe.
- * Repeat this 3 times!


THE BUTTERFLY

3. CORE BALANCE/WRAPS




- * Become an INNER WINNER! (Head up high & pull your belly button in.)
- * Pretend the floor in front of you is a tight rope high in the air. (NEVER try this on a real rope!!!)
- * Take a step forward on the tight rope.
- * Keep your front knee over your ankle (not over your toes).
- * Keep it going while you count to 20!
- * Repeat with the other foot forward.

TIGHT ROPE




- * Become an INNER WINNER! (Head up high & pull your belly button in.)
- * Stand with your feet wider than your shoulders.
- * Gently rotate your body from side to side.
- * Let your arms flap back and forth and shift your weight from knee to knee.
- * Keep it going while you count to 15!

WATER



- * Become an INNER WINNER! (Head up high & pull your belly button in.)
- * Lean to one side until your elbow can rest on your bent knee.
- * Breathe air in and slowly raise your other arm above your head so your body makes a triangle (like Vibs).
- * Feel the stretch in your body.
- * Count to 10 and do the other side!

THE TRIANGLE



Count to 15 while you shake your hands & feet.

THE SNAKES

It's been fun - We are Done!

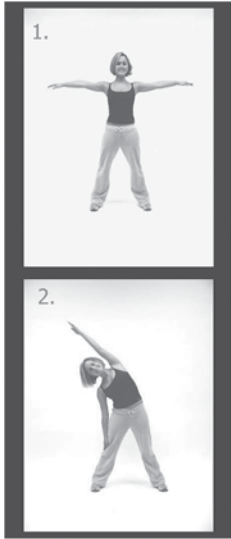
Do some TRAP OPENERS like Vibs showed you on the first page. **GOOD JOB!**

Figure 4: Sample Slide from Adult Powerpoint

www.straightenupamerica.org

Tilting Star

1. In inner winner posture, with your arms out to the sides and feet spread in the star position, pull your belly button in toward your spine.
2. Facing forward, place one hand in the air with the other at your side. Breathe in as you slowly stretch one arm overhead, while slowly bending your entire spine to the opposite side and sliding the other hand down your thigh for stability.
3. Relax at the end of the stretch, breathing out and in again and then switch to the other side.
4. Perform the movement twice to each side. Easy does it. Enjoy the stretch.



10. Straighten Up is already being taught to chiropractic students in a number of chiropractic college programs. Methods of instruction used at Life University, the origin of the program, include:

- Incoming students perform the exercise as a group during student orientation, are provided with pamphlets, and are encouraged to perform the exercises as a daily habit. There is then regular reinforcement, at student assemblies and otherwise.
- During the fourth quarter the reasons for choice of specific exercises are analyzed in more depth. In the course Public

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Health 2107 the exercises are performed as an ergonomic break, taught in an interactive format, and individual students are called upon to lead the exercises.

c) After the conclusion of Public Health 2107 students begin to teach and lead the Straighten Up program in community settings, including elementary schools in the Greater Atlanta area.

F. CONCLUSION

11. From humble origins in early 2004, but because of thorough development and evident need for an effective, practical and fun daily spinal health routine, Straighten Up has grown rapidly and now burst upon the world scene. Adoption by the US and international BJD should ensure its continuing growth and, as an important result, improved public awareness of the importance of regular exercise, good posture and spinal health.

Additionally, Straighten Up is exactly the type of health promotion program that the chiropractic profession should be featuring at this time in its history. At the WFC Assembly in Sydney, Australia in June 2005, the profession agreed upon an international market identity of spinal health care expertise within mainstream health services, and an “ability to improve function in the neuromusculoskeletal system and overall health, well being and quality of life.” Additional elements of the agreed chiropractic identity, which may be found in full at www.wfc.org under Identity Consultation, included:

- Expertise in exercise instruction and patient education
- A patient-centered approach to health emphasizing individual responsibility for health and encouraging patient independence.
- Collaboration with other health professionals.

All these attributes are fully exemplified by the Straighten Up program. Everyone in the profession is encouraged to adopt and promote it, and its vision and public health message as stated at the Straighten Up America website - “every person taking 2 or 3 minutes every day to care for their spinal health just as they care for their dental health”. **TCR**

WE NEED YOUR HELP – CASES PLEASE

Have you ever suspected or diagnosed a cerebrovascular (CVA) in a patient prior to commencing treatment, prior to delivery of cervical manipulation? We hope to produce a case series on this topic – do you have a case to help us?

In our recent publication (*Cerebrovascular Accident Without Chiropractic Manipulation: A Case Study*, JMPT 2006, 29(4):330-335) we report a patient with a history of migraines who attended a chiropractic clinic for mild neck pain and stiffness. Following information from case history and examination, but prior to any chiropractic treatment, the patient was referred back to the general medical practitioner – and then experienced a stroke from CVA.

Past reports in both the academic literature and general press suggest that, if the patient had received neck manipulation, the temporal link between manipulation and stroke would have led to the wrongful assumption that there was a causative link. Please contact us if you have any relevant cases.

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