

# NATIONAL CHIROPRACTIC MONTH



## ACA Staff Assistance is Available

If you need assistance with National Chiropractic Month activities, please contact ACA's Communications Staff. We are happy to answer your questions or hear your ideas. Please e-mail [clukacs@acatoday.org](mailto:clukacs@acatoday.org).

During National Chiropractic Month, communities across the country can participate in fun, educational activities that stress the value of chiropractic. Here are a few suggestions to help you spread the positive messages of chiropractic care of headaches to your community.

## Local Businesses

- Give a presentation to a local business about chiropractic's cost-effectiveness and efficacy. As part of the presentation, discuss studies that show how chiropractic care results in almost immediate headache relief and highly satisfied patients.
- Encourage local employers to include a chiropractic fact sheet in their employees' check envelopes or company newsletter.
- Offer to provide an in-office presentation with tips and advice for employees.

## Prospective Patients & General Public

- Lead "brown bag" lunch discussions at a community or senior center on headache relief and chiropractic. Use ACA's *Healthy Living* pages as references.
- Sponsor an annual "Walk for Health." Ask a local official or media personality to kick off the event at your city hall. Give a "Discover Chiropractic" backpack to each workshop participant along with fact sheets about chiropractic and headaches.
- Start a book club for those interested in health and wellness topics. Host it at your office, or at a local bookstore or coffee

shop. Start with a book focused on headaches.

- Organize a weekly “Walking Club” to give your patients and the general public a chance to exercise, relieve stress and meet their neighbors.
- Submit public service announcements explaining the benefits of chiropractic care of headaches to local media outlets.
- Develop an “Ask the Doctor” column for inclusion in community newsletters or religious service programs.
- Staff a booth at a local health fair. Or, if your community doesn’t have a health fair, make plans to start one. You can partner with other local health care providers.

### Students & Families

- Supply fact sheets and materials on chiropractic and headaches to PTAs, school staff and nurses. Ask local schools to send the information home to parents.
- Sponsor a coloring contest in conjunction with a local newspaper. Have the newspaper print the coloring page in their classified section.
- Submit an article on chiropractic and headaches to the school newspaper.
- Work with your local school system or college to offer advice for students and parents on a variety of health topics, including headache relief.

- Set up information tables at the student union or in cafeterias.
- Staff information booths at college campus health and wellness fairs.
- Organize a weekly call-in show on campus radio.
- Launch a series of talks for college students through dorm resident advisor programs, sororities and fraternities.

### Policyholders

- Ask state or local policymakers to proclaim October as National Chiropractic Month.
- Promote ChiroVoice in your office and sign up patients and chiropractic supporters.