

# May is Correct Posture Month

A National Observance Sponsored by the ACA

In a special alliance with you, our members, the American Chiropractic Association is sponsoring Correct Posture Month in May. The purpose of the observance is two-fold: to bring public attention to the effect posture can have on the neuromusculoskeletal system and its interdependence with good health and, specifically, to focus on the health benefits of chiropractic care. This observance increases the public's awareness of doctors of chiropractic as responsible health care providers concerned about the well-being of citizens in their communities.

## Make Correct Posture Month a Major Media Event!

Even though Correct Posture Month is in May, now is the time to start preparing for it. An event of this magnitude requires adequate lead time to get organized, get proclamations signed by local legislators and to prepare all the tools and activities necessary to gain as much exposure as possible from this event. Call the ACA to discuss your ideas so we can share them with other members. The success of this effort is limited only by your own creativity and initiative! But first, take a look at the following projects the ACA has designed to help you get started.

### Project 1:

#### Get Official Proclamation:

Use personal acquaintances such as colleagues, patients and friends of chiropractic to reach elected officials. Contact your state governor, state delegate/senator or other member of Congress. Ideally, the governor or a state legislator should proclaim Correct Posture Month for the state, and the mayor should proclaim it for your town or city. You may be able to turn the signing of the proclamation into a media event. Give the ACA a call to discuss this opportunity.

### Project 2:

#### Send a Press Release and a Radio Script to the Media

Use the sample included to construct your own press release and radio script about Correct Posture Month. Send all press releases or radio scripts first class, or fax, e-mail or hand-deliver to the local media. If you have a media contact in your area, alert this individual to the upcoming event.

#### Do it Right.

Public relations can play a vital role in the success of your practice. In fact, dollar-for-dollar, publicity can be the most cost-effective way to communicate with your patients and prospective patients. All it takes is a few moments to identify the correct reporters, type a newsworthy press release and send it to your local media.

Below are a few suggestions for getting your Correct Posture Month press release printed in your local paper.

- Read your newspapers to determine who covers health issues.
- Call each newspaper and ask for the mailing address, phone number, fax number and e-mail address for the reporter you've identified.
- Send the press release to that specific reporter or editor *by name*. Do not send it to "Business Editor" or "News Department." Releases sent to generic offices such as these are frequently discarded without even being read.
- Follow up with the reporter or editor to whom you sent the release.
- Be prepared to receive a call from the reporter or editor. If he or she contacts you about your release, be sure to make yourself available should he or she wish to interview you or simply ask you a few questions.

### Project 3:

#### Place an Ad in Your Local Newspaper

The ad slick included in this packet is ready to customize with information you'll supply to the newspaper, such as your logo, name, address or phone number. The enclosed ad slick is 2-column x 7 inches and 85-line screen.

# May is Correct Posture Month: Don't Let Your Home or Office Become a "House of Pain"

Do you spend all day tapping away on a keyboard at your office, only to come home and surf the 'Net for hours? Do your kids spend more time on the home computer than they spend exercising? In both the home and office, countless posture pitfalls can await the unsuspecting.

So this May, during Correct Posture Month sponsored by the American Chiropractic Association (ACA), talk to your local doctor of chiropractic about ways to alleviate the postural problems that can result from poor home and office ergonomics. And read on for important information on how to keep your home or office from becoming a house of pain.

## Office Ergonomics

According to Dr. (doctor's name) of (name of town), "Today, it is not only jobs in construction or other jobs that require a great deal of bending and lifting that cause on-the-job-injuries. Typing at a computer all day can be equally stressful on a person's wrists, shoulders, neck and spine, resulting in some really painful injuries."

Repetitive motion injuries (RMI) like carpal tunnel syndrome have become increasingly prevalent in recent years, as more and more people spend long hours virtually immobilized in front of a computer screen. But carpal tunnel syndrome isn't the only problem. Two recent studies of insurance claims show that the combined cost of cumulative trauma disorders, such as RMI and low back pain, is over \$11.5 billion annually. Other injuries include postural and spinal stress and tendonitis – conditions that can affect a person's work – and make life painful as well.

To reduce the possibility of suffering one of these painful and possibly disabling injuries, Dr. (name) and the ACA suggests that you:

- Make sure your chair fits correctly. There should be 2 inches between the front edge of the seat and the back of your knees.
- Sit with your knees at approximately a 90-degree to 120-degree angle. Using an angled footrest to support your feet may help you sit more comfortably.
- Position your computer monitor so that the top of the screen is at or below eye level.
- Keep your wrists in the neutral position while you type, not angled up or down. A wrist rest can help you to keep a more neutral wrist posture. Keep your elbow angle within a 70-degree to 135-degree range as you type. The mousing surface or mouse pad should be close to the keyboard, so you don't have to reach or hold the arm away from the body.
- Take frequent, short breaks from your work, and be sure to stretch your hands, arms and shoulders during your breaks.

## The Home Office

An astonishing 50 percent of American households now have personal computers—a figure that grows every year. If you use a computer at home, be sure to implement the above tips in your "home office" as well. And if your children share your computer with you, keep the following in mind to keep your little ones safe and healthy:

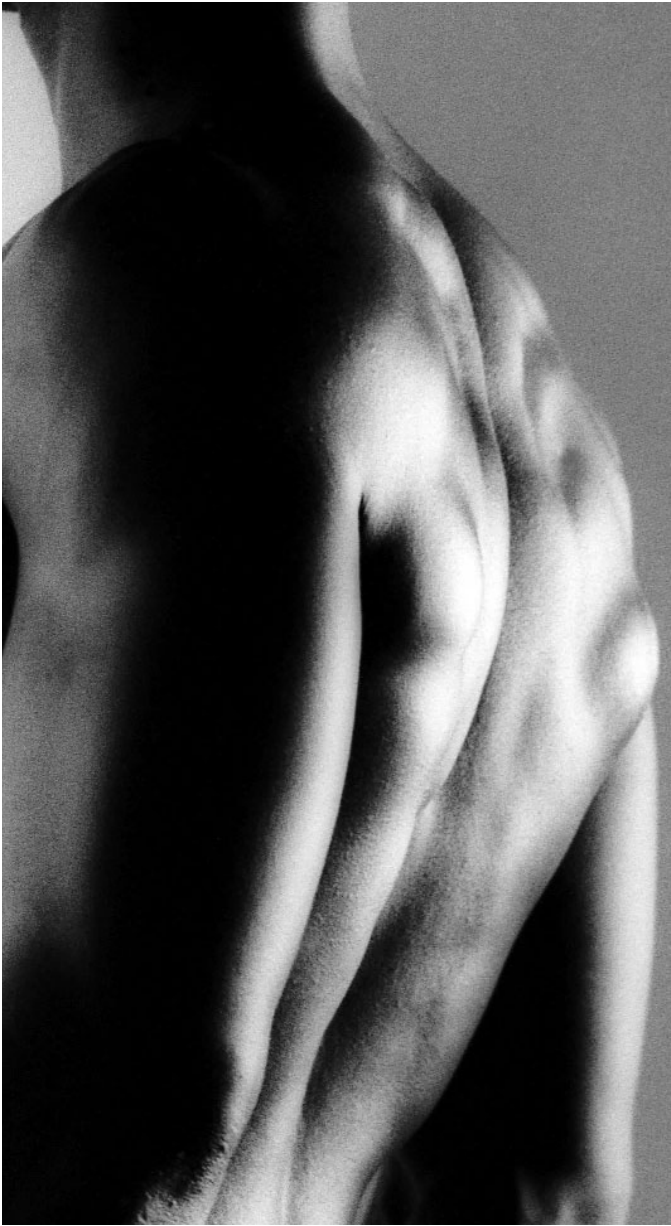
- Make sure your computer station can be modified for use by adults and children.
- In order for your children to implement the proper 90-degree to 120-degree knee bend, have them place their feet on a footrest, box, stool or similar object.
- Place an ergonomic back cushion, pillow or rolled-up towel in the small of your child's back for added support.
- Before your child uses the computer, take the computer off its base or stand, or have the child sit on firm pillows to reach the desired height. The top of the monitor screen should be at or below eye level.

## Lounging and Sleeping

Sometimes the simplest of activities—such as relaxing or even sleeping—can wreak as much havoc on our bodies as spending long hours at a computer can. According to (name), "People spend a lot of hours sitting in chairs and recliners. The painful fact is that much of the furniture we sit in can damage our bodies. It is so important to select furniture that employs sound ergonomic principles."

Keep the following in mind when selecting a living room chair or recliner:

- Look for furniture that fits the person who will most often sit in it. The "one-size-fits-all" approach is not a



good idea when selecting furniture.

- Furniture should be easily adjustable to conform to the size and shape of each unique user.
- Find a chair that offers plenty of support to both the neck and the lumbar region (lower back).
- Purchase a portable footrest that can be moved around a room. This will help smaller people use chairs that may ordinarily be too high for them.

If you can only dream of getting a good night's sleep with that uncomfortable mattress and sagging pillow of yours, consider the following simple tips to help you select the right mattress and pillow:

- When choosing a mattress, look for one that is comfortably—and selectively—supportive. Selective support allows you to press down one area of a mattress, leaving other areas unaffected.
- Be sure to choose a mattress that is finished on both sides so you can “rotate” it, just like you would your car tires. Every few months, turn it clockwise, or upside down, so that body indentations are kept to a minimum.
- When you're purchasing a mattress, don't be embarrassed to actually lie down on it at the store to check its fit and comfort. Don't just sit on it to test it.
- Be selective when choosing a pillow. When lying on your side, your head and neck should remain level with your mid and lower spine. When lying on your back, your head and neck should remain level with your upper back and spine. In other words, your pillow should not be so thick that it causes your head and neck to be propped up or angled sharply away from your body.

For more information on the importance of correct posture or any of the tips mentioned above, contact the American Chiropractic Association at 800-986-4636, visit the ACA Web site at [www.acatoday.com](http://www.acatoday.com), or contact (name) at (phone number).

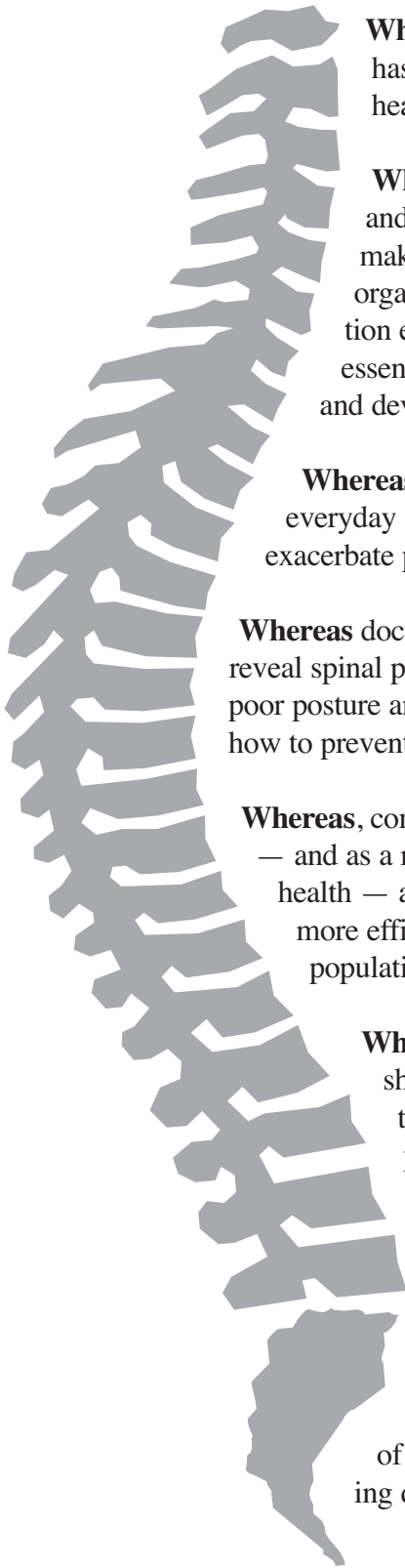
## **Sample 60-Second Live Radio Public Service Announcement:**

Today, it's not only jobs in construction or jobs that require a great deal of bending and lifting that cause on-the-job-injuries. Typing at a computer all day can be equally stressful on a person's wrists, shoulders, neck and spine, resulting in some really painful injuries. Repetitive motion injuries (RMI) like carpal tunnel syndrome have become increasingly prevalent in recent years, as more and more people spend long hours virtually immobilized in front of a computer screen. A visit to your local doctor of chiropractic may be just what the doctor ordered.

Doctors of chiropractic are the leading experts in spinal health, ergonomic-related injuries and correct posture. And they use a safe, effective, drug-free approach when treating your body. To learn more, call (include the name of your practice and number here).

A public service announcement from the American Chiropractic Association and (local group or doctor of chiropractic).

# MAY IS CORRECT POSTURE MONTH PROCLAMATION



**Whereas** correct posture has a direct effect on spinal health; and

**Whereas** correct posture and optimal spinal health make it possible for all organs in the body to function efficiently — a factor essential to proper growth and development; and

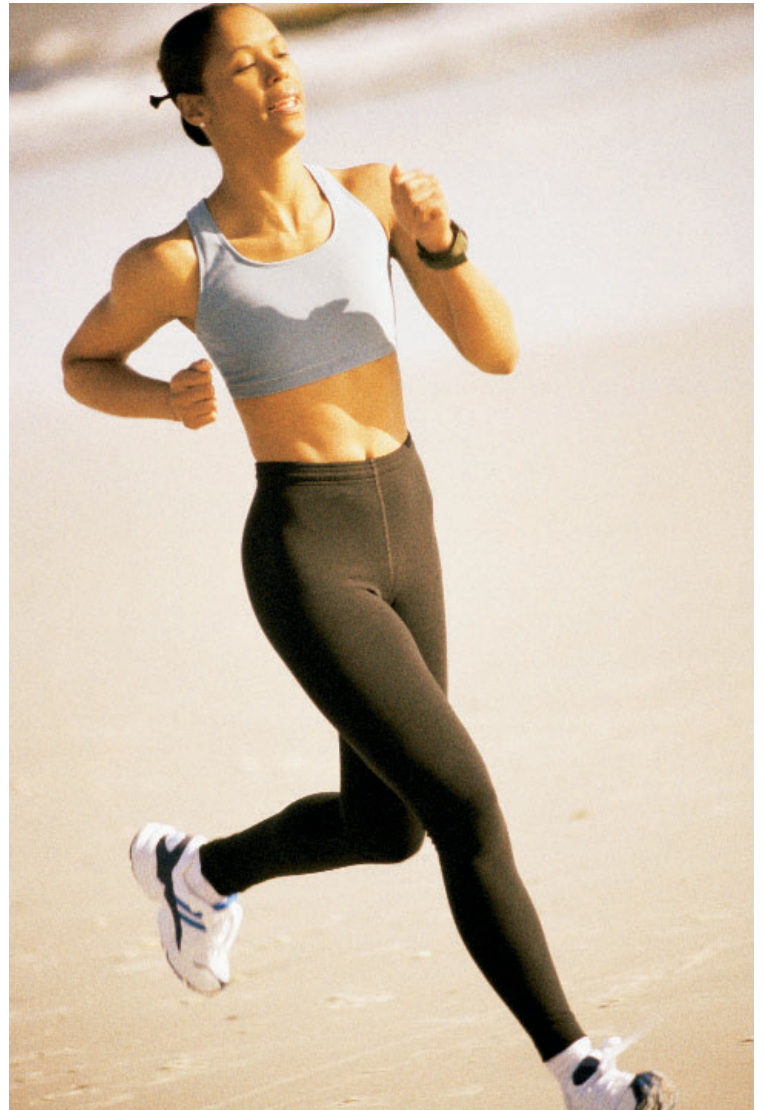
**Whereas** poor posture in our everyday activities can bring on or exacerbate pain and injury; and

**Whereas** doctors of chiropractic can reveal spinal problems brought on by poor posture and educate patients on how to prevent pain and injury; and

**Whereas**, conversely, correct posture — and as a result, optimal spinal health — assures our nation a more efficient and productive population; and

**Whereas** every individual should be made aware of the benefits of correct posture and its effects on spinal health; and

**Whereas** the science of chiropractic and doctors of chiropractic have contributed greatly to the better health of our citizens by providing quality health care; now



**THEREFORE, be it resolved** that the (city of) (state of) \_\_\_\_\_ officially joins with the (state) Chiropractic Association in proclaiming the month of May as Correct Posture Month, and urges that this month be dedicated to informing the citizens of this great (city) (state) of the health benefits of correct posture. The (city of) (state of) \_\_\_\_\_ further commends the doctors of chiropractic and the colleges of chiropractic for their continuing efforts on the public's behalf, and specifically the doctors of chiropractic of this (city) (state) for their community service programs.

Signed \_\_\_\_\_  
\_\_\_\_\_  
(date)

Retype and submit to state and local officials. Ask them to make it official.

May is Correct  
Posture Month:  
Yes, it's time for a chiropractor.



It's not whether you win or lose. It's how well you bounce back after the game. Doctors of chiropractic do more than focus on where you hurt. Their specialty is finding out why you hurt, and applying hands-on effective care that will get to the root of the problem and correct it. Maybe that's why chiropractic care will help over 30 million people get back in the game this year. Yes, it's time for a chiropractor.

**Call for your appointment today.**



**ACA. Your Solutions Start Here.**