



## National Chiropractic Health Month: Get Involved!

October is fast approaching and that means that National Chiropractic Health Month is just around the corner. You know this year's observance is focused on getting TechnoHealthy, and you've looked through the doctor resources available at [www.acatoday.org/NCHM](http://www.acatoday.org/NCHM), but you're still unsure about how to participate. If you start now, there are many great ways to get involved.

### August – Two Months Before NCHM

If you're feeling really motivated and can devote some time to planning before October rolls around, try ramping up your participation with these suggestions:

- Read "Ideas for Promoting Wellness in Your Community" in the NCHM planning kit and then set up a health talk or a workstation assessment at a local business or community center. You can host a talk in your clinic, as well.
- Use ACA's sample PowerPoint presentation to help structure your talk.
- Read "How to Obtain a Government Proclamation" in the planning kit and then use the provided sample proclamation to attain a formal local government announcement proclaiming October as National Chiropractic Health Month.

### September – One Month Before NCHM

If you can spare some time preparing for NCHM, consider adding the following items to your to-do list:

- Fill in the NCHM template press release and send it to your local media.
- Browse through the articles and background information in the planning kit to prepare for conversations about using technology safely and setting up ergonomic workstations with your patients.
- Add a personalized note about your practice, and send the e-card announcing NCHM to your patient base.
- Purchase the patient give-away—exercise bands—and give them out to patients in October.

### October – NCHM!

You'd like to spread the word about the benefits of chiropractic, and what better time than October's NCHM? It's the perfect opportunity to show how chiropractic can help prevent and treat injuries caused by the improper use of computers and mobile devices. But, you're short on time and office staff. Try these simple ideas that take minimal effort:

- Place the NCHM web button on the home page of your site.
- Print out the patient education fact sheets and display them in your office waiting room or in the treatment rooms. Or, include some information from the fact sheets in your patient education e-newsletter.
- Copy and paste ACA's sample Facebook posts and tweets to your social media sites to generate awareness of living a TechnoHealthy lifestyle.

You can find all these ideas, along with instructions on how to implement them, at [www.acatoday.org/NCHM](http://www.acatoday.org/NCHM). Don't forget to send ACA pictures of your events to be included in the National Chiropractic Health Month photo gallery! And be sure to utilize these ideas to create a healthier community year-round.