



How to Get a Government Proclamation to Raise Awareness About Workplace Ergonomics, Repetitive Use Injuries and Chiropractic Care

A proclamation is a formal announcement made by a local government on a topic important to members of that community. Asking your government to issue a proclamation for National Chiropractic Health Month (NCHM) is a great way to raise awareness of musculoskeletal injuries caused by excessive use of computer, mobile devices and other modern technologies and how chiropractic care can help.

What do I do?

- 1. Start early.** It may take some time to go through the proclamation process, so begin at least 8 weeks in advance of National Chiropractic Health Month.
- 2. Identify who handles proclamations** in your local city, county or state government offices by looking on city, county and state Web sites, checking the government pages in the phone book, or by calling the offices. If there is no one who deals exclusively with proclamations, try talking to a public relations or public information officer. An office manager or an office administrator may be able to help, as well.
- 3. When calling the proclamations office, be prepared** to provide information about the impact of the rise in musculoskeletal injuries caused by excessive use of computers, mobile devices and other modern technologies on people in your area. You can use statistics provided in ACA's sample NCHM proclamation or other information provided on the NCHM Web site. Also be sure to **ask the right questions**:
 - a. What is the process to get a proclamation?
 - b. Do they want you to draft the proclamation or to do it themselves with information you provide?
 - c. How would they like to receive the proclamation text: hard copy, an electronic version or both?
 - d. Can you arrange a signing ceremony and invite media? (If you are able to arrange a signing ceremony, contact ACA's Communications Department at communications@acatoday.org or (703) 812-0259 for help with alerting the media in your area.)
- 4. When submitting the required documents to the proclamation office**, remember to include the following.
 - a. A cover letter with:
 - * Some **facts about workplace ergonomics and repetitive use injuries and chiropractic care**
 - * Be sure to mention that your clinic/organization along with ACA and doctors of chiropractic nationwide will be celebrating National Chiropractic Health Month. Note that the goal of NCHM is to bring attention to the growing problem of musculoskeletal injuries caused by the overuse of modern technologies and how chiropractic care can help people prevent and address it naturally.
 - * The date and theme of the proposed proclamation (October; get TechnoHealthy!)
 - * Your contact information
 - b. A draft of the proposed proclamation (see our sample proclamation).
- 5. Mail and/or hand deliver your cover letter and draft proclamation to the office.** If you have not heard back from the office after a week, follow up on the status of the proclamation by phone and/or e-mail.



6. Once the proclamation is signed, go to the office and pick it up in person. While you are there, be sure to personally thank the staff member who helped you. This may help the process go much quicker next year!

7. Draft a thank you letter to the official who signed the proclamation.

8. Display the proclamation in your office the entire month of October. In addition to enhancing the credibility of the chiropractic profession and your clinic, the proclamation is another way for you to begin a conversation with patients about repetitive use injuries and living a TechnoHealthy lifestyle.