



Prosperity Through Unity
Exceptional Care for Idahoans

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Study shows chiropractic relief for patients with nerve pain from spinal fusion

A [paper](#) in the *Journal of Family Medicine and Primary Care* written by chiropractors from Chiropractic Doctors Association of Hong Kong (CDAHK) and Open University teamed explore spinal alignments and neurological pathology with the hopes of improving treatment. That case report, titled *Adjacent segment pathology of the cervical spine*, notes that the study participant reported significant positive results.

"Chiropractic intervention consisted of diversified chiropractic manipulation of the middle and lower cervical segments to release restriction along with soft tissue mobilization of the nuchal deep tissue to reduce stiffness. Six weeks later, the patient reported reduced radicular symptoms and regained motor strength (5/5) of the right biceps and wrist

extensors. Subsequently, flexion-distraction technique (to decompress and stretch the cervical spine) and therapeutic ultrasound (to promote muscle healing and relieve pain) were applied for an additional 2 months. At the completion of treatment sessions, her symptoms were resolved and her neck extension was regained to 50° (normal >60°) and bilateral rotations to 65° (normal >80°). At 11-month follow-up, radiograph showed that the cervical sagittal alignment was improved in terms of forward shifting of the gravity line (dashed white line) and C-2 plumb line (red line), relative to the C7 [Figure 2b]. The patient entered an elective spinal rehabilitation program once monthly for continuing care for the next 6 months and remained symptom-free."

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IACP 2022 Annual Convention

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IACP

The mission of the Idaho Association of Chiropractic Physicians (IACP) is to act as the unified voice, leader and stalwart supporter of the individual licensed doctors of chiropractic and supporting associates who provide exceptional health care and wellness to the patients and communities of Idaho. In supporting our Idaho chiropractic physicians, the IACP will work diligently to protect, enhance and build opportunities for the chiropractic industry and increase public access to chiropractic care.

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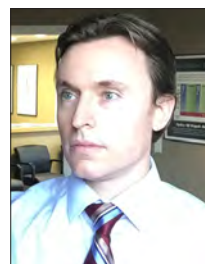
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~ IACP 2022 Annual Convention ~

Join us April 29 - May 1st, 2022 at The Grove Hotel in Boise for our 2022 IACP Annual Convention. Our fresh and diverse set of speakers, along with our exhibition of industry partners, will provide you with professional development as well as applicable products and services to benefit your practice. 18 hours of CE will be offered over three days. Register by Friday, March 25th for early-bird pricing!

Study shows chiropractic relief for patients with nerve pain from spinal fusion

Continued from front page

Clinical studies have shown degeneration cause neck pain, headaches, dizziness, numbness and stomach problems. All spinal surgeries changing motion across a joint can add additional stress on the adjacent vertebrae. These conditions can easily compress nerves, causing pain.

In this case report, a 61-year-old female presented with severe neck pain that radiated into the right shoulder and upper arm for 2 months duration. The patient described experiencing the same symptoms 30 years earlier and was treated successfully with C5-C6 and C6-C7 anterior cervical discectomy and fusion. Following surgical intervention, the patient experienced approximately 20 years of symptomatic improvement, but the patient observed progressive deterioration of her condition over the past 10 years and had been followed by her orthopedic surgeon. Two months prior to presentation, the patient experienced rapid deterioration of her neck pain, which was associated with

numbness, radiating pain, and weakness of the right arm. She had attempted 20 sessions of physical therapy with minimal relief.

“The patient with neck pain can be caused by a spinal surgery performed 30 years earlier. The chronic conditions are often hard to manage.” Noted Dr Eric Chun-Pu Chu, investigator at New York Medical Group (NYMG) and chairman of CDAHK.

Bone spurs, scoliosis, disc degeneration, spinal stenosis, spinal instability, are only a few of the radiographic abnormalities seen in the neighboring segments. The goal was to find the biomechanical balance that can relieve discomfort and avoid unneeded surgery.

Patients with neck pain by spinal fusion who are gradually developing neurological impairments are candidates for minimally invasive surgery. The current study aimed to bridge the gap between primary and tertiary care in the treatment of degeneration.



Figure 1: Sagittal T2-weighted MR image showed generalized desiccation and reduced height of the discs, cervical hypolordosis, interbody fusion of C5-C7 vertebrae, and cord compression at C4/C5 and C7/T1 levels (arrows). MRI suggested adjacent segment pathology at C4/C5 and C7/T1 levels

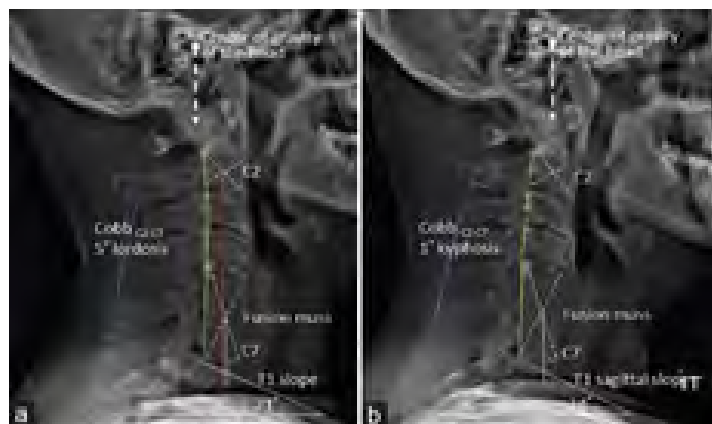


Figure 2: Cervical alignment investigated on sagittal radiographs. (a) At initial assessment, sagittal radiograph showed straightening of the cervical spine, arthritic C1-C2 joint, fusion mass of C5 through C7, osteophytic spurs, and interspace narrowing at multiple levels. The gravity line (dashed white line) dropped posterior to the cervical spine and the C2 plumb line (red line) lay behind the center of the C7, indicative of posterior translation of the center of gravity of the head. (b) At 11-month follow-up, repeat radiograph depicted no obvious interval changes in structures. However, improved sagittal balance was observed in terms of forward shifting of the gravity line (dashed white line) and C-2 plumb line (red line), related to the C7 center. In a balanced state, the gravity line is always in front of the center of the C7 vertebra

Chiropractic intervention consisted of diversified chiropractic manipulation of the middle and lower cervical segments to release restriction along with soft tissue mobilization of the nuchal deep tissue to reduce stiffness. Six weeks later, the patient reported reduced radicular symptoms and regained motor strength (5/5) of the right biceps and wrist extensors. Subsequently, flexion-distraction technique (to decompress and stretch the cervical spine) and therapeutic ultrasound (to promote muscle healing and relieve pain) were applied for an additional 2 months. At the completion of treatment sessions, her symptoms were resolved and her neck extension was regained to 50° (normal >60°) and bilateral rotations to 65° (normal >80°). At 11-month follow-up, radiograph showed that the cervical sagittal alignment was improved in terms of forward shifting of the gravity line (dashed white line) and C-2 plumb line (red line), relative to the C7.

The study introduction said: “Adjacent segment pathology (ASP) refers to degenerative changes observed at functional spinal units adjacent to the site of previous fusion procedure. All spinal surgeries altering motion across a joint can contribute to additional stress and mechanical loads on the segments immediately above and below the surgery site and accelerate subsequent degeneration. These conditions can compress nerves in the spine, causing pain and additional conditions like radiculopathy and myelopathy. ASP can be complicated by age-related changes, anatomical disruption, surgical technique, malalignment of the spine, and preexisting comorbidities (e.g., degenerative spondylosis, osteoporosis, diabetes mellitus, and smoking).

The accelerated degeneration of the adjacent segments could be a multisegmental problem and can be challenging to manage. This article will enhance readers understanding of ASP and help primary practitioners to manage ASP effectively. This case report has been prepared after obtaining written informed consent from the patient to have the case details and accompanying images published.

The case report noted that ASP is recognized by clinicians as a debilitating condition characterized by axial pain and radiculopathy after spinal fusion. The progression of ASP can result from compressive loading on the adjacent segments and the compromised nutrient diffusion in the intervertebral discs after segment fusion.[4] Biomechanical and clinical data

have demonstrated that motion preservation technologies minimize stresses placed on adjacent functional segments. [2] The latest data suggested that positive effects after artificial disc replacement are found in terms of a reduced incidence of ASP and reoperation as compared with anterior cervical discectomy and interbody fusion procedures.[25]

The radiographic changes of the adjacent segments include osteophyte formation, disc degeneration, foraminal narrowing, spinal stenosis, spinal instability, and scoliosis. [6] As in all degenerative conditions, the goals of ASP treatment are to alleviate pain, strengthen paravertebral musculature, improve range of motion, limit progressive changes, and avoid unnecessary surgery. Apart from physical suffering, persistent pain has clear emotional and behavioral consequences that have an impact on the outcome of treatment. With proper instruction and support, psychological approaches can improve pain management outcomes.

General practitioners have a key role to play in securing better outcomes for their patients. Patients can have both nociceptive and neuropathic pain and will have ongoing shared care between general practitioners and secondary or tertiary care pain units. It is inappropriate to place total reliance on further surgery. Multidisciplinary care allows patients to receive coordinated support and comprehensive care. Nonsurgical treatments such as medications, physiotherapy, manipulative therapy, psychotherapy, and nerve stimulation/modulation techniques can be helpful in most spine symptoms. Minimally invasive surgery is reserved for ASP patients with gradual emergence of neurological deficits.[7] However, there are no comparative studies on the efficacy of conservative treatment versus surgical treatment.[8] The current study aims to share an understanding of tasks between primary and secondary care for alleviating musculoskeletal pains like ASP.

Presented is a case of symptomatic ASP after anterior cervical discectomy and spinal fusion. Appropriate conditioning and proper retrieval of biomechanical elasticity can allow the spine to function properly. Conservative treatments should always be contemplated as an alternative method for ASP patients before resorting to surgery.

It concluded by saying: “Presented is a case of symptomatic ASP after anterior cervical discectomy and spinal fusion. Appropriate conditioning and proper retrieval of biomechanical elasticity can allow the spine to function properly. Conservative treatments should always be contemplated as an alternative method for ASP patients before resorting to surgery.”

What happens when we give up sugar



It would be difficult to find anyone that thinks junk foods, especially sugar, are healthy for us. Even knowing how unhealthy they are, many of us struggle to cut back, or eliminate them from our diet altogether. Why is this so difficult?

Kicking a sugar habit is challenging—even for the most strong-willed among us. Research suggests that sugar tricks your brain into wanting more and more of it. But there's good news. A little sweetness is OK—emphasis on little. The American Heart Association recommends no more than six teaspoons of added sugar a day. Also okay: the sugar found in whole foods like fruits and veggies, says Kimber Stanhope, PhD, a nutritional biologist at the University of California, Davis. "These naturally occurring sugars come packaged with

good-for-you vitamins, minerals, fiber, and other nutrients." But if you can dial back your intake of added sugar, she says, you'll start to rack up some amazing health benefits. In fact, the perks of the less-sugar life are so good, they may help motivate you to try to cut it (mostly) out.

It turns out, sugary foods share many common characteristics with addictive substances like alcohol, cocaine, heroin and opioids.

7 ways sugar and addictive drugs are similar

While there are numerous ways sugary foods and addictive drugs are similar, these are some of the most common ones:

- Sugar and illicit drugs or alcohol are harmful to mental and physical health
- Both can cause uncontrollable cravings
- Quitting sugar and quitting drugs or alcohol can lead to withdrawal symptoms
- Sugar causes the same areas of the brain to illuminate on brain scans as drugs like cocaine
- Most people build up a tolerance to sugar in the same way they do to drugs or alcohol
- Addictive substances and sugar increase dopamine in the brain
- People often binge on sugary foods like ice cream the same way as a person addicted to alcohol, opioids, or other types of drugs

Anyone that has ever been addicted to drugs or alcohol can attest that they experienced more than few of the items on this list. The same can be said about people who struggle with eating too much sugar. This is because both impact the brain's reward system.

The only difference is, except for alcohol, most addictive drugs are either illegal or require a prescription. Sugar is legal, and sugary sweets can be purchased almost anywhere.

Sugar is ubiquitous

There is no doubt that sugar is showing up everywhere nowadays, making its appearance in items that don't seem sugary, like salad dressings, breads, and pasta sauces.

The real temptation, though, comes in the form of sweets. Candy, ice cream, and cake line the shelves at grocery stores, begging to be devoured. As soon as they are eaten, though, the body shows signs of rejection and sluggishness.

Processed food manufacturers know that sugar has many

addictive qualities and adding it to all types of foods can get people hooked, while the cravings will keep them coming back for more.

But what if there was a way to beat the sugar cravings and get long-lasting energy from “real” food? Luckily, there are ways to overcome sugar bombardments and cravings, but it takes much self-discipline to make it happen. The rewards of quitting sugar, though, are well worth the sacrifice.

We're eating way too much sugar. Americans eat more than 60 pounds of added sugar a year (yes, that's per person). At 113 teaspoons per pound, that's 6,780 teaspoons every 365 days. Considering that the American Heart Association (AHA) recommends no more than six teaspoons of added sugar daily for women and nine for men, we're far over the advised limits. And while some sugar sources are obvious—like soda, candy, or the sugar added to coffee—the sweet stuff can sneak into your diet in unexpected ways.

The four main benefits of quitting sugar

1. Increased energy. Skipping dessert will significantly affect one's energy levels. Sugary foods are famous for providing a “high,” or hyper feeling that the brain translates as high energy. This is not actually the case however, since sugar highs usually end in hard “sugar crashes,” depleting energy and replacing it will lethargy and sluggishness.

Sugary foods are never the best source for receiving energy in the body. Instead, focusing on fueling the body with nutrient dense foods, like whole grains, fruits, lean meats, and leafy greens, as well as exercise, all have a positive effect on the brain and body.

By properly fueling the body, it will no longer experience sudden crashes in energy, and instead, it will experience a constant supply of healthy energy.

2. Improved weight management. After quitting sugar, losing weight and keeping it off will become increasingly easier for most people. This is because sugar is known to house empty calories – calories that are added to the body but provide no source of nutrition. Sugary drinks and candy are the biggest culprits for empty calories. To safely and effectively lose weight, the body needs adequate amounts of fiber to metabolize and combat sugar, including natural sugar found in fruits and some vegetables.

Food items with added sugar include little to no fiber in them, so sugar turns straight into glucose and is then stored as fat in the body. Swapping out sugary foods for healthier alternatives, like fruits, vegetables, and healthy grains, helps keep blood sugar levels naturally lower. Eating foods that contain added sugar regularly can make the body resistant to insulin, and insulin resistance increases belly fat storage.

3. Enhanced mood, mental clarity, focus, and health. Sugar is often a source of reward, when emotions run high or stressful situations occur. Eating sugar as a compulsive reaction to “feel better” does more damage than good, though. Sugar only aids in greater mood imbalances, stress, poor eating habits, and feelings of tiredness. The more people give into their sugar addiction, the more troubles they will have with their mental health.

Studies show that 80 percent of people who stopped eating sugar and other unhealthy foods found that their mental health greatly improved. Scientists who studied the group found that patients had decreased depression, anxiety, fewer mood swings, and more mental focus. Quitting sugar may come with side effects such as “sugar headaches,” which is the body suffering from sugar withdrawals. Soon after replacing sugary foods with brain foods – fish, nuts, leafy greens, and lean meats – sugar headaches will disappear.

4. Reduced inflammation. One concerning downside to eating sugar is that it increases inflammation in the body. Inflammation often leads to chronic pain, headaches, and food allergies. Research shows there is a direct link to inflammatory diseases and sugar. There is now recent evidence to show that inflammation is linked to Alzheimer's disease, dementia, and other brain-related disorders, that impact mental health and aging.

Once a person quits sugar, he or she can expect to experience decreased levels of inflammation in the body, including a reduction in nerve, muscle, and joint pain. Combining exercise, increased daily water intake, and reduced sugar intake are some of the best ways to treat pesky inflammation problems and reduce chronic pain in the body.

These four benefits of quitting sugar might seem simple, not so important, or completely obvious to many people. But the fact remains, we have a serious sugar problem in America, and it has led to obesity and host of health problems for children and adults. For those who have recently quit or cut back to optimal levels, the results they have experienced are usually remarkable, both in the health benefits they have received, and more importantly, the way they feel.



Risk of Alzheimer's linked to cholesterol, blood sugar levels at age 35

14 SIGNS

YOUR BLOOD SUGAR IS WAY TOO HIGH

- 1 Frequent urination and urination during the night
- 2 Blurred vision
- 3 Difficulty concentrating
- 4 Dry mouth
- 5 Impotence
- 6 Recurrent infections
- 7 Slow healing of cuts and wounds
- 8 Stomach problems
- 9 Constant fatigue or extreme tiredness
- 10 Increased thirst
- 11 Dry and itchy skin
- 12 Constant hunger
- 13 Excess abdominal fat/weight gain
- 14 Nerve problems

theheartysoul

A new [study](#) suggests cholesterol and blood sugar at age 35 help predict Alzheimer's disease, which is one of the leading causes of death among Americans 65 and older. researchers from Boston University recently investigated the link between cardiovascular measures and Alzheimer's disease. They found that low high-density lipoprotein (HDL or "good" cholesterol), high triglycerides, and blood glucose levels from age 35 are associated with increased Alzheimer's risk.

The authors conclude that early intervention to maintain healthy HDL, triglyceride, and glucose levels may lower Alzheimer's risk.

Alzheimer's disease (AD) is the fifth leading cause of death among Americans 65 years of age or older, with a prevalence of 5.8 million cases. This number is projected to nearly triple to 14 million people by 2060. To date, there are no proven effective disease-modifying therapies to prevent or slow cognitive decline from AD and related diseases. Early identification and treatment of individuals at risk for the common form of AD occurring after age 65 have been recognized as an important contributor to reductions in AD mortality and delaying the symptoms of the disease.

"Many people know high cholesterol is a risk factor for heart disease and other health conditions, but they don't realize it's a risk factor for dementia too," Dr. Katy Bray, public engagement manager at Alzheimer's Research UK, who was not involved in the study.

"To keep the brain healthy as we age, the best evidence is to eat a balanced diet, not smoke, drink within recommended guidelines, exercise regularly, and keep blood pressure and cholesterol in check."

For the study, the researchers included data from 4,932 individuals who were a part of the Framingham Heart Study. Participants had an average age of 37 upon enrollment and underwent nine examinations every 4 years until the age of 70. At each examination, researchers measured participants':

- HDL and low-density lipoprotein (LDL or "good") cholesterol
- blood glucose levels
- body mass index (BMI)
- systolic and diastolic blood pressure
- number of cigarettes smoked per day

From the second examination onward, the participants also underwent cognitive assessments to track the progression of cognitive decline. After analyzing the data, the researchers found an inverse relationship between AD and HDL measured at the first, second, sixth, and seventh examinations.

The study also links AD to higher triglyceride levels at the first, second, fifth, sixth, and seventh examinations, independent of medication. Meanwhile, high blood glucose was significantly linked to the development of AD at every exam. The researchers also found no association between AD and LDL, BMI, smoking, or blood pressure at any examination.

Dr. Allison B. Reiss, an associate professor of medicine at NYU Long Island School of Medicine and a member of the Alzheimer's Foundation of America's Medical, Scientific, and Memory Screening Advisory Board said, "The brain is full of cholesterol and needs cholesterol to develop and produce nerve cells. The balance and transport of cholesterol within the brain are carefully controlled, and lipids are very important in brain function. Most prominent of the lipid-related proteins in the brain is ApoE, a protein that transports lipids in the brain and elsewhere."

"Some HDL particles contain ApoE (apoE-rich HDL), and this type of apoE-rich HDL is most concentrated in the brain. The quality and quantity of apoE-rich HDL may partially explain the Alzheimer's disease-HDL link," she continued.

Xiaoling Zhang, Ph.D., assistant professor of medicine and biostatistics at Boston University School of Medicine, one of the study's authors, told MNT that improved blood flow in the brain might also explain some of their findings. She explained that HDL could increase transportation and thus reduce the accumulation of amyloid-beta plaques, which are protein build-ups characteristic of AD.

When asked about the link between AD and glucose levels, Dr. Zhang said that higher glucose levels in the blood are linked to higher brain glucose concentrations and more severe plaques in AD brains. "We know that the brain relies on glucose for energy, but excess glucose in the brain can undergo chemical reactions that make it damaging and inflammation-inducing. When glucose levels are high over extended periods, chronic neuroinflammation may result."

"Another problem with high glucose is that it prompts the release of insulin to lower the glucose, and this can lead to wildly fluctuating sugar levels in the brain, which is very bad for nerve cells," she explained.

The researchers conclude that early intervention to maintain healthy HDL, triglyceride, and glucose levels may lower AD risk. However, they also note several limitations to their work. As their cohort was white, they say their findings may not translate to other demographics. They further say that due to limitations in their study design, their results may not accurately reflect age-specific trends. Since the researchers did not take fasting blood samples at the first two examinations, their results may be slightly skewed.

When asked about the main practical takeaways from the study, Dr. Reiss said: "Eating less sugar and processed foods and exercising regularly are good for every organ and especially the brain and heart. Monitoring blood glucose and the lipid profile and watching HDL are great preventative measures. We do not have drugs that raise HDL without causing a lot of side effects and, if the HDL is not of good quality, raising it is pointless. For now, the best way to support HDL levels is through exercise and physical activity."

The [study](#), titled *Midlife lipid and glucose levels are associated with Alzheimer's disease*, noted:

"Our findings that link cholesterol fractions and pre-diabetic glucose level in persons as young as age 35 to high AD risk decades later suggest that an intervention targeting cholesterol and glucose management starting in early adulthood can help maximize cognitive health in later life. This idea is supported by previous studies of Framingham Offspring study participants that showed that elevated coronary heart disease risk and metabolic syndrome were associated with lower cognitive performance at age 55.18, 19 However, our results do not distinguish whether the influences of these risk factors on the development of AD may be particularly damaging during early adulthood and midlife or reflect longer accumulated risk exposure. Our data showing only modest attenuation of treatment on the effect of these factors on AD incidence and weaker association among persons older than 60 years are consistent with the idea that exposure earlier in life may better explain our findings; however, secular trends in treatment for managing cholesterol and glucose could also have contributed to the observed patterns."



Hiring challenges during a labor shortage

By Dr. Ray Foxworth, President of ChiroHealthUSA

Hiring is a tough task in the best of circumstances, but especially now. You'd be forgiven for thinking America may have enjoyed a "fish in a barrel" hiring scenario in recent months. Job openings were up, but so were layoffs at the same time hiring was down. What's more, a growing number of people are resigning from their current jobs driven either by vaccine-related issues or confidence that they can find work elsewhere.

Hiring new workers is always a demanding task no matter which market you're operating in. Advertising open positions, interviewing, and training new employees takes time and money; two valuable quantities that a short-staffed practice may be lacking. These are trials that every chiropractor faces when seeking new team members coupled with the added stressors of some sector-specific factors.

The Declining Number of Available Workers

Statistically speaking, the hiring situation for chiropractors is looking strong up until 2030. Data from the Bureau of Labor Statistics projects an 11 percent growth in sector employment this decade which beats the average for all other occupations. Down at ground level it can be a bit difficult to share that optimism given the universal worker shortage and the increasing demands on professionals in our sector.

For example, recent global events have seen medical practitioners of all kinds burning out in unprecedented degrees. Large numbers of chiropractors are effectively being [drafted into hospitals and clinics](#) to provide healthcare for doctors, nurses, and other frontline staff.

Increased need for the chiropractic sector is a good thing as we can help more people heal and lead more comfortable lives. However, it also reduces the number of skilled personnel available for dedicated chiro centers to hire and, with a 3-to-4-year average time to qualify, new candidates can't exactly be produced on demand.

Add to this the fact that qualifying as a chiropractor can [cost](#) between \$70,000 and \$105,000 and it's easy to understand why even the most eager person faces a significant financial hurdle if they want to join the profession.

Clashing Generational Priorities

A clinic can have many roles available and more than a few generations to fill them. Age can present hiring difficulties both at the interview stage and when integrating a new hire into an existing team.

The trick here is to have a working knowledge of what each generation is likely to be looking for from the outset. There are plenty of shared wants and needs that run through each group, but here's how they're typically prioritized:

- **Generation Z (born 2001 to 2020)** - The youngest hires want competitive wages, pay equity, career mobility, and employers with transparent practices and ethical values.
- **Millennials (born 1981 to 2000)** - More mature hires means more experience and the expectation of higher pay to match. The likelihood of a family life also means Millennials expect flexibility and work/life balance from their employers.
- **Generation X (born 1965 to 1980)** - This is the hiring group most likely to have the highest experience levels and demands on their personal lives. They expect higher pay and increased flexibility to reflect that.

The inherent challenge here is for chiropractors to stop and think whether they can provide what each generation is looking for and, if they can, how well they can balance diverse needs and priorities if their staff starts spanning generations.

To learn more about facing this challenge head on you can [watch the webinar](#) recording with Aaron Reynolds on The Future of Our Workforce.

Dr. Ray Foxworth is a certified Medical Compliance Specialist and President of ChiroHealthUSA. A practicing Chiropractor, he remains "in the trenches" facing challenges with billing, coding, documentation and compliance. He has served as president of the Mississippi Chiropractic Association, former Staff Chiropractor at the G.V. Sonny Montgomery VA Medical Center and is a Fellow of the International College of Chiropractic. You can contact Dr. Foxworth at 1-888-719-9990, info@chirohealthusa.com or visit the ChiroHealthUSA website at www.chirohealthusa.com. Join us for a free webinar that will give you all the details about how a DMPO can help you practice with more peace of mind. Go to www.chirohealthusa.com to register today.

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Service Trip America celebrates 10 years of service



At Life Chiropractic College West, “creating a brighter future for humanity” is a vision that goes far beyond the campus perimeter. Delivering a world-class education based on the history, philosophy and principles of chiropractic is just part of the school’s curriculum. In addition to creating highly trained professionals as care providers, the college also instills a core set of values in the student body, based on a campus-wide “Lasting Purpose” that fosters generosity and community accountability: Give, do, love, serve from a place of abundance. Life West seeks to inspire students to become active in their communities—and in the world—promoting a chiropractic philosophy that not only advances the profession but utilizes the knowledge and skills gained to improve health globally.

Life West’s goals to broaden chiropractic are a key part of the service trips that are increasing in frequency, allowing both faculty and students to serve and care for people around the world. Students get the added benefit of learning on the job. Each of these service trips began as individual efforts, but all were developed to serve one overall purpose: providing students and faculty with the opportunity to help people in need who might not or have never had access to the benefits of chiropractic. Some of the service trips take place on Life West’s home turf, in San Francisco’s Mission District or in the East Bay’s downtown Hayward, and others have taken students to the other side of the world, to India and Tonga.

Launched in 2009 by two Life West chiropractic students, now Dr. Joseph Ibe and Dr. Brian Morris; Life West Academic Counselor Lori Pino; and Life West faculty Dr. Coleman and Dr. Thompson, Service Trip: America (formerly called Mission Trip: America) is a humanitarian outreach program that provides complimentary chiropractic care to the San Francisco Day Labor Program and Women’s Collective, some members of whom are also homeless in San Francisco’s Mission District. Through service, the team expands public awareness and education about chiropractic to the community while bringing free services to people who need them. And Service Trip: America is celebrating a milestone anniversary in March, providing chiropractic services for 10 years now at the San Francisco Day Labor Program and Women’s Collective, one of many important programs provided through Dolores Street Community Services in San Francisco, whose mission is to nurture individual wellness and cultivate collective power among low-income and immigrant communities to create a more just society.

Once a month, the team conducts a free chiropractic clinic for the San Francisco Day Labor Program and Women’s Collective, which has been uniting, empowering and organizing immigrant workers for dignified work and fair wages in San Francisco since 1991. From the initial launch to today, chiropractic services at the site have been met with phenomenal enthusiasm. Teams typically treat from 15 to 25 patients during each 4 1/2-hour event—three-quarters

of the patients seen are returning for follow-up care while new patients continue to sign up regularly, including five to 10 walk-ins during each pop-up clinic.

When asked about the program's beginnings and goals, Pino said, "In 2008, at student council, we had a guest speaker talking about service trips abroad, talking about their own trip. I thought, why couldn't we have a program here where we have deserving people who could really benefit in our own backyard? By the end of the meeting, I said if anyone is interested in doing that here, let me know. Two student council officers came to me—we started talking and decided to see what we could do to launch a domestic service program. In March 2009, we launched a pilot program. We had contacted organizations in the Bay Area, gauging interest for a mutually beneficial exchange where our students can learn and provide free care and quality continuity of care to the population. With rare exceptions, we've been in every month since then."

India

During the 2018 Thanksgiving break, Dr. Oberstein and other members of Life West's faculty and student body traveled to New Delhi, India. Former Life West alumni and the college's Board Chairman, Dr. Jimmy Nanda, had a lifetime involvement with the Sant Nirankari Mission in India. Embarking upon an ambitious program of universal health care that addresses the need among the poorer areas where health care facilities are inadequate or sometimes even nonexistent, Sant Nirankari Mission hosts a three-day spiritual retreat twice a year, drawing more than 1.5 million people. About 60,000 volunteers are needed to staff each event.

More than 1.2 billion people live in India, and only 10 full-time chiropractors practice within the country. So Dr. Nanda approached the Life West board in a quest to bring chiropractic services to the retreats. Closely mirroring the ideologies of Life West, Sant Nirankari promotes a state of harmony, linking mind, body and spiritualism to better the welfare of others while finding real purpose in their own lives. Life West signed on.

Dr. Oberstein and Dr. Nanda, along with other faculty members, guided a Life West team of 20 interns in New Delhi. Working in conjunction with the Indian Association of Chiropractic Doctors as well as doctors from around the world, this group provided chiropractic care to more than 11,000 patients during the three-day 71st Annual Nirankari Sant Samagam.

Dr. Oberstein said the people of India were very receptive

to the vitalistic message of chiropractic. The November trip was such a success as a culturally immersive and hands-on training experience for faculty and students that the school sponsored another trip, this time to Mumbai, India, in January 2019. About 10,300 patients were seen in three days, allowing students and faculty alike to witness what chiropractic can bring to people's lives. Dr. Oberstein reports that, post-adjustment, they saw non-hearing patients who could hear, mute patients who could talk and paralyzed patients who could feel.

The college's ties and its commitment to creating a healthier India were strengthened when Life West service trip attendees also witnessed a ribbon-cutting ceremony, officially opening a new Life West Health Center in New Delhi. Dr. Oberstein said this unique venture will bring regular chiropractic care to the country's inhabitants and will be staffed by a mix of doctors and last-quarter students, providing both clinical and cultural experience.

Tonga

Wanting to broaden the horizon of chiropractic care to other corners of the globe, Life West sponsored another service trip in December to the archipelago country of Tonga, which was chosen for two reasons: Life West's athletic director, Adriaan Ferris, a native New Zealander, coached rugby in Tonga and Fiji, and brought to the board's attention that no chiropractic system existed in either country. In addition, during a July visit to the states Dr. Saia Plukala, the Tongan Minister of Health, connected with Dr. Oberstein at Life West's Hayward campus, establishing and solidifying a relationship of mutual trust and goals to set a plan in motion.

The first trip to this South Pacific group of islands consisted of only three doctors and three students. During three six-hour days, the chiropractic group saw more than 1,650 people. Dr. Oberstein said the experience transformed both patient lives and the lives of the students and doctors providing care. For example, a 1-year-old boy slept through the night for the first time after just one adjustment, and held his head up after the second adjustment.

Life West plans to go back to Tonga with a larger group in March 2019, 14 students and seven doctors. The goal is to build up to three trips per year and take about 20 students each trip. Life West also plans to open a free chiropractic clinic in Tonga, where four to eight interning students can practice while taking classes online during their last quarter before graduation.

Continued on next page

Service Trip America celebrates 10 years of service

Continued from last page

Hayward Veterans Clinic

In January 2019, chiropractic services became available to veterans and active duty military at the historic Veterans Memorial Building in Hayward. Part of the college's ever-expanding community outreach initiative, the college's Monte H. Greenawalt Health Center works in unison with the veterans center to provide affordable, convenient chiropractic care, delivering services that benefit a particular segment of the Bay Area community—active and non-active U.S. soldiers.

Headed by Dr. Scott Donaldson and staffed by Life West faculty and students, some of who are former military, chiropractic care is offered every Thursday from 4 to 7 pm. Initial exams are free, and other services such as X-rays and adjustments are discounted at half price.

"This clinic is all about community outreach—we want to reach out to both active service and veterans in appreciation for their service to our country," said Dr. Donaldson, Vice President of Clinical Operations. Students and faculty who have served in the military will be able to give back to others who have served or are serving the country. "We're connecting our student population and veterans with the local veterans center, so there will be veterans serving veterans."

Expanding around the world

Dr. Oberstein has a unique vision, one shared by Life West students and staff: To create a brighter future for humanity,



all around the world. In addition to the service trips to Tonga and India, Life West has goals to go further into the world to deliver chiropractic care where it isn't readily available. Plans include service trips to China, Africa and Central and South America. Life West hopes to open health centers in these areas to provide continuity of care.

Dr. Oberstein added, "These clinics and service trips provide students with unparalleled field training experience in treating a vast array of maladies in extremely differing cultures—experiences that will not only better prepare them for the post-graduation real world, but experiences traditional study could never deliver."

Space is tight, but the Life West crew makes it work at Dolores Street Community Services in San Francisco.

Dr. Oberstein said he also plans to reach out to corporations within the U.S., particularly in Silicon Valley and the San Francisco area, about changing the world with drugless healthcare. As opioid and other drug dependency epidemics continue to create havoc globally, chiropractic care provides a sustainable way of life for people needing relief from pain. His message is aimed at companies that embrace a vision of creating a better future for humanity, and he hopes to harness support from corporations and other philanthropic entities who can help Life West make a more significant impact with the service trips.

"There's a favorite quote of mine, taken from B.J. Palmer, the developer of chiropractic, that aligns with Life West's campaign to spread the chiropractic message," Dr. Oberstein said. "You never know how far-reaching something we may think, say or do today will affect the lives of millions tomorrow!"



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Work those quads with a wall sit

How to do a wall sit — a great exercise for working your quads

When it comes to working your lower body, there are often a few exercises that come to mind — squats, lunges, and deadlifts to name a few. While these are all brilliant at working various muscles in your legs, if you're looking to mix things up, there is a super-simple exercise that'll burn your quads like never before.

The best part? Unlike other lower body exercises, you won't need adjustable dumbbells or resistance bands. You'll just need your body weight and a wall.

Most of us have done a wall sit at some point in our lives. (Does high-school gym class ring a bell?) You put your back against a wall, sit down, and then try to stay there. And while you almost certainly know the isometric exercise can make your legs quake, you may not know the full potential of the wall sit exercise — or how to get the most out of every “hold-it-right-there” second.

Wall sits, also known as wall squats or the devil's chair, mainly targets your quads — the muscles down the front of your thighs. It's an isometric movement, which builds strength and endurance in the muscles without any movement. It

also hits the glutes and calves and can be done from just about anywhere, using no equipment. Read on to find out more about how to do a wall sit, and the variations to try.

To do a wall sit, start with your back flat against a flat wall. Your feet should be shoulder-width apart, and about two feet away from the wall. Keeping your back flat against the wall, slide down until you have a 90-degree bend in your knees — your quads should be parallel to the floor, and your knees should be directly above your ankles. Hold the wall sit for as long as possible: aim for 20 seconds to start, and build up. You should feel a stretch down the front of your thigh, and it shouldn't take long before it starts to burn.

Be sure to never let your knees extend out past your ankles in this move, as this will make it less effective, and work your calves, not your quads. Keep your core engaged for the entire movement; think about sucking your belly button into your spine, and keep your weight in your heels, not on your toes. You should also not collapse down into your knees at the end of the move; instead, you should press back into your heels and slide your back up the wall until you are standing.

As wall sits isolate your quads, it's great for building strength down the front of the leg. This is great for runners, as running mainly targets the hamstrings, so wall sits can help balance the muscles in the legs. By activating the low slow-twitch fiber muscles, you're also helping to build endurance in the muscles, which won't help you get bigger muscles, but will help you move faster.

As you'll soon notice after attempting your first wall sits, they get your heart rate up quickly and help you torch calories. Unlike a squat, where you have periods of work and rest as you move up and down, in a wall sit, you're keeping your muscles working hard for the entire move, increasing your heart rate, and in turn, the calories burned.

Wall sit variations to try

There are no ifs or buts about it — the wall sit is an intense exercise and beginners might find it tough. Luckily, there are a number of variations to make the exercise easier or harder.

To make the move easier, don't lower as far in the sit. Aim for a 45-degree angle, not 90 degrees, as this will take some of the pressure off your quads and knees. You can also shorten the amount of time you spend in the move — try five seconds at first, and build-up, or put an exercise ball between your back and the wall.

To make the move harder, hold the move for longer, or try one of these variations:

Single-leg wall sit: To really torch your quads, try doing a wall sit on one leg. To do this, get into the sitting position, then shift your weight onto one leg, and extend the other out in front of you. Hold this for a few seconds, before lowering the leg back down to its starting position. Repeat on both sides.

Weighted wall sit: You guessed it, for a weighted wall sit, you're going to want to add weight to the move, by placing a weight plate, or dumbbell across your thighs. Be sure to remove the weight before standing up.

Wall sit with curl: To get an upper and lower body workout, hold a dumbbell in each hand, and once you are in the wall sit position, add some shoulder presses, or bicep curls.

Step-by-step wall sit instructions

First, set a timer. If you're new to wall sits, try to hold for 30 seconds to a minute. If you're a pro at them, set a stopwatch instead, and try to one-up yourself with every session.

- Stand with your back against a wall and your feet about 18 inches in front of you, spread between hip- and shoulder-width apart.
- Brace your core and grip the floor with your feet.
- Slowly bend at the hips and knees to lower your back against the wall until you are as low as comfortably possible or your thighs are parallel with the floor. Make sure your knees are directly over your ankles with your shins completely vertical.
- Keeping your back against the wall, core braced, and spine neutral, focus on pushing your feet forcefully into the floor. Fully engage your outer thighs and hips by pretending that you're trying to spread the floor between your two feet. (Neither of your feet will move, but you should feel them working.)
- Hold for the intended amount of time, then step your feet back toward the wall to stand up.

When performing any exercise, form matters. Unfortunately, when it comes to the wall sit exercise, it's the thing most of us miss. A properly executed and fully beneficial wall sit exercise isn't about just sitting down, chilling, and waiting for the clock to run out. It's about engaging all of the muscles through your lower body, and even your core and back, to produce the greatest levels of muscle tension and strength.



Chiropractic News

League of Chiropractic Women leading the way for all female chiropractors

Ten years ago, a group of women met to discuss how they as women could help change the face of Chiropractic and the chiropractic profession as a whole. These 17 women created a goal and a vision to offer women around the globe female mentors who could be looked up to for inspiration, empowerment and a sacred space so they too could flourish in this field.

The League of Chiropractic Women (LCW) was born on March 31, 2012. This year, the group celebrates its tenth anniversary. LCW commemorated at their conference, "The LCW Gathering," held March 17-20, 2022, in Clearwater, Florida.

It is a unique organization "created for women by women" states their website. Their goal is to support other women in the chiropractic profession. A woman does not need to be a chiropractor to join and support this organization, only a desire to help foster women and the chiropractic profession. The one thing all these women have in common is the "universal truth that women excel at creating and nurturing. We have so much to offer our profession on a global level."

"We needed a place for women. We include all women in this club, not only chiropractors, to promote chiropractors. We want to do things in a profession that has been male-dominated, and we want to see more women on stages and in leadership roles," said Cynthia A. Boyd, D.C., Director of Projects at Life University (Life U) and a founding member of LCW.

"We provide support to elevate women in the profession," said Dr. Boyd. The LCW offers many speaking programs and classes for their members, and they are seeing more and more women obtaining important jobs in the chiropractic profession. Additionally, leadership levels for women have risen.

The main goal of the organization when it was formed is the same today as it was 10 years ago. LCW is the voice for all women in Chiropractic, giving women a sacred space to thrive and grow. According to Dr. Boyd, "The goals are the same, but the methods have changed with the times, such

as virtual [meetings], and we adapt. Our strategies have changed."

Life U has been a great supporter and sponsor of LCW since its inception. The relationship between Life U and LCW is a special one because both organizations share a likeminded mission and vision. "We are both subluxation-focused and share a philosophy of Vitalism. We put our heart and souls into sharing and protecting these elements of our great profession," said Dr. Boyd.

Currently, Life U's student body is 52% female, and with that in mind, LCW works closely with Life U to help women who are entering the chiropractic profession. There is a student LCW club at Life U, giving women who are studying Chiropractic a strong support base and mentorship.

"Many involved in LCW are Life U grads or are associated with Life U. Also, Life University has been a business partner since the program's inception, as well as sponsoring many of LCW's events. Both organizations have a heart for people and Chiropractic, as well as a positive vision for the future," said Dr. Boyd. "Together, like-minded organizations like Life U and LCW, when partnered together, can exponentially grow our profession and its resources, all while providing resources for women to excel in it."

For more information, visit lwomen.com/about-the-lcw/.



New chiropractic graduate toolkit available

The Foundation for Chiropractic Progress (F4CP), a not for-profit organization dedicated to educating the public about the value of chiropractic care, is collaborating with long-time supporters, NCMIC and Foot Levelers to produce a New Graduate Practitioner Toolkit. With the financial support of NCMIC and Foot Levelers, F4CP has designed a toolkit that will be distributed to the partnering chiropractic colleges

to be given to their graduating students. The New Graduate Practitioner Toolkit is a resource designed for graduating students that includes materials such as: the DCR 1.0, the Chiropractic Assistant Handbook and the New Practitioner Guide. In addition to these resources, the new graduate students are also awarded a free one-year F4CP membership. The New Graduate Practitioner Toolkit is available now for 2022 graduating students.

“We are thrilled to collaborate with the Foundation on a project that supports chiropractic students,” states Mike McCoy, CEO, NCMIC. McCoy explains, “Upon entering the profession, there is nothing more important than having quality resources and access to an abundance of materials that will help these graduates achieve success.”

“When given the opportunity to support graduating students who are on their way to becoming practicing doctors, we could not be happier to help,” explains Kent Greenawalt, chairman, CEO, Foot Levelers.

“It is our generous donors that make it possible to support our members and new graduates,” says Dr. Sherry McAllister, president, F4CP. “It is extremely important to us that these new practitioners feel they have high quality resources necessary to begin their chiropractic journeys and we want to make sure they know that we are here to support them.”

The Foundation for Chiropractic Progress advocates quality sleep

Although most Americans would feel drowsy and cranky after a night of fewer than six hours of sleep, a recent [study](#) published in the *Annals of Behavioral Medicine*, found that while our bodies can become used to sleep deprivation, our health and well-being will continue to suffer until we get the rest we need.

The Foundation for Chiropractic Progress (F4CP) urges doctors of chiropractic to recommended 7-8 hours of sleep per day. Although doctors of chiropractic are focused on neuromusculoskeletal conditions, they care for the whole patient and help the body achieve homeostasis. DCs can create a plan for all areas of patients' lives including exercises, nutrition and sleep as well as educate patients on the important role of sleep in enhancing health and wellness.

As demonstrated in the study, while most participants with sleep loss felt lethargic and irritable after one night of sleep loss, researchers found that these negative mental and physical well-being symptoms peaked on the third consecutive day. Sleep loss continued to affect participants through-

out the eight days studied even though they were able to better tolerate their symptoms as days passed. Although still suffering mental and physical symptoms, the ability to become accustomed to sleep loss should be particularly concerning to Americans given the strong link between habitual sleep loss and cardiovascular, neurologic and mental health problems.

“With so many demands on our time, too many Americans forgo needed sleep to the detriment of their career and personal life and overall sense of well-being,” says Sherry McAllister, DC, president of F4CP. “During National Sleep Awareness Week, we urge all Americans who regularly go without the recommended hours of sleep to make a new habit of structuring their day around sleep, even scheduling it into their day. Not only will they feel better, but their job performance and relationships may even improve as well.”

The pineal and pituitary glands in our brains play important roles while we sleep and are part of the reason why adequate sleep improves our sense of well-being. The pineal gland releases the hormone melatonin, which regulates our circadian rhythms and makes us tired. During sleep, melatonin helps improve the quality of our sleep and is associated with protecting the brain from neurodegenerative disease.

The pituitary gland secretes luteinizing- and follicle-stimulating hormones, which are crucial for sexual development and human reproduction. Likewise, the pituitary gland produces growth hormone during sleep, which enables children to grow and helps adults maintain muscle mass, regulate cholesterol and promotes normal brain function.

Adequate sleep is crucial for these biochemical functions to occur, but logging seven or more hours in bed all at once may not be necessary. Segmented sleep, or polyphasic sleep, involves breaking the daily recommended sleep time into two or more shifts. Recent research shows that this approach can be effective for some, particularly hard-driving executives and scientists.

“Doctors of chiropractic are trained and experienced in helping patients achieve nearly all their health goals naturally, including improving sleep, and can often recommend healthcare professionals in their network to address other physical and mental health needs,” states Dr. McAllister. “Whether patients are sleep deprived or not, their doctor of chiropractic will deliver care and education that will help them establish and maintain good sleep habits to promote optimal daily functioning and well-being.”



Chiropractic College News

Palmer to close Hayward campus

The Palmer College of Chiropractic Board of Trustees has voted unanimously to phase out the College's West campus located in San Jose, California. After thoughtful consideration, and as a proactive business decision, the campus will cease operations in June 2025 when its building lease expires.

"The most strategic higher-education institutions constantly evaluate changing business environments to increase the value of their degrees," said Trevor V. Ireland, D.C., chairperson of the Palmer College Board of Trustees. "They review who they serve and make smart, proactive decisions focused on strengthening their institutions and wisely investing their resources."

Palmer plans to provide current Palmer West students the opportunity to finish their degrees at Palmer West through March 2025. Eligible students also will have the option to attend Palmer College's Main campus in Davenport, Iowa or its Port Orange, Florida campus.

"A culmination of challenges, including the escalation of the building lease, the high cost of living, the employment market, and the College's cost to deliver the program in California compelled the decision to phase out the West campus," said Ireland. "This difficult decision was made after thorough due diligence."

"Palmer College leads the chiropractic profession and sets the standard for real-world preparation for successful careers in chiropractic," said Dennis Marchiori, D.C., Ph.D., Palmer College chancellor and CEO. "We are confident the needs of current and future students are best served by focusing on the unparalleled opportunities that exist on Palmer's Main and Florida campuses."

Large investments have been and continue to be made to enrich student life and learning opportunities at the Iowa and Florida campuses. The institution combines a rich history with forward-thinking, state-of-the-art facilities and educational practices.

"By adjusting our on-campus offerings at our two flourishing locations, Palmer is better equipped to meet its mission of educating students in the science, art and philosophy of chiropractic today and well into the future, maintaining our

role as the trusted leader in chiropractic education," said Marchiori.

"The Palmer West community of students, faculty, staff and alumni uniquely add to the history of the institution and their contributions are appreciated. They are valued members of the Palmer community," noted Ireland. "We look forward to the roles they will play in our future as we continue to deliver state-of-the-art learning experiences and advance chiropractic research in world-class facilities."

The College is working closely with its accreditors, the Higher Learning Commission (HLC) and the Council on Chiropractic Education (CCE), on this phaseout plan.

Banner Year for the CUKC Centennial

Cleveland University-Kansas City (CUKC) is proudly displaying a series of custom banners on campus lamp posts in Overland Park, Kan. The bright, colorful assortment is more than welcoming; it's steeped in meaning. In recognition of the University's yearlong centennial celebration of its role as a leader in chiropractic and health sciences education, the banners pay tribute to all those who have worked tirelessly to realize the founders' vision of creating a healthier world.

"Countless faculty and staff and thousands of alumni around the globe form this institution's rich and proud history. In 2022, we celebrate 100 years of educating healthcare professionals at CUKC. New campus artwork such as these banners reflect our commitment to inspire and educate the next generation," said Dr. Carl S. Cleveland III, CUKC president and grandson of the institution's founders.

The names of nearly 12,000 alumni are incorporated into the decorative design that spans 20 banners. Each banner is five feet tall by two feet wide, and care was taken for the names to be large enough to be read from the ground. Due to production timing, the names of alumni who graduate between Summer 2021 and Fall 2022 will appear on future banners.

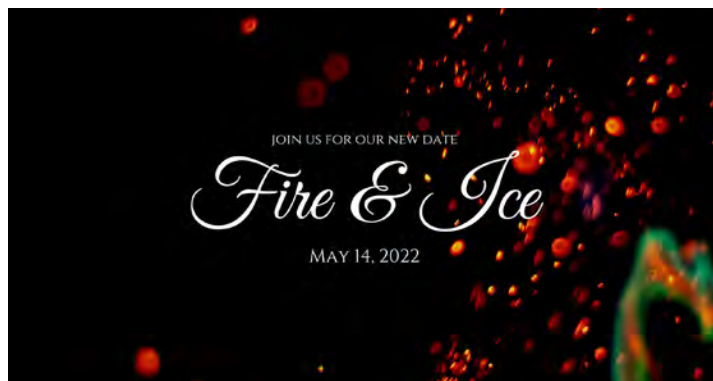
Alumni names overlay the CUKC shield, which is symbolic of tradition and protection in the context of the University's responsibility to guard the trust bestowed upon the doctors of chiropractic and health sciences professionals.

The crossing lines that form the background represent the core tenants and principles of chiropractic centered on the relationships between the spine and nervous system and patient health.

An additional set of corresponding banners includes the new CUKC Centennial logo, seamlessly bridging the past and future with its stylized infinity sign.

Fire and Ice: 2022 Annual Gala May 14

A gala dinner and auction supporting Texas Chiropractic College student scholarships. The event will be on May 14, 2022, at 6:30 p.m. at Sylvan Beach Pavilion. [More info here.](#)



2022 Annual Convention, July 21-23 Galveston TX

Join us for our Annual Texas Chiropractic College Convention! From July 21 to July 23, you will have the opportunity to attend 24 hours of live sessions, access 12 hours of virtual content, and network with plenty of speakers, exhibitors, and attendees. Registration is now open! Click here for more information: <https://online.txchiro.edu/pages/2022-convention>

2022 Wave Chiropractic Conference Aug. 5

The WAVE at Life West is back! Registration is now open! If you're a DC, we invite you to get your tickets to Life West's WAVE in-person event to celebrate chiropractic! We might have lost our heads but we're offering this special event FREE, to the first 500 DC's. At this time, we are only offering tickets to registered DC's. After COVID, we want to bring everyone together in one place, on campus, in the SF Bay Area for our live event!

Get Your FREE Pass for WAVE 2022 August 5th. Live on the Life West Campus in the San Francisco Bay Area! For \$69 receive 12 live CE hours + 5 online x-ray hours. CE credit fee is Non-refundable. WHEN: Friday, August 5th 8am – 5pm and Saturday, August 6th 8am – 3pm. WHERE: Life Chiropractic

College West Standard Process Assembly Hall, 25001 Industrial Blvd., Hayward, CA 94544.

[More info here.](#)

October 2022: Cleveland Centennial & Midwest Annual Conference and Expo

As part of the CUKC Centennial celebrations, the University is presenting the Whole Body Health & Wellness Expo featuring Daphne Oz on campus on April 30, 2022. The public is invited to participate in a day dedicated to whole-body health and wellness. The majority of the event will be outdoors among the banners on campus.

In October, the Cleveland Centennial & Midwest Annual Conference and Expo will include on-campus activities, such as an evening of fireworks, and presents another opportunity for alumni to look for their name on the banner.

For more about CUKC and upcoming centennial event registration, visit <https://100.cleveland.edu/>.

Life University hosts American Black Chiropractic Association Eastern Regional Convention

Each year at the American Black Chiropractic Association (ABCA) national convention, local Student American Black Chiropractic Association (SABCA) chapters are chosen to host the annual regional conventions. In June 2021, the Life University's SABCA chapter was chosen to host the Eastern Regional Conference for February 2022, which took place this last weekend on the Life U campus. The purpose of the regional conferences is to exchange knowledge, encourage fellowship and prepare future chiropractic leaders. This year's conference theme was Shades of C.U.L.T.U.R.E (Cultivating Uniformity by Living Through Unique Racial Experiences).

More than 40 students from Kaiser University College of Chiropractic Medicine, Sherman College of Chiropractic and Life University, along with five doctors of chiropractic gathered for a weekend of exciting presentations, technique seminars, great food and fun. The conference was sponsored by donations from NCMIC, ABCA and ICA

Saturday evening was the 15th Annual Black History Month Gala, an annual tradition at Life U hosted by the SABCA Life U chapter and sponsored by the Diversity Committee, University Advancement & Alumni Relations, GCA and ICA.



Idaho chiropractors, do you have something to sell, share, or advertise with your fellow practitioners? List it as an IACP classified ad. These ads will be listed online and included in the IACP newsletter for two months. Email your ad to: iacpcontact@gmail.com

Chiropractic Practice for Sale in Coeur d'Alene ID Area: Affordable, growing practice in rapidly growing Post Falls, Idaho near Coeur d'Alene, Spokane, WA & the best of North Idaho! In the mountains, next to gorgeous Lake Couer d'Alene, with abundant hiking, skiing & watersports activities in the #1 fastest growing state in the USA - Idaho! balanced mix of cash, insurance, personal injury combining the services of chiropractic, soft tissue manual therapy and active rehab work. The space is fully equipped with EMR & x-ray and the business steadily collects an average of \$180,000 per year (with steady GROWTH seen over the last several years despite COVID)!. Buy with as little as \$8k down and priced for quick sale! For more info, see <https://www.strategicdc.com/22302> or email info@strategicdc.com.

High Growth Multi-Disciplinary Chiropractic Practice for Sale in Boise: Rapidly growing, established, multidisciplinary Chiropractic + functional medicine practice for sale in Boise, ID. Since a re-branding several years back the, the practice growth has exploded with its new focus on Functional Medicine! Check these numbers out — in 2019, total collections were \$173k (before adding Functional Medicine), in 2020 – collections skyrocketed to \$585k (during the pandemic!) and in 2021, they hit \$599k and this year is promising to be even better! This business is booming as its Owner prepares to retire – just in time for YOU to take over and enjoy the ride! Buy with as little as \$21k down! For more info, see <https://www.strategicdc.com/22303> or email info@strategicdc.com

Chiropractic Clinical Educator (Attending Physician) – Campus Health Center: This is a full-time, tenure track position. The clinical educator is an attending physician responsible for maintaining a chiropractic practice in which interns are engaged for the purpose of mastering clinical skills and obtaining clinical practice experience. The clinical educator provides and supervises patient care and trains interns during chiropractic practice in the university health clinic. The clinical educator is responsible for the ongoing academic and clinical development of interns as well as the quality and safety of patient care provided under his/her licensure. Schedule dictated by program needs as determined by the Associate Dean of Clinical Internship and program dean. For complete duties and requirements and to apply, please visit our website and click the big orange button: <https://www.uws.edu/about/employment/>

Caldwell, ID Chiropractic Practice for Sale Asking Only \$67k: Growing, young chiropractic practice for sale in Caldwell, ID – in the rapidly growing Boise metropolitan area! Here's your chance to build on the momentum of this business that only started in 2019 – but Seller is homesick and wanting to move back to the Midwest – so this is priced for a quick sale and excellent opportunity for you as Buyer! Mostly CASH (approx 70%), low-overhead practice collecting approx \$100k/yr. Tons of untapped potential, as this is a 100% Referral-Based practice that uses no paid advertising – so a little extra marketing efforts can potentially skyrocket the growth of this business! For more info, see <https://www.strategicdc.com/22202> or email info@strategicdc.com.

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The dangers of excess sugar

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Get up and move!

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Chiropractic care will help you work from home more comfortably

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7 simple steps to a longer, healthier life

Please feel free to print out and use any or all of the flyers.

Or, make them available as handouts to your patients.

They are available on the website,
www.IACPnews.com in an easy to print format.

Each has the following tagline:



***This healthy living information is provided by
your Doctor of Chiropractic and the
Idaho Association of Chiropractic Physicians (IACP) .***

The dangers of excess sugar

You've heard it before, but it bears repeating—again and again. We're eating way too much sugar. According to government data, 200 years ago the average American consumed two pounds of sugar annually. Today, we eat more than 60 pounds of added sugar a year (yes, that's per person). At 113 teaspoons per pound, that's 6,780 teaspoons every 365 days.

Considering that the American Heart Association (AHA) recommends no more than six teaspoons of added sugar daily for women and nine for men, we're far over the advised cutoffs. And while some sugar sources are obvious—like soda, candy, or the sugar you add to your coffee—the sweet stuff can sneak into your diet in unexpected ways.

One of the best ways to cut back is to eliminate sugary drinks, like soda, sweet tea, lemonade, and the like. When it comes to the obvious sugary foods, like baked goods, ice cream, and other treats, be selective and strategic. I advise my clients to rank indulgences on a scale from 0-5, with 0 being just meh and 5 being a can't-live-without favorite. If something doesn't rate at least a 4, you probably won't regret forgoing it.

Enjoy goodies that are truly special, but make simple tweaks to create balance. For example, if you know you want a cookie after lunch, opt for a veggie-packed salad topped with lean protein instead of a carb-heavy sandwich or wrap. And to scope out concealed sources of sugar, become an avid label reader. Look at not just the grams of sugar on the Nutrition Facts panel but also the ingredient list for terms that end in -ose, like glucose, fructose, dextrose, and maltose, as well as the word syrup.

When the foundation of your diet is fresh, unprocessed whole food, and less of what you eat comes in a package, you'll automatically slash your added sugar intake. It may just be the most impactful change you can make for your everyday energy and overall health.



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The Idaho Association of Chiropractic Physicians

The IACP News

Display Advertising Policy, Rates and Information

The Idaho Association of Chiropractic Physician's *IACP News* is a full-color digital newsletter, published monthly and distributed to member doctors of chiropractic across Idaho as well as out-of-state members and student members.

Format: *The IACP News* is produced in a state-of-the-art digital format. It can be opened and viewed online from both the IACP website at <https://iacp.wildapricot.org/> and also from the publication site: www.IACPnews.com. The publication site has both current and back issues of *The IACP News*. Questions about the digital format, the website, or display advertising should be directed to C&S Publishing at CandSpublishing@gmail.com.

Classified Ads: IACP accepts classified ads. They are published without cost for IACP members, but can also be purchased for \$100 by non-members. For additional information about placing a classified ad, contact Caroline Merritt, IACP Executive Director at (208) 515-6263 or caroline@idahotruenorth.com.

Ad Sizes and Rates: IACP reserves the right to determine position and placement of all advertising. Special positioning may be purchased for an additional 20% if space is available. Inside Cover and Back Cover are charged additional 20% for special positioning. **15% off these rates for IACP Members.**

Ad Type	Ad Size	1 run	3 runs	6 runs	12 runs
Full page (bleed)	8 5/8" wide by 11 1/4" tall	\$450	\$414	\$378	\$330
Full page (boxed)	8" wide by 9 3/4" tall	\$450	\$414	\$378	\$330
Half page	8" wide by 4 3/4" tall	\$267	\$264	\$224	\$190
One Third (V)	2 3/8" wide by 9 3/4" tall	\$190	\$174	\$159	\$140
One Third (H)	8" wide by 3 1/8" tall	\$190	\$174	\$159	\$140
Quarter Page	3 7/8" wide by 4 3/4" tall	\$160	\$146	\$134	\$115
One Sixth	3 5/8" wide by 2 7/8" tall	\$105	\$97	\$88	\$75

Rates are for full color ads **per insertion**. Ads published under a multi-run contract can be changed for each issue at no additional cost. Flash animation (.swf files), animations (.gif format) and video clips can be added to any ad. There is no extra charge for video clips or multi-media in ads unless "assembly" of the ad is required. Some file size limitations apply. For details contact CandSpublishing@gmail.com. Email camera-ready ads in high resolution Adobe Acrobat (.pdf) format to: CandSpublishing@gmail.com. Ad creation and graphic design services are available through C&S Publishing at no additional cost.

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