



Research says keep screens from kids

Infants younger than one year shouldn't be exposed to any electronic screens, according to new guidelines issued by the World Health Organization.



The agency, issuing its first such guidelines, also said that children ages 2 to 4 should have no more than one hour of "sedentary screen time" — including playing computer games or watching TV — per day. It also emphasized that young kids need to be physically active and get enough sleep, habits that go a long way in preventing obesity and other diseases later in life, the WHO said.

"Achieving health for all means doing what is best for health right from the beginning of people's lives," WHO Director-General Tedros Adhanom Ghebreyesus said in a statement. "Early childhood is a period of rapid development and a time when family lifestyle patterns can be adapted to boost health gains."

The action comes amid growing research into the developmental

Continued on page 5

Bad Diets Are Responsible For More Deaths Than Smoking

About 11 million deaths a year are linked to poor diet around the globe

As part of a new study published in [The Lancet](#), researchers analyzed the diets of people in 195 countries using survey data, as well as sales data and household expenditure data. Then they estimated the impact of poor diets on the risk of death from diseases including heart disease, certain cancers and diabetes. (They also calculated the number of deaths related to other risk factors, such as smoking and drug use, at the global level.)

"This study shows that poor diet is the leading risk factor for deaths in

the majority of the countries of the world," says study author Ashkan Afshin of the Institute for Health Metrics and Evaluation at the University of Washington. Unhealthy diets are "a larger determinant of ill health than either tobacco or high blood pressure," he says.

The research found that, "In 2017, 11 million (95% uncertainty interval [UI] 10–12) deaths and 255 million (234–274) DALYs were attributable to dietary risk factors. High intake of sodium (3 million [1–5] deaths and 70

million [34–118] DALYs), low intake of whole grains (3 million [2–4] deaths and 82 million [59–109] DALYs), and low intake of fruits (2 million [1–4] deaths and 65 million [41–92] DALYs) were the leading dietary risk factors for deaths and DALYs globally and in many countries."

Which countries do best when it comes to diet? Israel, France, Spain and Japan were among the countries with the lowest rates of diet-related disease. The U.S. ranked 43rd, and

Continued on page 8



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.

2018-2019 IACP Board of Directors



Dr. Scott Crawford
President



Dr. Thomas Bench
Vice President



Dr. Joan Burrow
Secretary



Dr. Jeremai Hafer
Treasurer

2016-2017 IACP Board of Directors



Dr. Tom Tessendorf
District 1



Dr. Michael Henze
District 2



Dr. Kimball Arritt
District 3



Dr. George Fiegel
District 4



Dr. Craig Manning
District 5



Dr. John Maltby II
District 6



Dr. Grayson Blom
District 7

Idaho Association of Chiropractic Physicians

13601 W McMillan Rd., Ste. 102-331, Boise, ID 83713

Phone: (208) 424-8344 • FAX (888) 399-5459

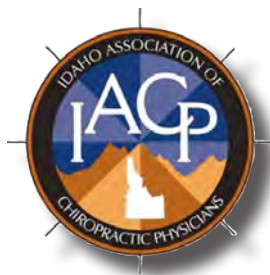
<https://iacp.wildapricot.org> • iacpcontact@gmail.com

For advertising info, email C&S Publishing at: CandSpublishing@gmail.com

In This Issue

President's Corner: Thanks for a wonderful IACP Convention	Page 4
Research says keep screens away from kids (continued)	Page 5
OUM Chiropractor Program	Page 6
Oregon VA hires chiropractic physician	Page 7
Bad diets are responsible for more deaths than smoking (continued)	Pages 8 - 9
What to eat to live to 100	Pages 10 -11
Getting Naked: A new approach to customer service	Pages 12 - 13
The IACP Marketplace: Featured Businesses & Suppliers	Page 14
IACP membership application	Page 15
Chiropractic News	Pages 16 - 19
Chiropractic College News	Pages 20 - 23
Office poster notice	Page 24
This Month's Poster: Tired? Here's Help!	Page 25
IACP News Display Advertising Rates and Sizes	Page 26

This table of contents is linked for your convenience. Just click on the page you want.



President's Corner

Thanks for a wonderful IACP Annual Convention

By Dr. Scott Crawford, IACP President

I want to thank all of our members for a wonderful IACP Annual Convention. It would not have been possible without you and your support. It's also very important to recognize Caroline Merritt, our Executive Director and lobbyist. She has done an amazing job in such a short amount of time. The Convention is always a reflection of her competency, efficiency, expediency, and dedication to our success.

Everyone's effort made this year's Convention the most successful to date. Congratulations to Dr. Chad Nielson, who was the winner of the first annual gun raffle benefitting the IACP PAC.

I also want to thank everyone who bid on items on our first annual IACP Auction. In addition, thank you to everyone who attended. It's so important to stay in contact and keep growing as an association to face the challenges we have presently and will face in the future. Finally, I'd like to thank our Board for helping with every detail from speakers to schedule.



“Join the Pack”

Become a member of the IACP

The IACP acts as a resource, representative and leading advocate for the chiropractic industry in Idaho. We cannot continue to properly serve the chiropractic profession without the commitment and support of exceptional industry leaders, such as yourself. The IACP Board and its members believe that membership in the Association is and should be mutually beneficial to both the Doctor and the IACP, which makes it a perfect cooperative relationship. As a member, you will have multiple opportunities to obtain learning and marketing opportunities, at a discounted rate, through membership, as well as, have an opportunity to utilize the services of the IACP team and its Board. You will also have an opportunity to get involved in important issues, from the center, along with other industry leaders and spokespeople. At the same time, the Association continues to grow and provide broader services to the industry with your support. [Join now](#) and be a part of the “pack” that will lead us into the future!



Research says keep screens from kids

Continued from front page

effects of the widespread use of computers and mobile devices by children. One of the concerns is that the mesmerizing effects of videos keep young children from connecting with their parents and others, a key facet in building the sophisticated social skills that are a central to human development.

Surveys have consistently shown that children have been exposed to rising amounts of screen time in recent years, including by parents struggling with the challenges of managing the moods and time demands of young children. Many of the most popular channels on YouTube, for example, feature nursery rhymes, simplistic games and other content that appeal to preschoolers. (YouTube long has maintained that its service is intended for those 13 or older.)

The WHO guidelines went further than recommendations from the American Academy of Pediatrics in 2016. At the time, the AAP said that infants and toddlers younger than 18 months should only be in front of screens to video-chat with people their parents approve of. Educational shows could be introduced to kids 18 to 24 months old, but the AAP emphasized that parents should “prioritize creative, unplugged playtime for infants and toddlers.”

Babies should not be exposed to screens at all and instead engage in interactive floor-based play, the WHO said. It also recommended that kids ages 1 to 4 have at least three hours of physical activity daily.

Concerns about children and screen time began well before kids starting reaching for their parents’ iPads and smartphones, said Emily Oster, a professor of economics at Brown University and the author of *Cribsheet: a Data-Driven Guide to Better, More Relaxed Parenting*. But there isn’t yet enough compelling evidence, Oster said, tracking the effects of screens beyond a household television. Kids who grew up around iPads, for example, aren’t old enough for researchers to measure their educational or developmental growth.

A related study shows children who use electronic devices such as smartphones have a 49 percent increased risk of expressive speech delay. The study, conducted at the Hospital for Sick Children in Toronto, Canada, was lead by pediatricians and presented at the annual Pediatric Academic Societies meeting.

The research concluded that out of 900 children between the ages six months and two years old, the ones who had increased amounts of screen time showed delays in expressive speech over the children who had hardly any screen time at all.

For every 30 minutes of screen time a child spent on a device, a 49 percent increased risk of speech delay was noted, however, no other communication skills such as body gestures or physical and social interactions seemed to be at risk.

The American Academy of Pediatrics recommends not allowing young children to play on electronic devices. Instead, use good old fashioned human interaction to help their development along.

There has been a push in recent years to study what some experts call the “addictive” effects of some technologies, especially social media and online services such as YouTube that automatically play one video after another. Sen. Edward J. Markey (D-Mass.) and a bipartisan group of lawmakers have proposed legislation calling for the National Institutes of Health to conduct a \$40 million, multiyear study of the effect of technology, screen time and online media on infants and other children.

“Today, kids’ heads are often buried in their glowing devices, while parents are left in the dark about the impacts of that technology. As a society, we must be clear eyed about all of the implications of children’s media use,” Markey said in a statement when he introduced the bill in February.

Inadequate physical activity is directly linked to more than five million deaths worldwide, across all age groups, in a given year, according to the WHO. Nearly one-quarter of adults, and 80 percent of adolescents, aren’t active enough — and learn harmful habits early in life.

“What we really need to do is bring back play for children,” Juana Willumsen, a WHO expert on childhood obesity and physical activity, said in a statement. “This is about making the shift from sedentary time to playtime, while protecting sleep.”



Idaho Association of Chiropractic Physicians and OUM Chiropractor Program:

Providing products and services designed to educate
and assist chiropractors practicing in Idaho



IACP and OUM share a common goal to advance the chiropractic profession and support chiropractors in Idaho and across the United States, regardless of their philosophy.

Contact OUM Chiropractor Program

to learn why more Idaho chiropractors from Coeur d'Alene to Kellogg are choosing OUM as their medical professional liability insurance provider.

(800) 423-1504, ext. 2750

www.oumchiropractor.com



Underwritten by a ProAssurance Company

Mixed methods. Straight support.

"OUM" and "OUM Chiropractor Program" do not refer to a legal entity or insurance company but to a program or symbol of a program underwritten, insured and administered by either PACO Assurance Company, Inc. or Podiatry Insurance Company of America (PICA), both ProAssurance companies, rated A- (Excellent) and A+ (Superior) by A.M. Best, respectively.

Oregon VA hires chiropractic physician

The Portland VA Medical Center has hired its first full-time chiropractic physician, Dr. Samantha Stolzel, who will help reduce use of harmful pain medications by our honored veterans.

The addition to the full-time care team at the Portland VA facility was the result, in part, of a 2018 federal bill approving the expansion of chiropractic care services at the nation's VA health facilities. Also contributing to the development was a 2013 Oregon State Legislature joint resolution to recommend adding a full-time DC at the VA facility.

"We are thrilled to see this momentum in expanding chiropractic care at our nation's VA medical centers and clinics," said Sherry McAllister, DC, executive vice president, The Foundation for Chiropractic Progress (F4CP).

"It is also gratifying that the Oregon state legislature recognized the efficacy of chiropractic care and urged its VA health facilities years ago to expand access to our nation's Veterans, who need and benefit immensely from such care."

Contributing to this state and national effort were the Oregon Chiropractic Association, American Chiropractic Association, U.S. Rep. Kurt Schrader (D-Ore.), former Oregon Gov. John Kitzhaber, M.D., and Oregon state Sen. Brian Boquist (R-Dallas), who is also a U.S. Army Veteran.

"The welcome addition of a full-time doctor of chiropractic

at our state's largest VA medical center is the result of a long-time, collaborative effort that began years before the joint resolution was passed, but it was worth it," said Vern Saboe, Jr., DC, director of Governmental Affairs for the Oregon Chiropractic Association. "We are grateful to everyone who played a role in helping more of our Veterans receive the care they need. It is time for doctors of chiropractic in other states to lobby their VA so we can expand care access to even more Veterans."

Veterans are more likely to report musculoskeletal pain and lack of mobility compared to non-Veterans, which often inhibits their daily activities. Since musculoskeletal disorders (MSDs) usually begin at a younger age in Veterans compared to non-Veterans, the limited activity can also contribute to other physical and mental health conditions later in life.

Currently, there are only two other doctors of chiropractic at the American Lakes VA facility near Seattle so with the addition of a DC in Portland, a total of three in all of VISN 20 (Oregon, Washington and Alaska). Nationally, the VA currently provides chiropractic care (via hired or contracted staff) at 70 major VA treatment facilities leaving nearly 100 major medical facilities without chiropractic care. Thanks to the Consolidated Appropriations act this will be changing. For colleagues in other states whose local VA medical center does not currently offer on-station chiropractic services, now is the time to lobby for your local VA medical center to add those services.

At right, Dr. Rod Frieling at Frieling Chiropractic in Colorado Springs, along with Doctors of Chiropractic from around the United States, have answered the call to participate in an initiative aimed at supporting America's newest returning veterans with immediate access to chiropractic services. This program supports the limited programs available through the US Department of Defense. Out of a desire to serve and to fill in a vitally important health care gap, doctors around the nation have extended an offer of care for one full year for any US military veteran returning from overseas deployment in Afghanistan and Iraq, at no charge. The concept was developed by International Chiropractic Associations Southern Regional Director Dr. R.J. Kelly, who had initiated such a program in his own personal practice, with very positive results among veterans.



Bad Diets Are Responsible For More Deaths Than Smoking

Continued from front page

China ranked 140th. It should be noted that there were data gaps for intake of key foods in some countries, so some estimates could be off.

“Generally, the countries that have a diet close to the Mediterranean diet, which has higher intake of fruits, vegetables, nuts and healthy oils [including olive oil and omega-3 fatty acids from fish] are the countries where we see the lowest number of [diet-related] deaths,” Afshin says. And as we’ve reported, the Mediterranean pattern of eating is linked to a reduced risk of heart attacks and memory decline.

When asked which ranking surprised him and why, Afshin said, “Mexico is interesting. The country ranked 57th on the list. On the one hand, people in Mexico consume a lot of whole grain corn tortillas — and whole grains are beneficial. But on the other hand, Mexico has one of the highest levels of consumption of sugar-sweetened beverages.”

It’s hard to say how the benefits of whole grains may influence the risks of too much sugar, but Afshin says it underscores a problem seen in many countries: The overall pattern of eating could be improved.

Of course, there are obstacles to eating well, including access and affordability. As the Administration and U.S. law-

As a planet we don’t eat enough healthy foods including whole grains, nuts, seeds, fruits and vegetables. At the same time, we consume too many sugary drinks, too much salt and too much processed meat.

makers debate whether able-bodied people who don’t work should be entitled to public food assistance, it’s clear that many people around the globe struggle to afford healthy foods.

And at a time when 800 million people around the globe don’t get enough to eat, and 1.9 billion people weigh too much, it’s important to remember that hunger and obesity are both forms of malnutrition. And the costs are staggering. Consider a recent report from the Center for Strategic and International Studies, which notes: “Worldwide, malnutrition costs \$3.5 trillion annually, with overweight- and obesity-related noncommunicable diseases, such as cardiovascular disease and type 2 diabetes, adding \$2 trillion.”

Globally, these findings may serve as a reminder that when it comes to ending hunger and improving health, people don’t just need food. They need nourishment. If you fill up on a diet of packaged snacks made from refined-carbohydrates and sugary sodas, you may get the calories you need, but those calories will put you on a path toward disease.



Poor diet is a problem right here at home. U.S. Census Bureau data reveal there are more than 45 million poor Americans. One in three of those who are poor is a child. More than one in five infants, toddlers, and preschoolers were poor during their years of greatest brain development and vulnerability.

Child poverty and hunger in the U.S. is a moral disgrace. Wealth and income inequality are still at record high levels and opportunity gaps are widening.

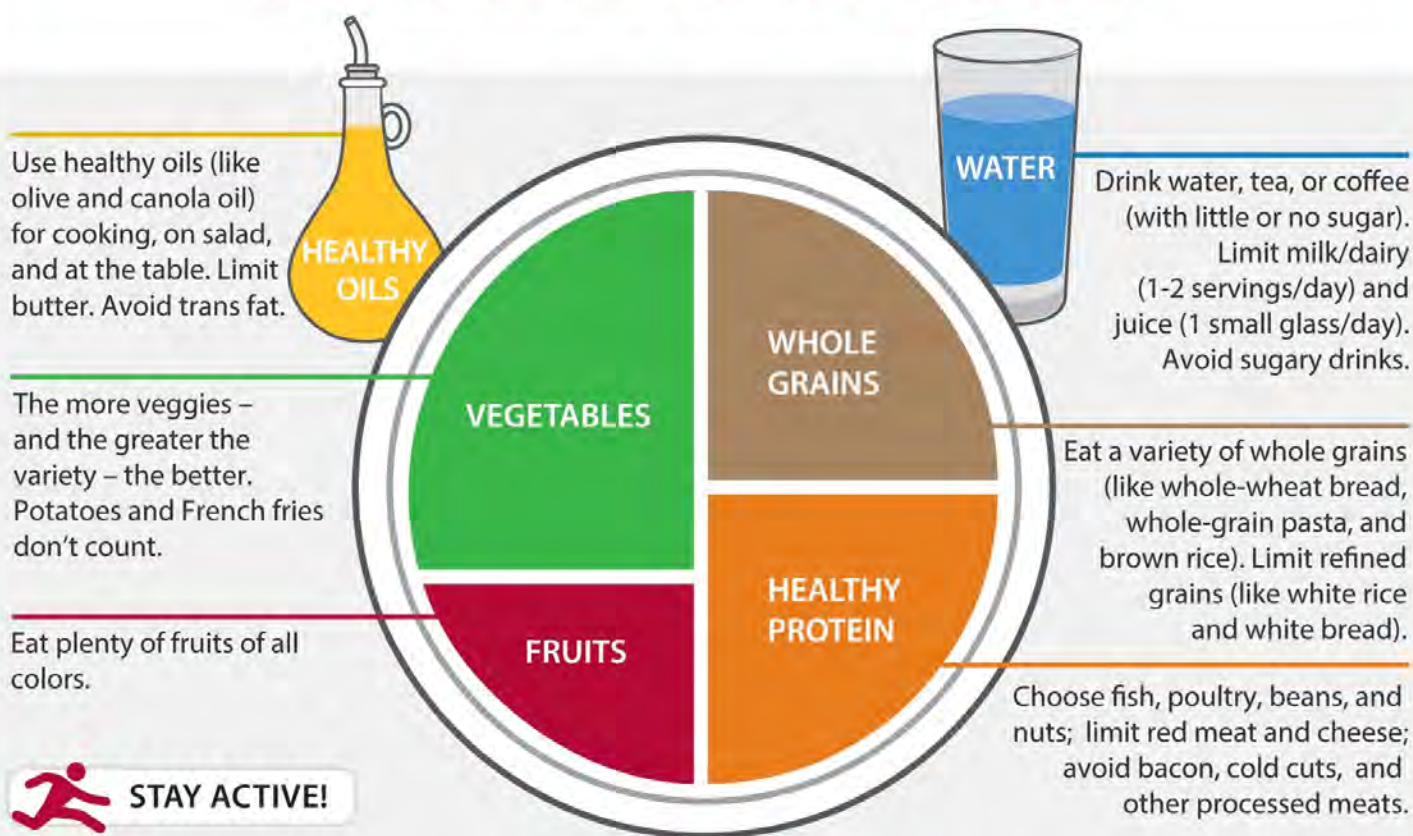
What would happen if everyone around the globe began to eat a healthy diet, filling three-fourths of their plates with fruits, vegetables and whole grains? We'd run out. Yep, that's right. A recent study published in the journal [PLOS One](#) by researchers at the University of Guelph found that there would not be enough fruit and vegetables to go around.

"We simply can't all adopt a healthy diet under the current global agriculture system," says study co-author Evan Fraser, director of the Arrell Food Institute at the University of Guelph. Fraser says we produce too much fat, too much sug-

ar and too many starchy products. So, food companies and farmers play a role, too. "At a global level, we have a mismatch between what we should be eating, and what we're producing," Fraser says.

Perhaps that's why the authors of the new *Lancet* study say their findings point to the need for coordinated, global efforts. Improving diets won't be easy: A range of initiatives may be needed, including nutrition education and increased access to healthy foods, as well as rethinking agricultural production.

HEALTHY EATING PLATE



STAY ACTIVE!

© Harvard University



Harvard T.H. Chan School of Public Health
The Nutrition Source
www.hsph.harvard.edu/nutritionsource

Harvard Medical School
Harvard Health Publications
www.health.harvard.edu



[The Healthy Eating Plate](#), created by nutrition experts at Harvard School of Public Health and editors at Harvard Health Publications, was designed to address deficiencies in the U.S. Department of Agriculture (USDA)'s MyPlate. The Healthy Eating Plate provides detailed guidance, in a simple format, to help people make the best eating choices. Use the Healthy Eating Plate as a guide for creating healthy, balanced meals—whether served on a plate or packed in a lunch box. Put a copy on the refrigerator as a daily reminder to create healthy, balanced meals!

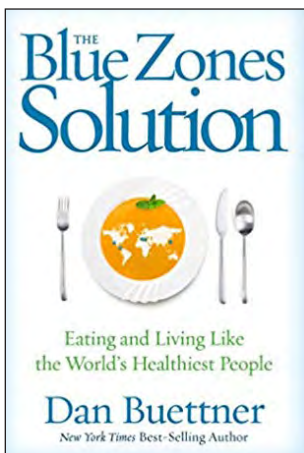


By Andrew Merle

I aspire to live an incredibly long, happy, and healthy life.

That is why I recently read the [The Blue Zones Solution](#), in which New York Times best-selling author Dan Buettner reveals the eating and living habits of the world's longest-lived people.

For over a decade, Buettner (along with the National Geographic Society and a team of researchers) studied the five locations around the globe that have the highest concentrations of 100-year-olds, as well as exceptionally low rates of diseases such as cancer, diabetes, obesity, and heart problems.



In the book, Buettner lays out the specifics for each of these "Blue Zones" locations, analyzes the trends, and then prescribes a plan for people looking to achieve the same level of health and longevity.

The book is fantastic and I highly recommend it for anyone who is looking to live a longer, happier life. In case you are

short on time, I have tried to summarize my main takeaways below.

Note: Most of the book focuses on food because, as Buettner says, "food may be the best starting point for anyone seeking to emulate the health, longevity, and well-being found in the world's Blue Zones." But a significant portion of the book is also devoted to other healthy lifestyle habits commonly found in Blue Zones locations, and I have included some of those key behaviors.

According to *The Blue Zones Solution*:

The best-of-the-best longevity foods are (include at least 3 of these daily):

- Beans (black beans, pinto beans, garbanzo beans, black-eyed peas, lentils)
- Greens (spinach, kale, chards, beet tops, fennel tops, collards)
- Sweet Potatoes
- Nuts (almonds, peanuts, walnuts, sunflower seeds, Brazil nuts, cashews)
- Olive Oil (green, extra-virgin is best)
- Oats (slow-cook or Irish steel-cut are best)
- Barley
- Fruits (all kinds)
- Green or Herbal teas
- Turmeric (spice or tea)

The 4 best beverages are:

- Water
- Coffee
- Green Tea
- Red Wine (no more than 2 glasses daily)

Foods to Minimize include:

- Meat (eat meat only 2 times per week or less; meat servings should be 2 oz. cooked or less; fine to eat up to 3 oz. of fish daily)
- Dairy such as cheese, cream, and butter (limit as much as possible; Goat's and Sheep's milk products are ok)
- Eggs (eat no more than 3 eggs per week)
- Sugar (limit as much as possible — opt for honey and fruit instead)
- Bread (OK to eat 100% whole wheat and true sourdough bread; look for sprouted grain bread, whole grain rye, or pumpernickel bread)

Foods to Avoid (other than a special treat):

- Sugary beverages (sodas, boxed juices)
- Salty snacks (chips, crackers)
- Processed Meats (sausages, salami, bacon, lunch meats)
- Packaged sweets (cookies, candy bars)

Food Guidelines to Live By:

- 95% of your food should be plant-based
- Eat your largest meal at breakfast, a mid-sized lunch, and small dinner
- Stop eating when you're 80% full

- If you need to snack, make it a piece of fruit or handful of nuts
- Cook most of your meals at home and eat with friends and family as much as possible

Blue Zones lifestyle lessons to maximize happiness, health, and longevity:

- Move daily (e.g. walking or other moderate activity).
- Socialize more. Research shows that the happiest people socialize at least 8 hours per day.
- Know what gets you up in the morning. Knowing your sense of purpose, or reason for living, has been shown to add up to 7 years of life expectancy.
- Have faith. Attending faith-based services (it doesn't matter what faith) 4 times per month has been shown to add 4–14 years to your life.
- Committing to a life partner can add up to 3 years of life expectancy.
- Aim to sleep 8 hours per night for maximum health and longevity.
- Have sex. 80% of people in Ikaria ages 65–100 are still having sex, and sex enhances longevity.

In summary, as noted in the book, “Eat well, stress less, move more, and love more.” Here's to a long, happy, healthy, and fulfilling life!

Andrew Merle writes about living well, including good habits for happiness, health, productivity, and success. Subscribe to his e-mail list at andrewmerle.com





Getting Naked

A New Approach to Customer Service?

By Dr. Ray Foxworth, ChiroHealth USA

I have no doubt that the title of this article caught your attention. It certainly caught the attention of our team last month when they were assigned to read the book [Getting Naked](#) by Patrick Lencioni as part of their monthly personal and professional development. As one of our team members shared, “things are about to get uncomfortable.” She meant it as a joke, but as the team discussed the book, they learned that she wasn’t far off the mark.

In this book, Patrick Lencioni describes an unconventional approach to improving customer loyalty: vulnerability. The book, a business fable, illustrates the three fears that truly sabotage our success and prevent us from developing customer (or patient) loyalty. Although we can all relate to each of the three fears, each person on our team could quickly identify which fear resonated the most in their own life.

The Fear of Losing Business

This is a fear that we can all relate to. What I hadn’t realized was that my fear of losing business was getting in the way of new opportunities. Ultimately, it enabled me to continue avoiding difficult issues or problems within my practice. One of the best lessons from the book teaches that we need to be focused on helping our patients, versus looking at them as a revenue source. Whether we want to admit it or not (and we don’t), we can find ourselves making recommenda-

tions based on what insurance covers and not necessarily what our patients need.

One example of this is not recommending therapy to Medicare patients because it is a non-covered service. I’ve heard it said before that the moment you want the care for the patient more than they do, you’ve lost your credibility and they may sense desperation. Recommend the best care, all the care you truly feel they need from a clinical perspective, and let them choose to move forward, or be willing to dismiss them. That takes guts, especially when you need to pay the bills, but it will make you more confident in your recommendations and send a clear message that you won’t play “Let’s Make a Deal” with their care plan.

Fear of Being Embarrassed

One of our long-time team members surprised us when she stated this was her biggest fear. She is often asked her opinion inside and outside of our organization and is terrified that she will say something wrong or have a terrible idea and look bad in front of others. This fear is about wanting to be viewed as intelligent and not wanting to appear ignorant. Patrick Lencioni says that “naked” service providers admit when they don’t know something. They celebrate errors because protecting their egos is not as important as helping others.

While discussing this fear, this same team member finally

acknowledged that some of the best ideas we have implemented as a company have come from some of the craziest ideas and suggestions from our team. These ideas created invaluable solutions when re-evaluated in the right light. Not every idea is necessarily a good one, but there is always something to be learned from them. As recently as last week, I offered up an idea and our team shot it down. They were right, of course, so to save face I simply said, "I said it was an idea, not a GOOD idea!" That's hard to do, but I've learned it's healthy to have your team members not fear retribution from the "Boss."

Fear of Feeling Inferior

This fear is one that, for some reason, our profession appears to struggle with. I have been involved with the medical community for years, and my practice is on the campus of a spine center. I've served as the Staff Chiropractor at the VA Medical Center. I've had the opportunity to lecture to pain management residents and neurosurgery residents at the University Medical Center. I have come face to face with feeling inferior many times, and here is what I learned. WE underestimate ourselves. Our training and knowledge are on par or above many specialties when it comes to neuromusculoskeletal diagnosis and treatment. To combat feeling inferior, we shouldn't project superior intellectual pride, but we should project confidence and competence to our patients and other health care providers.

Each fear discussed in Lencioni's book is accompanied by lessons on how to overcome that fear. These lessons can show you how to help your patients and grow your practice. Although this book was not written for healthcare professionals, it can easily be adapted to your practice with a little thought and effort. For example, referring to the fear of losing business, one of the principals says to "give away the business." Don't literally donate your practice, but be willing

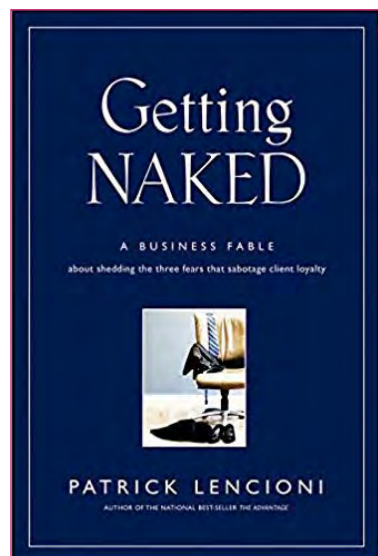
to share your knowledge and expertise.

As one of the most regulated systems in our country, we cannot give free or discounted services to our patients. That would be an inducement violation. However, there are other things that we can do. A good friend of mine told me he frequently gives talks around his community about ways to treat common injuries

such as sprains and strains at home. He has videos that show stretches, talks about when to use heat and ice, and always lets his audience know to see their healthcare provider if a condition becomes worse or doesn't improve after a few days. By showing his community how to treat themselves at home, he receives tons of referrals to his practice from patients who heard him speak or saw his videos.

Getting Naked is about embracing vulnerability, which is far more complicated than one would think. Focusing on the takeaways in this book and adopting a sense of selflessness in every encounter with your friends, family, colleagues, employees, and patients, has the potential to dramatically improve all areas of your life, both personally and professionally. I encourage you to read or download the book today and start your journey to "Getting Naked."

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. You can contact Dr. Foxworth at 1-888-719-9990, info@chirohealthusa.com or visit the ChiroHealthUSA website www.chirohealthusa.com.



SUCCESSFUL CHIROPRACTORS HAVE FUN.

Our doctors score points every day.
We'll serve you like no other network can.
Or ever will.



Call us. Our team loves to have fun!

ChiroHealthUSA®
The Network That Works for Chiropractic!

1-888-719-9990
info@chirohealthusa.com
www.chirohealthusa.com

IACP Marketplace

The IACP News,

this monthly newsletter of the Idaho Association of Chiropractic Physicians, reaches 600-800 chiropractors across Idaho every month.
Build your business right here!



Producing modern, digital magazines and newsletters exclusively for non-profit associations.

www.CandSpub.com

Are you passionate about real food and its ability to heal?

Join us for our Nutritional Therapy Practitioner Program and find out how you can change the lives of those around you.

This 9-month distance learning program will begin in September and meet for three workshop weekends in Boise.

To learn more and become part of the tribe, visit www.NutritionalTherapy.com or call us at 800-918-9798



EMPOWERING INDIVIDUALS. CULTIVATING A TRIBE. HEALING THE WORLD.

Enjoy more compliance, peace of mind, and simpler financial options that help your patients combat rising health care costs, increasing co-payments, and skyrocketing deductibles



ChiroHealthUSA is one of the simplest and easiest solutions to counter potentially illegal dual-fee schedules and improper time-of-service discounts offered by doctors in an effort to make care more affordable for patients. The great news is that when your state association partners with ChiroHealthUSA — as IACP does — not only do you and your patients benefit, but the entire profession wins through our donation to IACP.

1-888-719-9990

www.chirohealthusa.com

info@chirohealthusa.com

**Get your display advertisement into the IACP Marketplace and save BIG!
Less than a dollar a day gets your ad going – \$29 a month.
Email Steve today at: CandSpublishing@gmail.com**



IACP MEMBERSHIP APPLICATION

Contact Information:

Name: _____ License #: _____

Practice Name: _____

Business Address: _____ Business Address 2: _____

City, State, Zip: _____ County: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

IACP Membership Categories: Types of Membership and Benefits:		Full Amount	Monthly	Payment Information:
<u>IACP CENTURY CLUB</u>				Payment Type: <input type="checkbox"/> VISA <input type="checkbox"/> MC (circle one)
All Standard Membership Benefits, plus: <ul style="list-style-type: none">• FREE Convention Member Registration;• FREE Non-DC Staff Member Convention Registration;• Expanded Discounts for Member and Staff on three IACP quarterly seminars;• 25% Discount on advertising via the IACP newsletter and/or website;• 25% Discount on Bronze Level Convention Sponsorship;• Invitation to IACP PAC Dinner(s) for legislative officials targeted for IACP support;• Opportunity to write articles for IACP newsletter editions*;• Two FREE classified ad both online and printed newsletter per year;• First Call - IACP Referrals for patients seeking specific DC techniques/education;• Invitation to the IACP President's Dinner – including other Century Club members, past IACP Presidents, Idaho Legislators & Sponsors;• Portion of C.C. dues fund the IACP PAC - supportings legislative efforts/candidates. <small>** The IACP reserves the right to review articles and edit submissions as it deems necessary.</small>		\$1200	\$100	<input type="checkbox"/> Discover <input type="checkbox"/> AMEX <input type="checkbox"/> Check Credit Card #: _____ CVC: _____ Exp. Date: _____ Billing Zip Code: _____
<u>IACP STANDARD MEMBERSHIP</u>				Optional PAC Donation: PAC stands for Political Action Committee the fundraising arm of the IACP. All monies donated go directly to supporting campaigns, educating state representatives, and hiring watch groups to guard against harmful legislation that would curtail your right to practice. I wish to support my profession by donating:
<ul style="list-style-type: none">• \$100 discount on convention registration fees• \$20 discount for each staff member on convention registration fees;• 10% Discount on Online CE Credits offered through the IACP Website;• 10% Discount on ICD Coding Books Offered by the IACP;• 10% Discount on all products, videos and materials sold by the IACP;• Earn at least 6 FREE CE credits each year at district meetings;• Discounts on Quarterly IACP Seminars for Member and Staff;• One FREE classified ad both online and printed newsletter per year;• Find A Doctor Referral Directory and access to members only information regarding Medicare, insurance & legislative insight;		\$439	\$40	<input type="checkbox"/> \$25/mo. <input type="checkbox"/> \$55/mo. <input type="checkbox"/> Other: \$ ____/mo.
<u>RETIRED DC MEMBERSHIP</u>				
<ul style="list-style-type: none">• Annual subscription to IACP Newsletter (12 issues per year);• 10% Discount on all IACP events or classes• Discounts on advertising in the IACP Newsletter or on the IACP website;• Discounts on classified ads in IACP Newsletter or on the IACP website.		\$225	\$20	
<u>MULTIPLE DC HOUSEHOLD MEMBERSHIP</u>		25% Reduction in Membership Category		
<ul style="list-style-type: none">• For dual DC households where both members of the household are practicing DCs. Spouse can choose a discounted Century Club or Standard Membership.				
<u>NEW GRADUATE MEMBERSHIP</u>		FREE		
<ul style="list-style-type: none">• New chiropractic college graduates receive basic membership for no fee!				

By signing this form you agree to pay for the membership type and frequency listed and the optional PAC donation indicated above. The authority you give the IACP to charge your account will remain in effect until you notify IACP in writing to terminate the authorization, after the agreed upon term has been met. This includes annual renewals. If the amount of your payment changes, we will notify you at least ten days before payment date. You also agree to notify IACP of any changes in account information.

Signing this form acknowledges an understanding that cancellation requests must be made in writing and will only be honored following fulfillment annual timeframe:

Signature: _____ Today's Date: _____

Mail to: IACP, 13601 W. McMillan Rd., Suite 102-331, Boise, ID 83713 or Fax to 888-399-5459

Chiropractic News

Opioid crisis update

OxyContin maker Purdue Pharma is exploring filing for bankruptcy as one of its options to address potentially significant liabilities from thousands of lawsuits alleging the drug maker contributed to the deadly opioid crisis sweeping the U.S., a source familiar with the matter confirmed to NBC News. The possible bankruptcy filing was first reported by Reuters.

The deliberations show how Purdue and its very wealthy owners, the Sackler family, are under pressure to respond to mounting litigation accusing the pharmaceutical company of misleading doctors and patients about risks associated with prolonged use of its prescription opioids.

The Sacklers, the family that controls OxyContin manufacturer Purdue Pharma, is now pushing for a “global resolution” to the thousands of lawsuits faulting them for the opioid epidemic, an attorney representing four members of the family said. Mary Jo White, who formerly served as a U.S. attorney and chair of the Securities and Exchange Commission, reportedly said that “the objective is and remains to try to achieve a global resolution” to the more than 2,000 lawsuits from state, city and county governments against the family and the drugmaker.

White’s comments mark the first time the Sackler family has indicated willingness to settle the litigation globally. Several of the lawsuits against Purdue and the Sacklers, including a nearly 300-page complaint by Massachusetts Attorney General Maura Healey, accuse members of the family of deliberately pushing OxyContin on doctors, pharmacies and patients and concealing their potential for addictiveness.



White told Reuters the plaintiffs’ claims erroneously place the blame for opioid addiction entirely on prescription drug manufacturers rather than heroin from Mexico or fentanyl from China. It’s not clear why she thinks drugs from Mexico or China are causing addiction to the opioids her clients make and distribute.

Meanwhile, Purdue Pharma has reached a \$270 million settlement in a lawsuit brought by the state of Oklahoma that accused the company of deceptive marketing that has contributed to the opioid epidemic.

Research suggests that chocolate can cure a persistent cough

Drop that bottle of cough syrup containing codeine, it’s time to move on to something a bit sweeter. Professor Alyn Morice, head of cardiovascular and respiratory studies at the University of Hull in the U.K., says that chocolate can cure a cough you can’t shake. Morice is a founding member of the International Society for the Study of Coughs. He claims that his recent study of over-the-counter cough medicines has led him to the conclusion that medicine containing cocoa is better than normal cough remedies.

A previous study conducted in at the Imperial College in London found that theobromine (an alkaloid in cocoa powder) is better at stopping coughs than codeine. The reason has to do with the viscosity of the medicine containing cocoa. Chocolate is a stickier ingredient making it stick to nerve endings in the throat blocking the trigger to cough. In fact, the patients that took chocolate-based medicine containing chocolate saw improvement in their persistent coughs within two days.

The new medicine which contains cocoa goes by the name, [Unicough](#), which supplies an oral medication along with non-medicated lozenges flavored with mint and chocolate.

According to the product website, “Unicough is a medicinal product for the oral symptomatic relief of common coughs (such as dry and/or tickly, or troublesome cough) is an oral solution which contains the actives diphenhydramine, ammonium chloride and levomenthol. Unicough containing diphenhydramine possesses antitussive, antihistaminic, and anticholinergic properties and suppresses the urge to cough.

Unicough is a unique cocoa-formulation which makes it a thick demulcent which in the buccal cavity and throat forms a soothing film over the mucous membrane.”

Unfortunately drinking a mug of hot chocolate or eating a piece of dark chocolate won't do the trick as well as taking the medication, but sucking on a piece of a chocolate bar might suppress the coughing for the time being.

Lessening headaches naturally

Vitamin deficiency, dehydration, inflammation and stress can all lead to one thing: headaches. These tips from Professor Kristina Petrocco-Napuli, DC, MS, FICC can help naturally lessen the intensity of headaches without the use of pain-killers.

As a reminder, Dr. Petrocco-Napuli says it is always best to discuss the use of vitamins and supplements with your doctor to ensure no negative interactions with other medications or health conditions.

- **Find your B Vitamins.** Sudden, frequent headaches can be a sign of a vitamin B deficiency, specifically B6, B12 and B9, also known as folate. Consuming foods that are rich in Vitamin B like wild salmon, leafy greens, eggs and sunflower seeds can counteract these types of headaches. A vitamin B supplement is another treatment option.

- **Drink up.** Many Americans drink lots of caffeinated beverages and do not focus enough on water intake, which can contribute to headaches and dehydration. This is especially true as we move in to the warmer months. Your water intake should equal half your body weight in ounces, and if you exercise a lot or are in a hot environment, you may require more than that. If you don't like drinking plain water, infuse it with fruits like antioxidant-rich blueberries or lemon, which provide a boost of vitamin C.

- **Get moving.** Stretching the musculature of the back and neck and finding ways to decompress can greatly decrease tension and stress headaches. Yoga and massage therapy are two great low-impact options. Receiving care from a chiropractor may also help with muscle tension and pain in your neck and spine.

- **Decrease stress.** Finding time to decompress every day can not only help lessen headaches, but it can also be greatly beneficial for your mental health. Take a few minutes each day to sit quietly or participate in a calming activity.

- **Try a ginger tea.** For many years ginger has been used in

cooking as a natural remedy for nausea, diarrhea and upset stomachs and to assist with digestion. It also has been used to calm headaches because the main compound in ginger—gingerol—has powerful anti-inflammatory and antioxidant effects. Try the tea recipe below.

Fresh Ginger Root Tea. Peel the ginger root and grate or slice finely. Place the ginger in a tea infuser. Allow the ginger to steep for 5-10 minutes. Remove the ginger. Optional: Add honey or lemon to taste:

1 teaspoon of freshly grated or finely chopped ginger root
1 cup of boiling water
Honey and or Lemon (optional)



ICA Board files formal complaint with World Federation of Chiropractic

The International Chiropractors Association (ICA) stands firmly in support of its worldwide members who practice vitalistic, subluxation-oriented chiropractic. ICA opposes the use of the World Federation of Chiropractic (WFC) Research Council as a platform to divide the profession and promote intolerance. As a result of recent events including unprofessional and offensive comments made during a presentation at the WFC's Berlin meeting, the ICA's Board voted unanimously to file a formal complaint to the World Federation of Chiropractic. ICA President, Stephen Welsh, DC, FICA in submitting the official complaint this week stated:

“As a member association of the WFC, the ICA cannot stand by while direct insults to all chiropractors that focus on the correction of the subluxation are hurled from a global stage. Such a public display of intolerance undermines the credibility of the entire profession.”

The ICA supports the World Federation endorsement of an evidence-based, patient-centered, interprofessional and collaborative approach in chiropractic. Any suggestion by a handful of researchers and academics that the practice of vi-

Continued on next page

Chiropractic News

Continued from last page

talistic, subluxation-oriented chiropractic is unscientific and not evidenced-based is a false premise that will aggressively challenged by the ICA.

By filing a formal complaint, the ICA seeks a swift corrective action by the WFC in order to reaffirm the underlying foundational principles of the WFC that includes an acknowledgment and respect for the variations in practice that exist between international jurisdictions.

Chiropractor Sherry McAllister of F4CP named one of PR News' Top Women in Healthcare for 2019



Foundation for Chiropractic Progress (F4CP) Executive Vice President Sherry McAllister, DC, has been named to PR News' inaugural list of the Top Women in Healthcare for 2019. The award recognizes the most innovative women leaders in the healthcare sector from agencies, corporations and nonprofits.

Other honorees include executives from some of the world's best-known medical and dental organizations, including the American Dental Association, UnitedHealthcare, Optum and Dignity Health.

McAllister was one of the first to call attention to the opioid crisis in the U.S. As head of a nonprofit with limited financial resources, she recognized the power of public relations to raise awareness of a healthcare issue and used every tool at her disposal: from white papers to infographics and everything in between. Under her direction, F4CP launched a PR campaign three years ago focused on educating the public about the dangers of opioids and the benefits of non-drug approaches to manage pain, including chiropractic care. F4CP published several white papers, toolkits and eBooks, including "Chiropractic: A Safer Strategy Than Opioids," "Chiropractic: A Key to America's Opioid Exit Strategy," and "As the Opioid Epidemic Rages On, Chiropractic is Recognized as Safer Option for Pain."

"Dr. McAllister has led the Foundation for Chiropractic Prog-

ress from 8,000 members to more than 24,000 in just over three years," said F4CP Chairman Kent S. Greenawalt. "She works tirelessly to elevate the profession's profile in positive and meaningful ways and is never satisfied with the status quo, always striving to raise the bar each year."

"This award is tangible recognition of how far our profession has come and is gratifying on so many levels," McAllister said. "For more than a decade, the Foundation has been knocking on doors in the media with little to no avail, and now, not only are we being answered, but journalists are seeking our insight and commentary about safe, effective and drug-free chiropractic care. More importantly, a growing number of doctors of chiropractic are being included in collaborative, multidisciplinary care teams not only to help curb opioid prescriptions, but also to help patients achieve greater sustained pain relief and mobility. Research has shown that the involvement of doctors of chiropractic with integrated care teams is having a profound effect on outcomes, as well as patient satisfaction."

The Top Women in Healthcare Awards Luncheon will take place on June 5, 2019, from 12-2 p.m. at The Yale Club in New York City. This celebratory event will bring together female healthcare executives who are advancing their profession in meaningful and moving ways, with an impact on patients, customers and culture at large.

NCMIC Foundation announces McAndrews Award recipient

NCMIC Foundation announced Cynthia English is the 2019 recipient of the Jerome F. McAndrews, DC, Memorial Research Fund Award. The presentation of the award was made on March 15, 2019, at the Association of Chiropractic Colleges Educational Conference and Research Agenda Conference (ACC-RAC).

English was recommended for this award for:

- Advancing the exchange of information;
- Promoting high ethical standards;
- Researching the practical application of chiropractic;
- Advancing the information available to the public and the chiropractic profession.

English was part of the three-year Gallup organization study,

2018 Gallup-Palmer College of Chiropractic Annual Report: *Managing Neck and Back Pain in America*. As a result of English's involvement, the chiropractic profession was able to glean meaningful data about consumers' perceptions of chiropractic care.

The report highlighted the extent that neck and back pain affect American adults. Nearly two-thirds (65%) of consumers reported seeing a health care professional for significant neck or back pain at some point in their lives. The report also detailed Americans' preferences for neck and back pain care providers and the prevalence of various treatments. According to the report, roughly one-fourth of U.S. adults said they saw a chiropractor within the past five years.

The Jerome F. McAndrews, DC, Memorial Research Fund was created by the NCMIC Foundation to honor McAndrews' longtime support of the scientific and practical advancement of the study of chiropractic by recognizing a worthy researcher or research group.



NCMIC Advisory Committee President Louis Sportelli, DC, with award winner Cynthia English.

New research suggests that Turmeric may protect against stomach cancer

In a new study, researchers found that turmeric may help prevent or combat stomach cancer. This is because the yellow powder derived from the turmeric plant, curcumin, has anti-tumor properties. The finding may help develop new prevention and treatment strategies for stomach cancer. The research was conducted by researchers at the Federal University of São Paulo (UNIFESP) and the Federal University of Pará (UFPA).

At the early stage of cancer, there may be no clear symp-

toms. The later symptoms may include feeling bloated after eating, feeling full after eating small amounts of food, nausea, heartburn or indigestion.

In the study, the team examined stomach cell samples from healthy individuals and patients diagnosed with stomach cancer. They found that curcumin from turmeric played a key role in inhibiting tumor growth.

In addition to curcumin, other natural compounds could play a similar role. This includes compounds in grape seeds and red wine, compounds in apples, broccoli and onions, compounds from the bark of the kokum tree, *Garcinia indica*), and compounds produced via fermentation of dietary fiber.

The team hopes that their findings may help develop new treatment and prevention methods for people with stomach cancer or those at a high risk of cancer. The study is published in the journal [Epigenomics](#).

Previous research has shown that natural compounds might help prevent or combat stomach cancer. Stomach cancer is a malignant tumor found in the tissues of the stomach. The risk factors of cancer include smoking and a diet of highly processed or salty foods.

Cancer is considered one of the major health issues worldwide, and gastric cancer accounted for 8% of total cases and 10% of total deaths in 2008. Gastric cancer is considered an age-related disease, and the total number of newly diagnosed cases has been increasing as a result of the higher life expectancy. Therefore, the basic mechanisms underlying gastric tumorigenesis is worth investigation. This review provides an overview of the epigenetic mechanisms, such as DNA methylation, histone modifications, chromatin remodeling complex and miRNA, involved in gastric cancer. As the studies in gastric cancer continue, the mapping of an epigenome code is not far for this disease. In conclusion, an epigenetic therapy might appear in the not too distant future.



Chiropractic College News

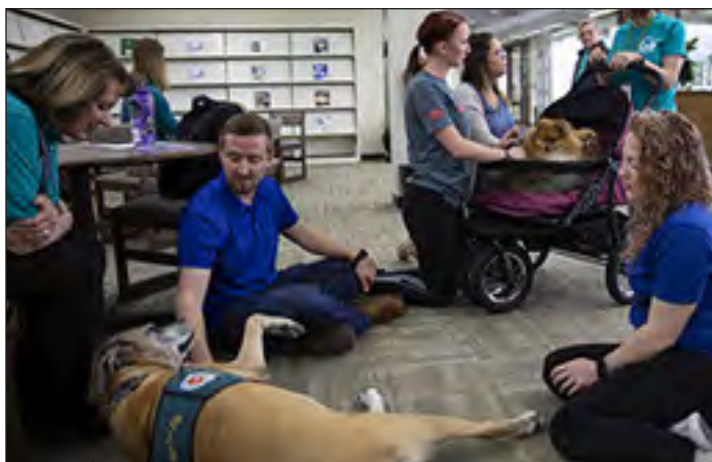
CUKC students “Paws and Relax” with therapy dogs on campus

Finals week and the week leading up to the final exams can be some of the most stressful times college students encounter each term. As Cleveland University-Kansas City (CUKC) students prepared for final exams, therapy dogs were on campus to offer stress relief. Studies show that as few as 12 minutes spent with a dog can help to lower blood pressure, reduce anxiety, and improve lung function. Petting dogs has been shown to release mood-elevating hormones such as serotonin, prolactin, and oxytocin.

The public is generally aware of unhealthy ways to cope with stress, such as using medications, caffeine, or energy drinks to get through challenging experiences. Fewer people know that interacting with therapy dogs is more than just having fun. It's a conservative, non-pharmacological, and effective way to improve health.

Inviting therapy dogs to campus during finals supports student health and wellbeing in alignment with the University's mission to promote health, wellness, and vitality. Therapy dogs are trained to provide psychological or physiological support for individuals, and may visit schools, daycares, and rehabilitation centers.

Therapy dogs from the non-profit organization, Pets for Life, started coming to campus in August 2018 after receiving an invitation from the CUKC Ruth R. Cleveland Memorial Library team. CUKC instructor, Dr. Shannon Vandaveer also participates by bringing her therapy dog, Scout, to campus for the students to interact with during finals week.



CUKC Research Department has strong showing at ACC-RAC

Members of the Cleveland University-Kansas City (CUKC) Research Department made several research contributions during the 26th Annual Association of Chiropractic Colleges (ACC) Research Agenda Conference (RAC) held March 14-16 in Baltimore, MD. Held at the Baltimore Marriott Waterfront, ACC-RAC is a collection of some of the most noteworthy research in the chiropractic profession and includes the work of numerous educators, practitioners and research professionals. The annual event offers those in the chiropractic profession the opportunity to broaden their knowledge through peer research.

Some of the CUKC submissions included the work of CUKC students as co-authors. Student collaborators included Jackson Berg, Rachel Gilmore, Nathan Hoover, and Alexandra Scavuzzo-Jones. Members of faculty and administration in attendance presented the research at ACC-RAC. Those present from CUKC included Dr. Steve Agocs, Dr. Jeffrey Baier, Jalonna Bowie, Dr. Cheryl Carpenter-Davis, Dr. Carl S. Cleveland III, Dr. Ned Heese, Jeff Karp, Dr. Fiorella Peñaloza, Dr. Mark Pfefer, Dr. Jason Qualls, and Dr. Jon Wilson.

Researchers from CUKC had several works accepted, including 10 platform and six poster presentations, along with one workshop presentation. Dr. Mark Pfefer, director of research at CUKC, leads all research efforts at the University.

Gladiatrix quintet sweats it out at marathon rugby camp for Team USA

Five Life Chiropractic College West student-athletes have traveled to an exclusive Team USA women's rugby camp in Colorado. The quintet of Gladiatrix was among just 51 players from around the country that were invited to the camp.

"It's been a grueling physical and mental marathon so far," Life West's Nicole Strasko (pictured at right) said when reached during the camp. "We've pretty much had two field sessions, a weight room session and meetings almost every day."



In addition to Strasko, fellow student-athletes Katie Benson, Bitsy Cairns, Amy Naber-Bonte, and Kelsi Stockert also made the trip. Strasko, Benson, and Naber-Bonte were selected to play Team USA's first-ever game against the Barbarians, a select group from the United Kingdom that doubles as one of the most talented squads in the world. Founded in 1890, the Barbarians men's and women's teams have combined to defeat 21 other national sides.

The camp provides an intense team-building environment for the group, one that could prove beneficial given that squad's ultimate goal.

"We have been trying to implement our team aims and our different strategic objectives," Strasko said. "However, we've also keeping it as simple as possible so as to set ourselves up for success and create a solid foundation for the rest of the time leading up to World Cup 2021 in New Zealand."

Industry conferences take Logan faculty, staff abroad

Last month, World Federation of Chiropractic and the European Chiropractors' Union united in Berlin, Germany, for a Congress dedicated to evidence-based, patient-centered, inter-professional and collaborative approaches to spine care. Also held at the same time was the International Federation of Sports Chiropractic's (FICS) Assembly & Symposium where Logan sponsored the Roberto Clemente Award, a recognition is given for outstanding volunteer service in sports chiropractic.

The Roberto Clemente Award is established by FICS and its affiliated Foundation, the FICS Foundation, and is awarded every two years at the time of the FICS General Assembly of Members. This year's recipient is Tom Greenway, DC, owner of Waldegrave Clinic near London. Dr. Greenway, who has been practicing chiropractic since 1990, was nominated by



his colleagues at the Royal College of Chiropractors Sports Faculty in the United Kingdom.

Several members of the Logan team had the opportunity to attend the meetings in Berlin, including Logan President Clay McDonald, DC, MBA, JD; Executive Director of Admissions Natacha Douglas, MBA; Admissions Coordinator Robert Hartweck; Logan faculty member and Chiropractic Team Physician at the University of Memphis Jude Miller, DC, MS, CCSP, CME and his wife Holly Tucker, DC, MPH, CHES, FASA.

Logan research earns award at ACC-RAC Conference

Congratulations to Patrick Battaglia, DC (2012), DACBR, clinician and assistant professor, who along with Ahmad Abdella, DC (2018), received an award for a research paper presented at the Association of Chiropractic College's 26th Educational Conference and Research Agenda Conference (ACC-RAC) in Baltimore, Maryland, last month.

Sponsored by the National Board of Chiropractic Examiners, the award recognized the paper, "Demographics of patients referred for chiropractic care within one Federally Qualified Health Center." It was among 14 presentations and seven poster presentations from Logan that were featured at this year's ACC-RAC.

Dr. Lev Furman featured in *The Leader Magazine*

Logan alumnus Lev Furman, DC (2013) recently penned an article for *The Leader Magazine*, the official magazine of the Voluntary Protection Programs Participants Association (VPPPA). His article talks about non-pharmacological alternatives to chronic pain amidst the opioid crisis, while other articles in the issue discuss substance abuse, legalizing marijuana and how it has impacted workplace safety.



Last year, Dr. Furman was invited to speak on a similar topic at VPPPA's National Safety Symposium. He was the only Doctor of Chiropractic speaker.

"Most people think of work-related injuries when it comes to safety, but the VPPPA stresses the importance of talking about issues, such as workplace wellness and mental health, which is where my topic had relevance," Dr. Furman said.

Dr. Furman has experience in treating patients who used
Continued on next page

Chiropractic College News

Continued from last page

chiropractic, acupuncture and physical therapy to combat chronic pain opposed to taking pills. He said telling those stories during the VPPPA's Symposium struck a chord with many attendees.

"I had people coming up to me afterwards, saying how they lost a brother or sister to opioids," he said. "I really didn't expect to hear that." The attendees were thankful that this topic is starting to be talked about and not kept silent.

Dr. Furman hopes to continue bringing more awareness of chiropractic care, especially as an option for chronic pain.

National University commencement ceremony honors 64 graduates

National University of Health Sciences (NUHS) honored 64 graduates at its commencement ceremony on April 19 at the Student Center on the Lombard, Ill., campus. The class included graduates in the Doctor of Chiropractic, Doctor of Naturopathic, Masters in Acupuncture, Masters in Oriental Medicine and Bachelor of Biomedical Science programs.

National University of Health Sciences (NUHS) honored 64 graduates at its commencement ceremony on April 19 at the Student Center on the Lombard, Ill., campus. The class included graduates in the Doctor of Chiropractic, Doctor of Naturopathic, Masters in Acupuncture, Masters in Oriental Medicine and Bachelor of Biomedical Science programs.

NYCC hosts new on-campus community-sponsored agriculture initiative

Wellness: it's at the heart New York Chiropractic College (NYCC). The College is dedicated to not only training some of the most skilled healthcare professionals in the world, but to also supporting members of its community as they pursue their own health and wellbeing. In support of the pursuit of overall health in all forms, NYCC is pleased to announce a brand-new initiative on campus grounds: The Veggie Table CSA!

A CSA (Community-Supported Agriculture) is a program where individuals purchase a subscription, or "share," to

receive a regular delivery of local, in-season produce for a set number of weeks. In this case, Veggie Table shareholders sign up to receive a weekly box filled with a variety of seasonal vegetables and fruits -- about half a bushel's worth of produce each week. And the best part? The produce is being grown, harvested, and available for pick up right on the NYCC Seneca Falls campus!

The new Veggie Table CSA will be independently run on out-lying NYCC Seneca Falls campus lands by local farmer Andy Riegel — along with wife Candace, family, and partner Nate Boyd — who has run similar programs in New York state's Finger Lakes region since 2012. The CSA will be rooted in an organic philosophy, with a commitment to using regenerative no-till farming methods, as well as other practices that enhance soil biodiversity.

The establishment of an independently run, on-campus CSA is just the latest evidence of NYCC's dedication to supporting good health through whole-food nutrition. In addition to graduate programs in chiropractic, the College also offers fully-online master's programs in Applied Clinical Nutrition and Human Anatomy & Physiology Instruction. "We've always known that whole-food nutrition is a critical part of the overall wellness picture, and we could not be more pleased with the addition of the Veggie Table CSA to our NYCC neighborhood," said NYCC President Michael Mestan. "The ability help provide our community access to healthy, fresh, local food -- a major tool in the quest for health -- is something about which the College is truly excited, and is very much in line with the vision of excellence set forth in our ongoing three-year Strategic Plan."

The Veggie Table's headquarters will be the former Executive Links Golf Course clubhouse, located on the south end of NYCC's grounds, which will be used for storage, sorting, and as a market selling selected goods such as eggs and honey from local producers.

Interns join chiropractic health center at Sherman College

Thirty-three interns are now ready to serve the community and see patients at the Sherman College Chiropractic Health Center, a teaching clinic for senior students in their final stage of internship prior to graduation from the doctor

of chiropractic program. Interns celebrated the entrance of this final phase of their chiropractic education recently during a pinning ceremony on the Sherman College campus, located at 2020 Springfield Road in Spartanburg. This was the first pinning ceremony to be held in the newly constructed Gelardi Student Center, and the college streamed the event live on Facebook so interns' family and friends could watch from afar.

The teaching environment, coordinated by licensed doctors of chiropractic, allows interns to practice chiropractic under close supervision and constant consultation. Because the clinic is open to the public, residents in Upstate South Carolina experience excellent chiropractic care at affordable prices through 30,000 patient visits per year.


In the clinical phase of the doctor of chiropractic program at Sherman College, interns practice every aspect of patient care, including case histories, physical and spinal examinations, x-ray, diagnosis, report of findings, chiropractic adjustments and case management. Interns are encouraged to work with the research department to advance the profession with evidence-based study; they also complete remaining clinical and business courses.

The chiropractic internship also gives these senior students the opportunity to participate in community events, both in the Health Center and off campus – including spinal screenings, health fairs, school visits, and more – to help them build communication, leadership and community relations skills so they are well prepared for practice following graduation.



Join Texas Chiropractic College July 18, 2019 for the Dr. Stephen Haslund Memorial Annual Golf Classic!

The Dr. Stephen Haslund Memorial Golf Classic is named in memory of Dr. Stephen Haslund, a long time administrator, and friend of Texas Chiropractic College. In continuing Dr. Haslund's legacy of helping students, the proceeds from this golf tournament will go to the Texas Chiropractic College Scholarship Fund. Each year, TCC gives over \$60,000 in scholarships for both new and current students. These scholarships reward outstanding academic achievement, service to the community, professional and chiropractic research. Your support is invaluable to the sustainability of this program. [Click here](#) for more info.



2019
DR. STEPHEN HASLUND
ANNUAL GOLF CLASSIC

MOODY GARDENS GOLF COURSE
GALVESTON, TEXAS

THURSDAY, JULY 18, 2019
CHECK-IN 7 A.M.

REGISTER BELOW

Office Posters



We have created a FREE [printable PDF](#) of the

Tired? Here's help!

poster on the following page, and
the following posters are available online:

It's a new year. Eat smarter, be healthier

The drug-free approach to pain reduction

Get up and move!

STRETCHING for better joint health

Five keys to a longer, healthier life

Were you pain free this morning when you got out of bed?

Tips for safe stretches

Don't let pain keep you from enjoying life

Skiping breakfast may hurt your heart health

A high-sugar diet makes healthy people sick - fast

7 simple steps to a longer, healthier life

The secret weapon for lower blood pressure

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) .***

Tired? Here's help!



What may seem like harmless lifestyle habits may really be robbing you of your get-up-and-go

Let's face it: we all get more fatigued as we get older. It's part of the aging process: we lose mitochondria (energy-producing engines in the cells) and we produce less adenosine triphosphate (ATP) — the molecule that delivers energy to cells throughout our body. Other causes of fatigue, such as medication side effects or chronic illness like depression or heart disease, can increase the feeling of tiredness or sluggishness. But age- and disease-related factors aren't the only drains on your energy. Your lifestyle habits may be to blame for some of your daily fatigue. The following energy zappers are common culprits that you can change:

Inactivity: We naturally lose muscle mass as we age. "If you have less muscle mass, you have fewer mitochondria and less ATP," points out Dr. Marcelo Campos, a primary care physician with Harvard Vanguard Medical Associates in Boston. Being sedentary compounds the problem by weakening and shrinking muscles and causing them to use energy inefficiently. Physical activity strengthens muscles, helps them become more efficient and conserve ATP, and increases the production of energy-producing brain chemicals. Don't be intimidated by the recommendation of 30 minutes per day, at least five days per week, of moderate-intensity exercise. The 30 minutes can be spread out into several shorter periods. And you don't need to break a sweat. "Whatever exercise you can do will help," Dr. Campos says.

Too much stress: Chronic stress can increase levels of cortisol, a hormone produced by the adrenal glands. "Cortisol reduces production of ATP and it increases inflammation, which also reduces ATP production," explains Dr. Campos. However, stress-reduction techniques are associated with lower cortisol levels. Try yoga, mindfulness meditation, tai chi, breathing exercises, or guided imagery. Even 10 minutes per day can help.

A poor diet: If you're not nourishing your body, you won't have the vitamins and minerals necessary to produce enough ATP, and you'll feel more tired. "Eating too much processed food can increase inflammation, which impairs the production of ATP and energy. Or, if you're older and your appetite isn't what it used to be, you may not give your body the calories and fuel it needs to function," Dr. Campos explains. On the flip side, if you're eating too much food at one time, that can cause blood sugar spikes and lead to fatigue. The fix: eat whole foods, including vegetables, fruits, whole grains, and lean proteins like fish, chicken, nuts, and seeds. The fatty acids in protein-rich foods also help boost ATP. And aim for smaller meals with snacks in between to provide your body with a steady supply of nutrients and fewer blood sugar spikes.

Too little sleep



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

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.

Advertising deadline

Artwork is needed by the 15th of any month for publication in the following month's newsletter. The *IACP News* is published the last week of every month.

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.**

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 Steve at C&S Publishing CandSpublishing@gmail.com or call (916) 729-5432. 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.

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

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 Steve at C&S Publishing, (916) 729-5432.

Acceptance of Advertising: Publisher reserves the right to refuse any advertisement with or without reason or explanation including any ad that, in the opinion of IACP, is unethical, makes extravagant claims, misrepresents, is unfair or harmful to other advertisers; violates postal, anti-trust or U.S. currency regulations; or is deemed inconsistent with the objectives of the IACP.