



Prosperity Through Unity Exceptional Care for Idahoans

October 2021

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October is National Chiropractic Health Month

National Chiropractic Health Month (NCHM) is a nationwide observance held each October. The event helps to raise public awareness of the benefits of chiropractic care and its natural, whole-person, patient-centered and drug-free approach to health and wellness. NCHM strives to help consumers reach optimal levels of health and wellness. Learn more at www.HandsDownBetter.org.

The American Chiropractic Association and doctors of chiropractic nationwide are promoting the benefits of movement during National Chiropractic Health Month (NCHM) 2021 this October. This year's theme, "Keep Moving!" highlights how moving more can enhance our physical and mental health.

Many people have learned the hard way over the past

year that lack of movement and physical activity can lead not only to weight gain but also achy joints, back pain and other musculoskeletal conditions. In a 2020 survey, ACA members cited stress as another factor contributing to an increase of musculoskeletal problems since the beginning of the pandemic. Making an effort to move more throughout the day can improve physical health and stamina as well as mental health by reducing stress and anxiety—helping us all to keep moving through challenging times.

During NCHM 2021, chiropractors will provide information on the benefits of movement, recommended physical activity levels, and share advice on how people can incorporate more movement into their daily lives.

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New research links Folate directly to preventing Alzheimer's

Many people don't think about integrating folate or folic acid into their diet until they're trying to get pregnant, which is an unfortunate oversight. In fact, a [new scientific study](#) just further affirmed the fact that folate is an important nutrient and key to maintaining optimal health at all phases of life. Here's what you should know about the importance of eating folate-rich foods daily.

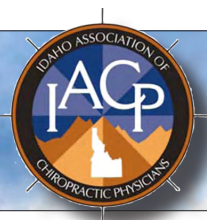
What is folate, and what is the difference between folate vs. folic acid?

Before we jump into the new research, let's define what folate is and clear up a common misconception: that folate and [folic acid](#) are the same thing. Folate is a B-vitamin (vitamin B9 to be exact) that is naturally found in food. It's [needed to make DNA and other genetic material](#) and is key for helping cells divide. It also helps a baby's brain, skull, and spinal cord develop properly, which is why folate is so closely associated with the conception and pregnancy periods. On

the other hand, folic acid is the synthetic version found in supplements and fortified foods. It's important to note that folate is not made by the body, which makes it an essential nutrient that we must get from outside sources, meaning

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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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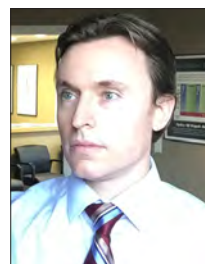
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New research links Folate directly to preventing Alzheimer's

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[foods rich in folate.](#)

Whether you're consuming folate or folic acid, in order to reap these benefits, the nutrient will need to be converted into an active form. This process is far more likely to happen when you are getting the vitamin naturally from folate foods versus folic acid supplements.

"This is because folate is converted into its active form in the digestive system before entering the bloodstream. With folic acid, however, not all of it is converted in the digestive system," explains Lyssie Lakatos, RDN, CDN, CFT and Tammy Lakatos, RDN, CDN, CFT, [The Nutrition Twins](#) and founders of [21-Day Body Reboot](#). "Instead, some needs to be converted in the liver and in other tissues, which is not an efficient process. Unmetabolized folic acid can sit in the bloodstream for a long time and it can't be utilized, which has been associated with a number of health problems."

Now, there is one more key reason to zone in on folate. A [new study](#) published in *Frontiers in Neuroscience*—a systematic review and meta-analysis of the association between folate and Alzheimer's Disease—found that there is evidence to show that the vitamin plays an important role in the development of Alzheimer's Disease. This is critical because Alzheimer's is, today, the most common type of neurodegenerative disease leading to dementia in the elderly.

[The study said:](#) "Alzheimer's disease (AD) is the most common type of neurodegenerative disease leading to dementia in the elderly. Increasing evidence indicates that folate plays an important role in the pathogenesis of AD. To investigate the role of folate deficiency/possible deficiency in the risk of AD and the beneficial effect of sufficient folate intake on the prevention of AD, a systematic review and meta-analysis were performed. The Web of Science, PubMed, CENTRAL, EBSCO, CNKI, CQVIP, and Wanfang databases were searched. The analysis of cross-sectional studies showed that the standardized mean difference (SMD) was -0.60 (95% confidence interval (CI): -0.65, -0.55), indicating that plasma/serum folate level is lower in AD patients than that in controls. Moreover, the combined odds ratio (OR) of case-control studies was 0.96 (95% CI: 0.93, 0.99), while the combined ORs were 0.86 (95% CI: 0.46, 1.26) and 1.94 (95% CI: 1.02, 2.86) in populations with normal levels of folate (≥ 13.5 nmol/L) and folate deficiency/possible deficiency (< 13.5 nmol/L), respectively. In addition, the risk ratio (RR) of the cohort studies was 1.88 (95% CI:

1.20, 2.57) in populations with folate deficiency/possible deficiency. Furthermore, when the intake of folate was equal to or higher than the recommended daily allowance, the combined RR and hazard ratio (HR) were 0.44 (95% CI: 0.18, 0.71) and 0.76 (95% CI: 0.52, 0.99), respectively. These results indicate that folate deficiency/possible deficiency increases the risk for AD, while sufficient intake of folate is a protective factor against AD."

Around 60 publications were included in the review, each of which had a sample size ranging from 24 to 965, to comprehensively evaluate the associations between Alzheimer's and folate levels. The results showed that the folate level of Alzheimer's patients was lower compared with that of the healthy controls. Therefore, researchers concluded that there's plausible reason to think that a deficiency of folate increases the risk for Alzheimer's and, arguably more importantly, sufficient daily intake of folate could reduce the risk of Alzheimer's.

"From the information in this study and considering the other known benefits of folate for our body and brain, it is encouraged to have sufficient daily intake of folate to reduce risk of Alzheimer's," says Lauren Hubert, MS, RD.

Amy Cameron O'Rourke, MPH, CMC, an advocate for senior care in the U.S. and the author of *The Fragile Years* echoes this. "I have been a long time believer in a deficient diet being a risk factor for many medical diagnoses and Alzheimer's is no exception. Folate aids in the growth of healthy cells, so it isn't difficult to make the leap to see proper folate as a protective factor for Alzheimer's." O'Rourke goes on to say that exercise, along with being socially engaged and following an anti-inflammatory diet (or a diet with less processed food), are some other effective ways to prevent Alzheimer's.

The recommended daily amount of folate for adults is 400 micrograms (mcg). For those who are pregnant, it is about 600 -1000 mcg. "If a person is eating a balanced diet, they are likely getting enough folate," says Lauren Manaker, MS, RDN, LD, a registered dietitian for Zhou Nutrition. She goes on to advise that women of childbearing age consider taking a supplement and eating fortified foods to make sure they're reducing the risk of developing certain birth defects should they become pregnant. In general, however, she affirms that supplements are a supplement to a healthy diet.

"It's also important to note that like anything in life, you can consume too much folate and that can have other impacts

on the body,” says Hubert. “For most people, you don’t need folic acid supplementation and should instead focus on getting folate through natural food sources in your diet.” Luckily there are many non-processed, anti-inflammatory foods that contain folate. Here’s a look at five of the best, according to The Nutrition Twins.

Just because meeting your required folate intake from food can be difficult doesn’t mean it’s impossible (or pointless). If you’re wondering what foods to fill up on that will help you reach your folate intake goals, look no further than the ones on this list.

The top 5 folate foods

1. Edamame. “One-half cup cooked edamame has 241 mcg folate, or 60 percent of the daily requirement. It makes a delicious snack or appetizer that provides a prolonged energy boost thanks to the combination of fiber and protein, which help to keep blood sugar stable. You can toss edamame beans on salads, too.”

2. Lentils. “One-half cup of cooked lentils has 179 mcg of folate—almost half of the daily requirement. Lentils are a great source of protein and fiber and are a super satisfying source of plant protein. They’re wonderful to add to the

diet as their fiber helps to keep you regular and improve gut health. They’re also a great source of iron, which is particularly good for vegetarians who often struggle to get enough. They make a great substitution for meat in tacos, salads, and soups.”

3. Asparagus. “One-half cup asparagus has 164 mcg, or 40 percent of the daily requirement. It’s also rich in fiber, and is a great source of anthocyanins—these antioxidants help protect the body from the damage caused by free radicals, which can lead to chronic disease. Another fun reason to add it to the diet: asparagus contain the amino acid asparagine, which acts as a natural diuretic, helping to flush excess fluid and salt from your body.”

4. Spinach. “A half cup of steamed spinach provides 131 mcg of folate, which is around one third of the daily 400 mcg requirement. It promotes immune and skin health since it’s rich in vitamin C. Spinach is also great for vegetarians and vegans since it’s a rich source of iron and calcium, two nutrients that most people associate with animal products.”

5. Black Beans. “One half cup serving of black beans contains 128 mcg of folate, roughly a third of the daily requirement. Add beans to your salad, make bean soup, chili, burrito, bean salsa, or a casserole and you’ll also get a



October is National Chiropractic Health Month

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“With their expertise in musculoskeletal health, doctors of chiropractic have helped many people to keep moving over the past year, including those with physically demanding front-line jobs,” said ACA President Michele Maiers, DC, MPH, PhD. “Chiropractors are a resource for anyone who seeks a natural approach to pain relief, health promotion and physical fitness.”

Chiropractors report seeing increased MSK conditions such as back pain, neck pain, and headaches since the beginning of the pandemic. When members of the American Chiropractic Association (ACA) were asked what they believe is contributing most to these conditions, they cited lack of movement and psychological stress as key factors.



Physical activity, in addition to strengthening our bones and muscles and improving cardiovascular health, enhances our mental health by reducing stress and anxiety and contributing to better sleep.

Proper ergonomics are essential to a healthy home-work environment. Making adjustments to your workstation and incorporating more movement into your day can help prevent aches and pain caused by inactivity.

- Posture
- Ergonomics for Working at Home
- Make Your Home Workstation Work

Outdoor activities such as walking, biking, tennis, golf, and other noncontact activities are great options for those avoiding the gym and health clubs. Below are tips for preparing joints for action and preventing injuries while enjoying these healthy activities.

- Back Pain Exercises
- Walking
- Biking
- Tennis
- Golf

A good attitude is essential for tackling the ongoing challenges of the coronavirus pandemic and the changes it has created in our day-to-day lives. Taking care of your health by making time for regular physical activity, good nutrition, rest, time in nature, and safe socializing can help lessen stress and anxiety.

- Stress Relief
- Sleep Ergonomics

More than 35 million Americans visit a chiropractor each year. DCs practice a patient-centered, nondrug approach to pain management and health promotion that includes patient examination, diagnosis and treatment. Best known for their expertise in spinal manipulation, chiropractors are also trained to recommend therapeutic and rehabilitative exercises and to provide nutritional, dietary and lifestyle advice.

Join us in Orlando!



The International Chiropractors Association presents the

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November 12-14, 2021

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Stu Hoffman, DC • Julie Mayer Hunt, DC, DICCIP • Stephanie O'Neill- Bhogal, DC, DICCIP •
Alaina Rowsell- Kulikowski, DC, DICCIP • Lora Tanis, DC, DICCIP

Topics of Discussion

- Introductory pediatric technique workshops & office management
- Pediatric epidemiology & risk management for experienced DICCIPs
- In-depth pediatric upper cervical & fascia case studies

Registration

	Early Bird	Normal	Late & On-Site
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DC - ICA or Pediatrics Council Member	\$400	\$475	\$525
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Blood Flow Restriction Training

An evolving approach in muscle strengthening and rehabilitation

An evolving protocol could make building muscle easier on your joints, or make it less painful to regain strength after an injury. Dr. Stuart McIntosh, a doctor of chiropractic and faculty member at Cleveland University-Kansas City (CUKC), along with colleagues, recently reviewed “blood flow restriction” (BFR) training for a presentation at the Association of Chiropractic Colleges Research Agenda Conference.

Most adults would benefit by maintaining strength as they age. Muscle weakness is highly prevalent in most clinical musculoskeletal conditions, and is commonly associated with both acute and chronic injuries that result in prolonged treatment or immobilization such as fractures, ligament, and other soft tissue injuries. Loss of muscle strength is a risk factor for development of osteoarthritis, which often leads to pain, and affects quality of life. Muscle weakness is commonly evident in non-injured older adults and is often associated with falls and other injuries. Increasing strength in adults is associated with lowered pain and improvements in physical functioning.

According to McIntosh, BFR training has generated interest in recent years among physicians and therapists that treat musculoskeletal injuries, because of the potential for individuals to build and rehabilitate muscle strength using a much lower weight resistance that is safer for joints. BFR training involves the use of a cuff or tourniquet system positioned around the proximal end of the extremity while

performing a typical muscle building exercise. The cuff is inflated to a moderate pressure (typically ranging from 110 to 240 mm Hg) to maintain arterial flow while restricting venous return.

“Early studies regarding BFR training were published in 1998 but there has been much recent interest with a number of published articles within the last two to three years,” McIntosh said. “Theoretically, the occlusion of the venous system while performing resistance training promotes an anaerobic environment that promotes muscle building, similar to what is seen with high-intensity training while using lower weight resistance.”

Recently, a number of companies have entered the market selling BFR training equipment such as Kaatsu bands, Smart Tools, and other generic hook and loop resistance bands. Unlike some of the published studies in which pressure is measured, some users apply the bands to promote venous occlusion based upon perceived resistance.

Safety of this approach is a concern as the use of BFR training at this time should be supervised by a knowledgeable practitioner who is familiar with the participant’s health history. Possible contraindications may include cardiovascular disease, history of blood clots (hypercoagulability) and currently taking blood thinners.

McIntosh and his team reviewed over 20 recent published



“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!

articles, finding that overall, BFR training is quite safe and well tolerated, and produces muscular strength gains similar to typical high-load training, but with much lower loads that are safer for joints and older adults. Specifically regarding older adults, BFR training is likely an effective intervention to stimulate strength gains, and can be used while walking (with resistance bands applied to the proximal thigh) to improve strength and improve lower extremity motor control with less strain applied to the knee and ankle joints with the typical strength training protocols.

McIntosh said that additional research is needed to explore

effects in older adults, and to determine if falls are decreased using this intervention, as well as determining if knee and ankle pain are lessened when the supporting muscles are stronger. BFR training has the potential to be much easier on the joints, making this a positive intervention for older adults and patients who are rehabilitating after an injury or surgery.

This article was first published by Cleveland University Kansas City on September 24, 2021. The original article can be [found here](#).

Some of the science supporting BFR Training

Increasing Hypertrophy (Muscle Size)

BFR training increases stem cells. Nielsen, J., Aagaard, P., Bech, R., Nygaard, T., Hvid, L., Wernbom, M., Suetta, C., Frandsen, U. 2012. "[Proliferation of Myogenic Stem Cells in Human Skeletal Muscle in Response to Low-Load Resistance Training with Blood Flow Restriction.](#)" *Journal of Physiology*. 590 (17): 4351-4361. DOI:10.1113/jphysiol.2012.237008. Concluded that short-term low-load resistance exercise performed with partial blood flow restriction leads to a marked proliferation of myogenic stem cells and resulting myonuclei addition in human skeletal muscle, which is accompanied by substantial myofibre hypertrophy.

BFR training increases muscle cell swelling. Loenneke, J., Fahs, C., Rossow, L., Abe, T., Bemben, M. 2012. "[The Anabolic Benefits of Venous Blood Flow Restriction Training May Be Induced By Muscle Swelling.](#)" *Medical Hypotheses*. 78 (1): 151-154. DOI: DOI.org/10.1016/j.mehy.2011.10.014. Concluded that cell swelling is important for muscle growth and strength adaptation but when coupled with higher metabolic accumulation, this adaptation is even greater. That higher accumulation was from the BFR training.

BFR training increases muscle size. Madarambe, H., Neya, M., Ochi, E., Nakazato, K., Sato, Y., Ishii, N. 2008. "[Cross-Transfer Effects of Resistance Training with Blood Flow Restriction.](#)" *Medicine & Science in Sports & Exercise*. 40 (2): 258-263. DOI:10.1249/mss.0b013e31815c6d7e. Concluded BFR increases muscle size at 30% 1RM.

BFR training increases muscle size. Yasuda, T., Ogasawara, R., Sakamaki, M., Ozaki, H., Sato, Y., Abe, T. 2011. "[Combined Effects of Low-Intensity Blood Flow Restriction Training and High-Intensity Resistance Training on Muscle Strength and Size.](#)" *European Journal of Applied Physiology*. 111: 2525-2533. DOI: <https://doi.org/10.1007/s00421-011-1873-8>.

Concluded BFR (30% 1RM) combined separately with high intensity (75% 1RM), and when done by itself will increase muscle size.

BFR training increases size with walking. Abe, T., Kearns, C., Sato, Y. 2005. "[Muscle Size and Strength are Increased following Walk Training with Restricted Venous Blood Flow from the Leg Muscle, Kaatsu-Walk Training.](#)" *American Journal of Applied Physiology*. 100: 1460-1466. DOI: <https://doi.org/10.1152/japplphysiol.01267.2005>. Concluded BFR combined with walking increased muscle size & strength. Just by walking with them for 10 total minutes! Incredible. Obviously size will increase. But for strength to be increased from walking is amazing! Study performed on the geriatric population.

BFR training increases muscle size in individuals with physical limitations. Lixandrao, M., Ugrinowitsch, C., Berton, R., Vechin, F., Conceicao, M., Damas, F., Libardi, C., Roschel, H. 2018. "[Magnitude of Muscle Strength and Mass Adaptations Between High-Load Resistance Training Versus Low-Load Resistance Training Associated with Blood-Flow Restriction: A Systematic Review and Meta-Analysis.](#)" *Sports Medicine*. 48 (2): 361-378. DOI: 10.1007/s40279-017-0795-y. This review concluded BFR combined with resistance training is a valid and effective approach for increasing muscle strength and size in a wide spectrum of ages and physical capacity, although it may seem particularly of interest for those individuals with physical limitations to not engage in High Load Resistance Training.

BFR training increases muscle size systemically. Dankel, S., Jessee, M., Loenneke, J. 2016. "[The Effects of Blood Flow Restriction on Upper-Body Musculature Located Distal and Proximal to Applied Pressure.](#)" *Sports Medicine*. 46 (1): 23-33. DOI: 10.1007/s40279-015-0407-7. Concluded low-load BFR

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Some of the science supporting BFR Training

Continued from last page

training increased muscle size and strength in limbs located proximal (chest, shoulders) and distal (biceps, triceps) to the restrictive stimulus. Some of the musculature in the upper body cannot be directly restricted by the application of BFR. Despite this, increases in muscle size and strength were observed in muscles placed under direct and indirect BFR therefore, causing a Systemic effect.

BFR training increases muscle swelling. Buckner, S., Jessee, M., Dankel, S., Mattocks, K., Mouser, J., Bell, Z., Abe, T., Loenneke, J. 2019. "[Acute Skeletal Muscle Responses to Very Low-Load Resistance Exercise With and Without the Application of Blood Flow Restriction in the Upper Body.](#)" *Clinical Physiology and Functional Imaging*. 39 (3): 201-208. DOI: 10.1111/cpf.12557. Concluded very low-load exercise with BFR appears to result in greater acute muscle swelling and greater muscular fatigue compared to high load exercise.

BFR training increases muscle strength. Luebbbers, P., Witte, E., Oshel, J., Butler, M. 2019. "[Effects of Practical Blood Flow Restriction Training on Adolescent Lower-Body Strength.](#)" *The Journal of Strength and Conditioning Research*. 33 (10): 2674-2683. DOI:10.1519/JSC.0000000000002302. Conclusion: Paired-sample t-tests for each group indicated a significant increase in leg strength for the Light Load + BFR group ($p = 0.005$) but not for the High Load ($p = 0.142$) or Light Load only groups ($p = 1.00$). This suggests that a practical BFR training program may be effective in increasing 1 Rep Max squat performance of high school students.

BFR training increases 1 rep max. Luebbbers, P., Fry, A., Kriley, L., Butler, M. 2014. "[The Effects of a 7-Week Practical Blood Flow Restriction Program on Well-Trained Collegiate Athletes.](#)" *The Journal of Strength and Conditioning Research*. 28 (8): 2270-2280. DOI:10.1519/JSC.0000000000000385. Concluded a significant difference for 1RM squat. This suggests that a practical BFR program used in addition to a traditional strength training program can be effective at increasing 1RM squat performance.

BFR training increases cardio fitness. Abe, T., Fujita, S., Nakajima, T., Sakamaki, M., Ozaki, H., Ogasawara, R., Sugaya, M., Kudo, M., Kurano, M., Yasuda, T., Sato, Y., Ohshima, H., Mukai, C., Ishii, N. 2010. "[Effects of Low-Intensity Cycle Training with Restricted Leg Blood Flow on Thigh Muscle Volume and VO2MAX in Young Men.](#)" *Journal of Sport Science and Medicine*. 9 (3): 452-458. PMID: PMC3761718.

Concluded BFR combined with low-intensity (40% of VO2max) cycle training can elicit concurrent improvement in muscle hypertrophy & aerobic capacity! Crazy fact here is the BFR group did 15 minutes per session, compared to 45 minutes per session with the other group. Targets athletic population.

BFR training increases muscle endurance. Kacin, A., Strazar, K. 2011. "[Frequent Low-Load Ischemic Resistance Exercise to Failure Enhances Muscle Oxygen Delivery and Endurance Capacity.](#)" *Scandinavian Journal of Medicine and Science in Sports*. 21 (6): 231-241. DOI: <https://doi.org/10.1111/j.1600-0838.2010.01260.x>. Concluded BFR at 15% to FAILURE induces substantial gains in muscle endurance capacity, which were associated with enhanced muscle oxygen delivery. Endurance population!



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Just say no! 10 exercise myths

By Daniel E Lieberman, professor of Human Evolutionary Biology at Harvard and author of *Exercised: The Science of Physical Activity, Rest and the Pursuit of Health*.

Recently at an outdoor coffee shop, I met my old friend James in person for the first time since the pandemic began. Over the pandemic on Zoom, he looked just fine, but in 3D there was no hiding how much weight he'd gained. As we sat down with our cappuccinos, I didn't say a thing, but the first words out of his mouth were: "Yes, yes, I'm now 20lb too heavy and in pathetic shape. I need to diet and exercise, but I don't want to talk about it!"

If you feel like James, you are in good company. With the end of the Covid-19 pandemic now plausibly in sight, 70% of Britons say they hope to eat a healthier diet, lose weight and exercise more. But how? Every year, millions of people vow to be more physically active, but the vast majority of these resolutions fail. We all know what happens. After a week or two of sticking to a new exercise regime we gradually slip back into old habits and then feel bad about ourselves.

Clearly, we need a new approach because the most common ways we promote exercise – medicalising and commercialising it – aren't widely effective. The proof is in the pudding: most adults in high-income countries, such as the UK and US, don't get the minimum of 150 minutes per week of physical activity recommended by most health professionals. Everyone knows exercise is healthy, but prescribing and selling it rarely works.

I think we can do better by looking beyond the weird world in which we live to consider how our ancestors as well as people in other cultures manage to be physically active. This kind of evolutionary anthropological perspective reveals 10 unhelpful myths about exercise. Rejecting them won't transform you suddenly into an Olympic athlete, but they might help you turn over a new leaf without feeling bad about yourself.

Myth 1: **It's normal to exercise**

Whenever you move to do anything, you're engaging in physical activity. In contrast, exercise is voluntary physical activity undertaken for the sake of fitness. You may think exercise is normal, but it's a very modern behaviour. Instead, for millions of years, humans were physically active for only two reasons: when it was necessary or rewarding.

Necessary physical activities included getting food and doing other things to survive. Rewarding activities included playing, dancing or training to have fun or to develop skills. But no one in the stone age ever went for a five-mile jog to stave off decrepitude, or lifted weights whose sole purpose was to be lifted.

Myth 2: **Avoiding exertion means you are lazy**

Whenever I see an escalator next to a stairway, a little voice in my brain says, "Take the escalator." Am I lazy? Although escalators didn't exist in bygone days, that instinct is totally normal because physical activity costs calories that until recently were always in short supply (and still are for many people). When food is limited, every calorie spent on physical activity is a calorie not spent on other critical functions, such as maintaining our bodies, storing energy and reproducing. Because natural selection ultimately cares only about how many offspring we have, our hunter-gatherer ancestors evolved to avoid needless exertion – exercise – unless it was rewarding. So don't feel bad about the natural instincts that are still with us. Instead, accept that they are normal and hard to overcome.

Myth 3: **Sitting is the new smoking**

You've probably heard scary statistics that we sit too much and it's killing us. Yes, too much physical inactivity is unhealthy, but let's not demonise a behaviour as normal as sitting. People in every culture sit a lot. Even hunter-gatherers who lack furniture sit about 10 hours a day, as much as most westerners. But there are more and less healthy ways to sit. Studies show that people who sit actively by getting up every 10 or 15 minutes wake up their metabolisms and enjoy better long-term health than those who sit inertly for hours on end. In addition, leisure-time sitting is more strongly associated with negative health outcomes than work-time sitting. So if you work all day in a chair, get up regularly, fidget and try not to spend the rest of the day in a chair, too.

Myth 4: **Our ancestors were hard-working, strong and fast**

A common myth is that people uncontaminated by civilisation are incredible natural-born athletes who are super-strong, super-fast and able to run marathons easily.

Not true. Most hunter-gatherers are reasonably fit, but they are only moderately strong and not especially fast. Their lives aren't easy, but on average they spend only about two to three hours a day doing moderate-to-vigorous physical activity. It is neither normal nor necessary to be ultra-fit and ultra-strong.

Myth 5: **You can't lose weight walking**

Until recently just about every weight-loss programme involved exercise. Recently, however, we keep hearing that we can't lose weight from exercise because most workouts don't burn that many calories and just make us hungry so we eat more. The truth is that you can lose more weight much faster through diet rather than exercise, especially moderate exercise such as 150 minutes a week of brisk walking. However, longer durations and higher intensities of exercise have been shown to promote gradual weight loss. Regular exercise also helps prevent weight gain or regain after diet. Every diet benefits from including exercise.

Myth 6: **Running will wear out your knees**

Many people are scared of running because they're afraid it will ruin their knees. These worries aren't totally unfounded since knees are indeed the most common location of runners' injuries. But knees and other joints aren't like a car's shock absorbers that wear out with overuse. Instead, running, walking and other activities have been shown to keep knees healthy, and numerous high-quality studies show that runners are, if anything, less likely to develop knee osteoarthritis. The strategy to avoiding knee pain is to learn to run properly and train sensibly (which means not increasing your mileage by too much too quickly).

Myth 7: **It's normal to be less active as we age**

After many decades of hard work, don't you deserve to kick up your heels and take it easy in your golden years? Not so. Despite rumours that our ancestors' life was nasty, brutish and short, hunter-gatherers who survive childhood typically live about seven decades, and they continue to work moderately as they age. The truth is we evolved to be grandparents in order to be active in order to provide food for our children and grandchildren. In turn, staying physically active as we age stimulates myriad repair and maintenance processes that keep our bodies humming. Numerous studies find that exercise is healthier the older we get.

Myth 8: **There is an optimal dose/type of exercise**

One consequence of medicalising exercise is that we prescribe it. But how much and what type? Many medical professionals follow the World Health Organisation's recommendation of at least 150 minutes a week of moderate or 75 minutes a week of vigorous exercise for adults. In truth, this is an arbitrary prescription because how much to exercise depends on dozens of factors, such as your fitness, age, injury history and health concerns. Remember this: no matter how unfit you are, even a little exercise is better than none. Just an hour a week (eight minutes a day) can yield substantial dividends. If you can do more, that's great, but very high doses yield no additional benefits. It's also healthy to vary the kinds of exercise you do, and do regular strength training as you age.

Myth 9: **'Just do it' works**

Let's face it, most people don't like exercise and have to overcome natural tendencies to avoid it. For most of us, telling us to "just do it" doesn't work any better than telling a smoker or a substance abuser to "just say no!" To promote exercise, we typically prescribe it and sell it, but let's remember that we evolved to be physically active for only two reasons: it was necessary or rewarding. So let's find ways to do both: make it necessary and rewarding. Of the many ways to accomplish this, I think the best is to make exercise social. If you agree to meet friends to exercise regularly you'll be obliged to show up, you'll have fun and you'll keep each other going.

Myth 10: **Exercise is a magic bullet**

Finally, let's not oversell exercise as medicine. Although we never evolved to exercise, we did evolve to be physically active just as we evolved to drink water, breathe air and have friends. Thus, it's the absence of physical activity that makes us more vulnerable to many illnesses, both physical and mental. In the modern, western world we no longer have to be physically active, so we invented exercise, but it is not a magic bullet that guarantees good health. Fortunately, just a little exercise can slow the rate at which you age and substantially reduce your chances of getting a wide range of diseases, especially as you age. It can also be fun – something we've all been missing during this dreadful pandemic.

COVID-19 and staffing challenges

No sector has worked harder than healthcare to protect both society and themselves during the pandemic, with [chiropractors deemed essential](#) in March 2020. Since then, the pressure of COVID-19 has rolled many critical practice issues into one and made it more vital than ever to cover those bases.

Chiropractors are facing numerous staffing challenges including retaining and supporting their existing teams and finding adaptive and innovative ways to onboard new personnel. Let's look at some of these hurdles and how your practice can start trying to surmount them.

Acknowledge the many pandemic stresses on existing staff

When it comes to staffing pains, retention is better than replacing. Pandemics mean staff will get ill and need to take time off, or they must do the same for a loved one and sometimes for unpredictable periods. Those staffers who are able to remain at work are facing added stress to make up for the shortfall, with many team members suffering [burnout](#) and depression as a result.

In all those cases, it's essential to provide emotional as well as professional support to your staff. This [empathy reassures](#) them that their employer has their back in a bad time. That's a priceless feeling that can retain personnel even in the worst conditions and prevent the need to look for new ones.

Use Winning Recruitment Tricks

Making it easy to apply for a position in your practice is step one in gaining new staff, fast. One bright side of pandemic recruiting is that time and space are now far more flexible for hiring managers who can adapt to COVID restrictions. Try these streamlined recruiting tips:

- Prioritize the submission of resumes over long application forms.
- Promote remote interviews and virtual everything wherever possible.
- Be open to applicants' pandemic-related personal responsibilities.

- Cut down the number of interview staff new hires must be approved by.
- Host a [digital job fair](#).

Remember that compassion and cooperation are qualities that will make your practice a place people want to work.

Adopt some CDC suggestions

The CDC has a long list of [solid staffing solutions](#) for practices to consider in a pandemic. Some of the most immediately actionable ones are:

- Hire retired health care professionals or work with students and volunteers.
- Make staff benefits such as sick leave, vacation time, and simple personal times a loud and clear "selling" point when pitching to new hires.

Even when you've got the necessary staff onboard, they still have to be fully compliant with current pandemic procedures such as the latest [OSHA regulations](#) and wider [CDC guidelines](#).

ChiroHealthUSA offers free, on-demand [COVID-19 webinars](#) for your team to learn more about best practices in this pandemic, covering topics such as:

- OSHA compliance for staff
- The necessity of a disaster recovery plan
- HIPAA matters
- Telehealth
- ...and much more.

We're here to help you run a [perfectly protected practice](#) that stays productive and prosperous at all times. [Contact us](#) to learn how!

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.



The little things are not so little.

The big, critical things turned out to be not that important. The little ones? We ended up missing those the most; seeing smiles on peoples' faces, feeling a pat on the back, holding a hand...

We all experienced the absence of tiny gestures.

At ChiroHealthUSA we are facing each day with more passion and renewed enthusiasm than ever before, and striving to always exceed your expectations.

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Chiropractic News

Available now: Traumatic Injury CE Certificate Program – 100% online

The International Chiropractors Association (ICA) Council on Applied Sciences is pleased to formally announce Module 1 of Advances in the Management of Traumatic Injuries (AMTI). The program is newly formatted to be entirely On-Demand Online Continuing Education. The AMTI program is a four-part, 100-hour Certificate program sponsored by the ICA Council on Chiropractic and Applied Science in partnership with Professionally Integrated and the American Academy of Motor Vehicle Injuries (AAMVI). This first module, of four, is eligible for 25 hours of CE credit with registration open now through December 31, 2021.

This first, of the four 25-hour modules, focuses on an introduction of the unique needs of traumatic injury patients in the history, exam, and diagnosis. AMTI is an evidence-based, patient centered model of care that focuses on understanding the source of injuries, proper documentation and navigating chiropractic and med-legal patient management. Continuing Education on Demand: With each module offered online, attendees may complete the course on their own schedule, one hour at a time anywhere in the world there is internet access. Each speaker's contact information is made available for participant follow up questions regarding their presentations.

Nationally Renowned Experts Present in Module 1 including Dr. Evan Katz, Dr. Bill Gallagher, Dr. Joseph Betz, and Dr. Donald Hirsh.

Current ICA Council on Applied Science Chair, Dr. Donald Hirsh, shared his thoughts and excitement for this top-of-the-line program, "After the success of our in-person AMTI programs in 2019 and 2020 we knew we had to build a program that was accessible to all and at any time. This continuing education program is vitally important to all who provide care to patients who are suffering after an accident and traumatic injury. This revamp of AMTI has the best and most qualified instructors with rigorous, challenging classes. This program can transform your practice immediately and most importantly, benefit every patient in your office."

As part of the partnership with Professionally Integrated, registrants are able to register for AMTI Module 1 and

get a one-month Gold Membership to Professionally Integrated for just \$1. "We wanted our registrants to get the absolute best learning experience and Dr. Katz's material on ProfessionallyIntegrated.com is the perfect program complement for any serious chiropractor," stated Dr. Hirsh, "Modules 2, 3, and 4, will be added beginning January 2022. We welcome all new and returning registrants."

[Click here](#) for more information or to register.

Kentucky to open first chiropractic school

Campbellsville University (CU), a private Christian university in Campbellsville, Ky., just south of Louisville, announced it will "introduce a new model of chiropractic education with the opening of its School of Chiropractic."

With a recently completed state-of-the-art, 45,000-square-foot facility, the doctoral program will be the first in the Commonwealth of Kentucky and the only one within a 300-mile radius.

"The School of Chiropractic represents a major milestone in the history of Campbellsville University as well as the Commonwealth of Kentucky. As the eighth school in the Campbellsville University system, it signals the institution's continued commitment to develop distinctive professional training at the graduate level," said Dr. H. Keith Spears, interim president of Campbellsville University. "For more than 100 years, Campbellsville University has been committed to a mission in educational excellence. Now our Doctor of Chiropractic program will attract an entirely new group of students eager to practice integrative health care and promote overall well-being to Central Kentucky."

CU will become the 20th nationally-accredited chiropractic



doctoral graduate program in the country and only the fourth affiliated with a regionally-accredited liberal arts university. Classes will begin in January 2022.

The unique program will “simultaneously prepare students to succeed as a new doctor and as the CEO of a small business — a distinctive advantage considering 85% of chiropractors own their own practice at some point in their career.”

The CU School of Chiropractic will feature a tuition 20% lower than most other programs, an innovative curriculum for doctors and business leaders, cutting-edge touch screen Anatomage tables that replace the traditional use of cadavers for anatomy and physiology, Force Sensing Table Technology™ that simulates chiropractic adjustments and gives students real-time feedback, Kinetisense 360 motion capture software that adds the power of artificial intelligence to help students develop better diagnostics in a clinical setting, a radiology suite and more.

CU is a Kentucky-based Christian university with more than 12,500 students offering over 100 programs of study including Ph.D., master, baccalaureate, associate, pre-professional, and certification programs. [Click here](#) for more information.

Women’s Health Symposium: Transforming and elevating female health

In partnership with the American Chiropractic Association (ACA), Logan University presents the third annual Women’s Health Symposium, October 30-31, 2021, on Logan’s campus and online. With a theme of “Transforming and Elevating Female Health,” the symposium will feature expert leaders in women’s health discussing topics such as menopause, treating the female athlete, chronic vulvar pain, breast imaging, pelvic floor dysfunction and more. The symposium is open to all health care professionals working with female patients and provides up to 12 hours of continuing education credits.

Assistant Dean of the College of Chiropractic at Logan and ACA Council on Women’s Health President Kristina Petrocco-Napuli, DC, MS, FICC, FACC said she looks forward to bringing the event back in person this year after a virtual symposium in 2020. For those who prefer to attend virtually, however, a livestream option will be available. Dr. Petrocco-Napuli hopes that those attending will leave the symposium with new expertise and strategies to improve health care for the female patient population.

“It’s important for experts in our profession to teach,

collaborate and learn from each other in order to improve health and wellness for their patients, especially female patients,” Dr. Petrocco-Napuli said. “Logan University is excited to host this event once again and to share in the thoughtful insights from our fellow practitioners.”

[Click here for more information.](#) Attendees may register online, by phone (1-800-842-3234) or by mail (Logan University, Postgraduate Department, 1851 Schoettler Road, Chesterfield, MO 63017).

Foundation for Chiropractic Progress welcomes Review Wave as Silver Sponsor

The Foundation for Chiropractic Progress (F4CP), a not-for-profit organization dedicated to educating the public about the value of chiropractic care, proudly welcomes Review Wave, a software that enables practices to automate their customer experiences, as a Silver Corporate Sponsorship.

“We are eager to partner with the Foundation to increase growth in chiropractic care,” Matt Prados, Founder and CEO of Review Wave states. “I, personally, am no stranger to chiropractic care and with the Foundation’s support, we will be able to help countless people get access to the proper care they need.”

With a mission to help doctors improve their patient experience, Review Wave’s automated software collects reviews, converts new patients and texts customers to help patients receive better healthcare. Helping over 5,000 companies with their all-in-one marketing platform, Review Wave offers a fully automated experience that allows for more efficient communication between practices and their clients.

“We are delighted to welcome Review Wave to the Foundation,” Kent S. Greenawalt, chairman, F4CP states. “Review Wave’s support will aid chiropractic professionals with the necessary tools needed to enhance their businesses and patient relationships. We are thrilled to work together to create a valuable partnership in chiropractic care.”

Located in Irvine, California, Review Wave is a software-based company that works with over 5,000 companies in the United States. The software enables practices to fully customize the patient journey, improve patient communication, and automate daily operations. For more information visit www.reviewwave.com

Soar with us



This monthly newsletter will get information about your products or services directly into the hands of the Idaho chiropractic community. There is no faster, less expensive way to reach this exclusive market. Advertising rates on the last page of this issue, or email Steve at CandSpublishing@gmail.com for details and discounts.



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Chiropractic College News

CUKC College of Chiropractic students win scholarships

Among the recipients of the latest round of scholarship awards announced by NCMIC Insurance Company were three Cleveland University-Kansas City College of Chiropractic students: Nathan High, Tri-10, Mckenzie Kerner, Tri-7, and Chelsey Holstrom, Tri-6.

The NCMIC scholarship, widely known as the Bucks for Boards program, was created in 2020 in conjunction with the National Board of Chiropractic Examiners (NBCE). Each of the 20 NCMIC scholarship winners will receive a \$500 award, and scholarships are presented four times a year. Students use the award to help meet the cost of NBCE chiropractic board exams. A total of 200 scholarships will be awarded to 50 students each quarter in 2021, according to NCMIC.

Unlike other scholarship award programs, chiropractic college students may apply once per entry period. A student may only receive one NCMIC Bucks for Boards scholarship annually.

"It's no secret NCMIC has provided exceptional support and excellent services to chiropractic profession since the company's founding 75 years ago," CUKC President Carl S. Cleveland III, said. "The company's creation of a student scholarship program with the NBCE shows NCMIC continues to be innovative and is a strong supporter of the next generation of chiropractic practitioners."

Tennessee Chiropractic Association honors three Life University alumni

Three Life University (Life U) alumni were recently honored by the Tennessee Chiropractic Association at the 2021 Southern Chiropractic Conference for their contributions to the Chiropractic profession.

Dr. Alison Davidson ('07) and Dr. Todd Davidson ('04) of Smyrna, Tennessee received the Association's esteemed Chiropractors of the Year award for their significant achievements and dedication to excellence.

"The TCA is proud to recognize both Dr. Todd and Dr.

Alison for their service and leadership that have made a positive impact not only on the TCA, but also on their patients and their community," said TCA Executive Director Tiffany Stevens. "There is no question that the combined contributions of this powerhouse pair have forever changed their community and the profession for the better."

The Davidsons met while earning their Doctor of Chiropractic degrees at Life University. After graduation, they worked together in one of the largest chiropractic clinics in the South before returning to Dr. Alison's home state of Tennessee. Together, they were involved in two startup offices, one being their current clinic, Tennessee Chiropractic Alliance in Smyrna – where good health is celebrated with monthly patient appreciation events, complete with free food trucks and live country music some months. Their practice also gives back to the community through multiple annual charity drives. Their patients love the professional, yet comfortable atmosphere and courteous staff so much that their votes garnered them Favorite Chiropractor five years in a row.

Both doctors have earned advanced certifications in Graston Technique, Activator Methods and RockTape, among others. Dr. Todd is also certified in ART, dry needling and SFMA. Sharing their expertise, they have mentored several chiropractic interns and have inspired a team member to become a chiropractor.

Dr. Todd and Dr. Alison are greatly involved in their community, sponsoring local athletic and CrossFit teams, volunteering with reading in school programs and taking part in city-wide events. Both are graduates of Leadership Rutherford, and Dr. Alison served 10 years with the Rutherford County Chamber of Commerce. She currently serves with other doctors and community members on a task force working to find resolutions to the ongoing impact



of opioids. Also active in their church community, Dr. Todd serves as an usher and Dr. Alison serves on the welcome team and with middle school students.

Also at the conference, Dr. Andrew Dixon ('86) of Bellevue, Tennessee was honored with the 2021 James R. Cole Heritage Award.

"We are proud to recognize Dr. Dixon for all his wide-ranging contributions and lifetime commitment to Chiropractic," said TCA Executive Director Tiffany Stevens. "His patient-centered impact on quality chiropractic care in Tennessee cannot be overstated, as well as his positive influence spanning over 40 years of trusted leadership and consistent service to his community and profession."

Originally from West Virginia, Dr. Dixon was introduced to Chiropractic while sidelined by an injury playing football at Marshall University, and had such a positive experience he enrolled at Life Chiropractic College graduating with his Doctorate of Chiropractic in 1986. His practice, Dixon Center for Integrative Health Care, has been a beacon for health to his West Nashville community since 1989 providing conscientious patient care and bringing awareness to the benefits of a healthy lifestyle.

Throughout his three decades in practice, he has amassed a long list of professional involvement, including his support as a consistent TCA Gold Member, TCA PAC and Lobbyist Fund contributor; Eagle Society Member; TCA Government Relations Chair, among others. His leadership and service have been recognized by his peers with the TCA Young Chiropractor of the Year Award in 1997 and Chiropractor of the Year in 2015.

Dixon is a member of the American Chiropractic Association and has served as a delegate to the ChiroCongress, an organization which helps the efforts of chiropractic state associations. He has also volunteered to travel to Washington D.C. numerous times, lobbying on behalf of chiropractic and health care related causes. He gives back to his local community through roles such as, VP of the Bellevue Chamber of Commerce and long-time member of the Bellevue Lions Club.

Life University rebuilding Lupo Field after storm damage

Life University (Life U) is undertaking significant repairs to its Lupo Family Field after historic flooding caused extensive damage earlier this month. Insurance coverage will pay for the reconstruction, which the University hopes to complete

in the spring of 2022. A storm on September 7 and 8 included torrential downpours which dropped nearly four inches of rain in the Marietta area, causing flash floods that sent water pouring through streets, homes and vehicles. Rottenwood Creek, a tributary of the Chattahoochee River which runs through the Life U campus, was among the local streams that overflowed their banks. The Cobb County Emergency Management Agency has received hundreds of damage reports from residents in the weeks since the storm. Lupo Family Field is the home to Life University men's and women's soccer as well as men's, women's and men's club rugby and women's lacrosse. The field has played host to numerous USA Rugby Playoff and Championship games and serves as a venue for numerous sport organizations in the Marietta community.

While construction is underway, athletic events previously scheduled to take place at Lupo Family Field will be held at alternate locations. Details will be publicized on the LIFERunningEagles.com website as they become available. Life University is grateful to other universities and organizations who have offered their facilities for use during this time.

A member of the National Association of Intercollegiate Athletics (NAIA) and the Mid-South Conference (MSC), the Life University Athletic Department fields 23 teams in 11 women's sports, 11 men's sports and one coed sport, in addition to club and intramural athletic programs. Life U Running Eagles have earned both team and individual National Championships as well as MSC Championships, All American, All Conference and academic honors.

CUKC offers Student Mission Trips in 2022

Vacationing on a Caribbean island is about as ideal as it gets. Or is it? Ask any Cleveland University-Kansas City (CUKC) mission trip participant, and you'll hear how a vacation doesn't compare to a mission trip, which revitalizes and energizes entire communities.

According to Dr. Jeffrey Baier, CUKC director of clinical education, mission trips impact those who choose to get involved. "These week-long mission trips offer our students volunteer opportunities that provide experience interacting with underserved populations," Baier said. "Each trip transforms a trimester break into a meaningful and memorable experience for our future healthcare professionals."

CUKC is offering student mission trips in 2022 to the
Continued on next page

Chiropractic College News

Continued from last page

Dominican Republic, the second largest and most diverse Caribbean country. Two trips have been scheduled for April 23-30 and Aug. 20-27 in conjunction with the Christian Chiropractic Association.

Any CUKC student may apply for and serve on a mission trip. Chiropractic students in trimesters seven and above may provide hands-on patient care under the supervision of a licensed practitioner. CUKC students, faculty members, and alumni interested in learning more about the mission trips are encouraged to visit cleveland.edu/mission-trips/ and contact Dr. Baier at missiontrips@cleveland.edu.

Logan University begins \$28 million campus renovation campaign

As part of its ongoing commitment to advancing education and transforming lives through evidence-based, patient-centered health care, and thanks to a generous lead gift from Arlan W. Fuhr, DC ('61) and Mrs. Judi Fuhr, Logan University recently announced plans to renovate and expand the newly named Fuhr Science Center (formerly Science and Research Center) as well as renovate portions of the Administration Center on its campus.

Following the renovation of the building's existing 33,426 square feet and the construction of an additional 14,400 square feet, the updated Fuhr Science Center will house state-of-the-art anatomy labs, a simulated imaging center, technique labs, faculty offices, additional student collaboration and study areas, and anatomage tables—which are the most advanced, 3D-simulation systems used

by leading health care institutions throughout the world. These features are important and necessary as the university continues to expand, add more degree programs and enroll even more students in both the College of Chiropractic and College of Health Sciences.

Hands-on, applied learning has always been a cornerstone of the Logan experience. Since Logan founder Dr. Hugh B. Logan's first class of seven students, the university's curriculum has incorporated real-world, evidence-informed, patient-centered practice into daily instruction. Now, more than 85 years since its founding, Logan remains dedicated to teaching its students the long-standing traditions of chiropractic technique while also preparing them to work in an integrated and ever-evolving health care environment.

"Logan University provides a strong education rooted in science, research and evidence, and its graduates are solid and balanced in their practice. I've dedicated my career to innovation so that we, as chiropractors, can help patients improve their health, and it's an honor to give back to the university that has given me so much," said Dr. Fuhr, founder and chairman of Activator Methods International and co-inventor of the Activator Adjusting Instrument and the Activator Method Chiropractic Technique—the world's most widely used instrument adjusting chiropractic technique.

Guided by Logan's mission and vision, the "Advancing Education, Transforming Lives" campaign will be funded through three efforts: financing through an existing long-term relationship with the university's banking partner, a strategic spend in cash reserves and a fundraising campaign.

Doctor of Chiropractic: Virtual Open House

The Northeast College of Health Sciences will hold a Chiropractic Virtual Open House from noon to 1:30 p.m. on Oct. 26, 2021. [Click here to learn more and register.](#)

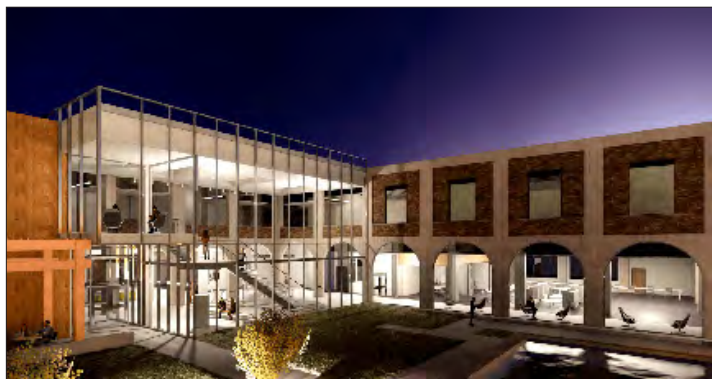
Palmer College to dedicate new multimillion-dollar spaces

One hundred and twenty-four years ago this month, Palmer College was founded by D.D. Palmer in Davenport, Iowa. This was the world's first chiropractic college. Since then, the Fountainhead of chiropractic has grown to become



the best, most-respected chiropractic college in the world. Today, Palmer College has more alumni practicing in the profession than any other chiropractic college.

One year from now, those chiropractors will converge on the Quad Cities to celebrate the 125th anniversary of Palmer College. And when they do, alumni will return to a campus that has invested millions of dollars in learning spaces, technology, scholarships and more.



As the 125th anniversary approaches, Palmer College will soon dedicate new multi-million-dollar spaces on its main campus in Davenport. Unlike anything chiropractic students will find elsewhere, the new David D. Palmer Learning Commons and an outdoor terrace are part of the College's commitment to enhancing the student experience in the classroom and the clinic—and outside of them as well.

"I might be biased, but this is an extraordinarily exciting time to be part of Palmer College," said Dennis Marchiori, D.C., Ph.D., chancellor and CEO. "Our college is committed to innovating for—and investing in—our students and their experience. The new David D. Palmer Learning Commons and Charles & Hildegard Keller Terrace are just two ways we're driving our college and the chiropractic profession forward."

The \$10.2 million Learning Commons, located at the top of Brady Street hill, brings to life once again one of the campus's original buildings. Preserving the original space's historic arches and brick walls and blending them with modern elements, the Learning Commons offers students 75 spaces for individual or group study, and space to practice hands-on techniques in the Evan & Cynthia Beane Learning Lab under faculty supervision. It also features a new, state-of-the-art library designed for the chiropractic student of today.

Charles Keller, D.C., a 1955 graduate of Palmer College, committed a \$1 million gift to his alma mater last year to support students. "It's an extraordinary gift from an extraordinary person," said Marchiori. "Throughout his

life, Dr. Keller has given to both Palmer and the profession through his time, expertise and treasure. Future generations will know Dr. Keller's name and the compassion with which he treated each patient—and person—he came across."

Born in the Bronx of New York City, Dr. Keller was first introduced to chiropractic by a German woman practicing in the city. That chiropractor had a dramatic impact on his mother's health and wellbeing, which spurred the young New Yorker "to trade the skyscrapers of New York City for the cornfields of Iowa." He headed west, where he earned his chiropractic degree and developed a personal philosophy that has always sat at the heart of his relationships with patients and friends. "There's no such thing as a one-way trip in life," he said. "You can never just receive. Everything you receive is just passing through you so you can give."

Easy ways to support chiropractic education at Sherman College

The Department of Institutional Advancement is excited to announce a revamp of Sherman College's philanthropic giving opportunities. The Regent Giving Society has been the cornerstone for charitable giving since it started in the late '70s. This year, we are proud to announce a new [Foundational Level Membership](#) for those who want to be a regular donor, but the Regent Level of giving may not be the right fit.

The first of the new Foundational Membership giving levels is a recharge of our Sustaining Star Program. As our entry level giving society, at only \$10 per month, young graduates, paraprofessionals and students often find that this is the best giving option for them. At the next level, our brand new Principle Club is \$33 per month. We are excited about some upcoming projects in our giving societies and cannot wait to share them with you!

There has never been a better time to give to Sherman College. We are very grateful for each and every supporter that pours into our institution. It is through the philanthropic contributions that Sherman College is able to inspire the next generation as we "Adjust the World for a Better Future."

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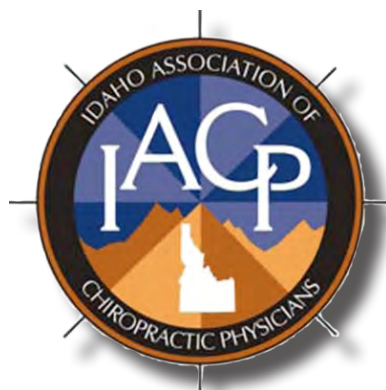


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PORTLAND, OR - Chiropractic Clinical Educator (Attending Physician) needed for Campus Health Center: University of Western States in Portland, Oregon is now accepting applications for the position of Chiropractic Clinical Educator (Attending Physician). Maintain a chiropractic practice for interns to master clinical skills and obtain clinical practice experience. For a full position description and application instructions, please visit our website at <https://www.uws.edu/about/employment/>

Full Time Associate Wanted: Full time associate position available in Nampa. Competitive salary, paid vacation, paid holidays, and matching 401K. Contact Josh. Email: drjmckim@McKimChiropractic.com. Phone: 208-318-4762

Associate Doctor Wanted: Are you ready to make an IMPACT? Our team is expanding, and Summit Spine & Sport Chiropractic is excited to be making an impact in the lives and the health of the Rexburg and Idaho Falls communities. Our clinics are located in tight-knit communities that are safe, friendly, and you won't find more beautiful surroundings! Not only will you join a well ran systems driven practice, but you will have a team assisting you that is on board with the purpose of changing the health of our communities with Chiropractic! We are excited for you to join our team! Interested? Contact Dr. Kimball Arritt - dr.arritt@summitchiropractichealth.com



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

Chiropractic care will help you work from home more comfortably

Though working from home is great for social distancing and “flattening the curve,” it presents various challenges. Instead of meeting with co-workers face-to-face, you now have to hop on a phone call or Zoom meeting. Team-building activities such as picnics and game days have gone the way of the dinosaur. Not to mention, most promotions and raises have been put on hold.

Working from home affects your physical health, as well. Most office setups feature comfortable, ergonomic furniture meant to support productivity. But if you rarely worked from home prior to the pandemic, you probably had little reason to invest in a home office.

As a result, many workers are conducting business from their kitchen tables, bedrooms or couches. There’s nothing wrong with working from where it’s most convenient, but without a proper setup, you’re much more likely to experience headaches, neuro-musculoskeletal pain and carpal tunnel syndrome.

Can you relate? If so, you may want to schedule an appointment with your doctor of chiropractic.

Doctors of chiropractic earn at least seven years of higher education before receiving their license. This training includes guidance on how to achieve and maintain good posture. Following a comprehensive exam and a discussion of your lifestyle and symptoms, a doctor of chiropractic can develop a custom treatment plan that improves your posture and helps you feel better.

Your doctor of chiropractic can recommend office furniture that’s comfortable and supportive. They can improve your neuro-musculoskeletal health with hands-on spinal adjustments, nutritional advice and drug-free treatments. Throughout treatment, they can tweak your plan as necessary, ensuring you achieve the desired outcome.

If working from home is causing you pain, don’t wait to seek professional help. Your doctor of chiropractic is only a phone call away.



*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.

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.

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Ad Type	Ad Size	1 run	3 runs	6 runs	12 runs
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Full page (boxed)	8" wide by 9 3/4" tall	\$450	\$414	\$378	\$330
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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

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