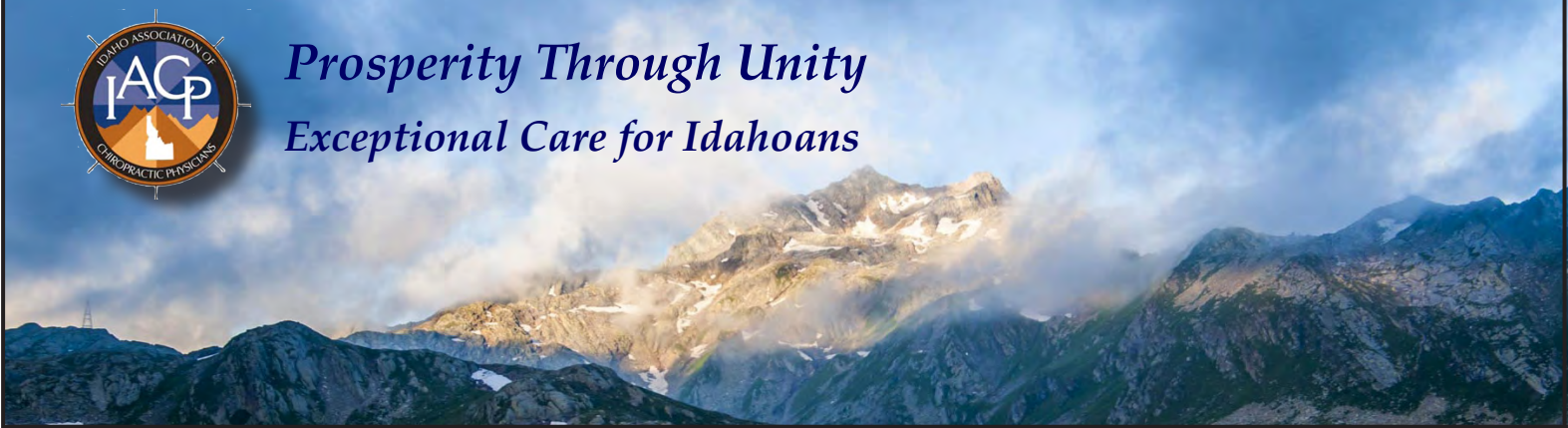




## Prosperity Through Unity Exceptional Care for Idahoans



September 2021

The IACP News, Vol. 5, No. 9

# Dire need in USA for safe and effective care

During National Drug-Free Pain Management Awareness Month in September, the Foundation for Chiropractic Progress (F4CP) warns that worsening pain and drug overdose fatality trends in the U.S., on pace to officially surpass a record-breaking 90,000 deaths in 2020, indicate a greater need than ever for Americans to seek safe, effective and drug-free chiropractic care.

Two recent pieces of significant evidence highlight these concerning public health trends. The first, [a 17-year study](#) published in April, discovered “extensive escalation of pain prevalence” across adult men and women in the U.S. ages 25 through 84. The study found the steepest increases in joint pain, which increased by 21% over the 17-year period, and for low back and neck pain (15% and 16% increases). Researchers note that their findings “support the need for broad interdisciplinary research on, and interventions for effective responses to, the growing problem of pain in the United States.”

The second trend is the increase in drug overdose deaths. In December 2020, the Centers for Disease Control and Prevention (CDC) issued a [press release](#) linking the significant mental health and economic disruption caused by COVID-19 to a record 81,000 deaths between May 2019 and May 2020. Provisional data from the CDC, which is not yet finalized, shows this upward trajectory has continued unabated, reaching 90,000 deaths for the 12 months ending in November 2020.

In the announcement, the CDC attributed the direct cause of the overdose death increase to synthetic opioids, primarily fentanyl, rather than prescription opioids. An August 2020 study in *Drug and Alcohol Dependence*, however, shows that an inability to obtain prescription opioids is associated with the initiation of heroin use. Such findings are echoed in a National Institute on Drug Abuse report released in June which also found prescription opioids often precede heroin

*Continued on page 4*

## Parent reports of chiropractic care for children: A preliminary report from 22,043 parents in Australia

*Editor's Note: We found the following “Short Report” by Dr. Genevieve Keating, DC, sufficiently important to provide an abstract for clinicians ahead of full publication.*

### Introduction

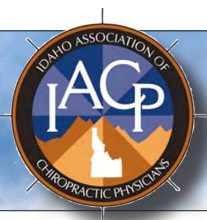
This short report is an extended abstract from a major study done in Victoria, Australia in 2020. This preliminary report is an introduction to the full report, which is in process. However, the information is so important for the profession that those on the front lines daily deserve an early warning. Watch for the full paper coming soon.

### Background

The government of the state of Victoria in Australia

conducted a review of chiropractic care for children under 12 years of age. Part of the review included a public survey of parents who had accessed chiropractic care for their child under 12 years of age in the last ten years. A second survey was for the public who had not accessed chiropractic care for a child under 12 years of age but had an opinion regarding the appropriateness of chiropractic care. The author was a member of the review panel and was granted permission to analyze the de-identified data for her PhD dissertation to study and report the scope, breadth, and meaning of the large data set. The review was initiated in response to significant political pressure regarding misplaced concerns that chiropractic care was dangerous and harmful. The

*Continued on page 6*



# 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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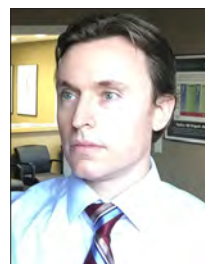
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# Dire need in USA for safe and effective care

*Continued from front page*

use and that many individuals with an opioid-use disorder report that they transitioned from prescription drugs to heroin due to lower cost and ease of access.

“These concerning trends are further indicators that a pharmacological approach to non-cancer, musculoskeletal pain is not just ineffective, but also dangerous,” said Sherry McAllister, DC, president of the F4CP. “While the nation is hopefully emerging from the COVID-19 pandemic for good, our progress combating the opioid epidemic is faltering while pain continues to debilitate more Americans than two decades ago. Fortunately, evidence continues to emerge that safe and drug-free chiropractic care can help more people find the relief they need without the risks associated with opioids and other addictive pharmaceutical drugs prescribed for pain, such as benzodiazepines.”

## **Inverse association between chiropractic and opioid use**

One such recent study of chiropractic care’s safety and efficacy found that harmful medication-related incidents occurred 42 times more often in senior patients who were first prescribed opioids as opposed to patients who first received spinal manipulative therapy (SMT). DCs deliver nearly 97% of SMT in the U.S., according to a recent analysis of claims data covering a 12-month experience in a national

commercially insured population. Adverse drug events can include medication errors, overdoses or other drug reactions that cause harm to the patient.

Similarly, a December 2020 study in *Pain Medicine* found patients with spinal pain who saw a chiropractor had half the risk of filling an opioid prescription. Among those who saw a chiropractor within 30 days of diagnosis, risk reduction was greater as compared with those with their first visit after the acute phase. A review of literature published the year earlier, also in *Pain Medicine*, arrived at a similar conclusion with authors noting an “inverse association” between chiropractic use and patients receiving an opioid prescription from another provider given that doctors of chiropractic (DCs) do not prescribe pharmaceutical drugs.

“During Drug-Free Pain Management Month, we recognize pain and opioid-use disorders continue to be closely linked and growing public health problems that require an interdisciplinary care model that more often includes drug-free care, such as chiropractic, as a first-line approach,” said Dr. McAllister. “Chiropractic care alone cannot solve these urgent and complex challenges, but it can certainly play a significant role. Doctors of chiropractic across the nation are eager to do their part to help reverse these trends.”



# National Drug-Free Pain Management Awareness Month

Sponsored by the Foundation for Chiropractic Progress, National Drug-Free Pain Management Awareness Month is a national observance and annual campaign geared toward raising public awareness of chiropractic care as the preferred first-line approach for safe, effective, drug-free management of low back, neck and neuro-musculoskeletal pain. The Foundation has developed a Marketing Roadmap to assist the leadership of the State Associations and walk the individual doctor in practice through a step-by-step September marketing plan.

For the first time in history, the Foundation – along with a number of Group Member State Associations – is taking its message to the streets in the form of billboard advertising. Just in time for Florida Chiropractic Association's The National this year, the Foundation placed its first billboard in Orlando, Fla., with the message "Back Pain? See Your Chiropractor." The URL [www.yes2chiropractic.org](http://www.yes2chiropractic.org) appears as the call-to-action, directing consumers to the Foundation's National Find-A-Doctor Directory.



Members of the Foundation, which include the IACP, receive a listing in this Directory, having their practice and contact information display when a patient searches for a local doctor of chiropractic.

During the month of September, five additional billboards now appear in high-traffic locations in Austin, Texas; Nashville, Tennessee; Los Angeles, California; Detroit, Michigan; and Des Moines, Iowa. In total, these six billboards, spread out throughout the U.S., have the potential to reach nearly 8 million individuals. [Click here](#) for full details on the billboard designs and placements.



# Parent reports of chiropractic care for children: A preliminary report from 22,043 parents in Australia

*Continued from front page*

Victorian health minister opened the survey with the following statement, “Now is the time for parents who have experienced the dangerous practice of child spinal manipulation to have a say and share their story. We won’t rest until babies are protected from practices we know to be harmful, and that we can be sure children under 12 are not being exposed to harm. The risks of spinal manipulations on newborn babies outweigh any benefits, but more needs to be known about children under 12. We need a national approach and that may involve changes to the law if necessary.”<sup>1</sup>

## Method

This study was a secondary analysis of the de-identified data collected for the review during a four-week period from the 22nd of May to the 21st of June 2019. It was a mixed methods study of parents’ experiences of chiropractic care for their children in Australia. The primary goal of the study was to give voice to the parents regarding their experiences of chiropractic care for their children. The questions addressed were: why do parents seek chiropractic care for their

children, what reasons do parents cite as their reasons for seeking chiropractic care, who else do they consult for these concerns, how satisfied were parents (or their children) with the care they received, how satisfied were parents with the information provided about the care they received, what are the themes and experiences embedded in the parent’s narrative? The purpose of the secondary analysis of data was to understand parental experiences and perspectives of chiropractic care for their children and to quantify their level of support for chiropractic care for children.

## Results

There were 22,043 responses from parents who had accessed chiropractic care for their children under 12 years of age in the last 10 years. An additional 4,558 responses were from interested community members who had not accessed chiropractic care for a child under 12 years in the last ten years but have an opinion about chiropractic care.

Families who accessed chiropractic care did so for various reasons, the majority for musculoskeletal concerns (48%); and concerns relating to development (40%). Much of this care (77.5%) was provided to children who were also under

## [Read the JCCP Online](#)

### Articles in the current issue include:

#### **Editorial: Is chiropractic care for children being sabotaged by its own research elite?**

*By Joyce Miller DC, Ph.D., Editor*

#### **Parent reports of chiropractic care for children: A preliminary report from 22,043 parents in Australia**

*By Dr Genevieve M Keating, PhD*

#### **A chiropractor’s dream: the Teen Summit and the Green Hub Project for Teens**

*By Tone Tellefsen Hughes, DC, BSc, FRCC (paeds), Birgitta Habersleben, PhD, MSc, Sharon Vallone, DC, FICCP, and; Lesley McCall, DipCHyp, NLP (Master Prac), HPD, MNCH, BSc.*

#### **The importance of therapeutic presence for the pediatric chiropractor: “getting into right relationship”**

*By Anne Matthews DC, Dip Biomech, FRCC*

#### **Headaches in children: Part 1. The changing phenotypes of migraine headache in infants, children and adolescents**

*By Sue A. Weber DC, MSc, FEAC, FRCC*

#### **What role does the microbiome play in the immune function of the pregnant patient during the COVID-19 pandemic? Can probiotics help?**

*By Susanne Williams-Frey, DC, MSc*





the care of other health professionals for their presenting concerns. The other health professionals consulted were primarily general practitioners, maternal and child health nurses, and medical specialists. The parents felt well informed and involved in the decisions about the care (99.14%). According to the parents, 98.4 % said they noticed, or their child reported, an improvement after the care was provided. The parents were overwhelmingly (99.6%) of the opinion that chiropractic care benefitted their child.

### Qualitative findings

A thematic analysis of the open text questions was performed. The most common themes within the parent responses were as follows: there were over 13,000 references regarding an improvement in the child's general health or wellbeing, over 7,000 references to an improvement in pain, and 5,379 references to sleep improvement.

### Discussion

A large, well-conducted government survey such as this provides good evidence of the use and results of chiropractic care for children and corroborates other studies that support the safety and effectiveness of chiropractic care for children.

Large data sets such as this provide "Real World Data" which has been suggested as the type of evidence most useful for routine clinical settings. Although higher level studies such as randomized controlled trials are ideal in certain circumstances, they provide evidence with internal validity only. A study such as this one provides evidence of external validity, that is; it applies to what occurs in wide and broad real-world clinical practices, making it applicable to routine practice.

Because of the voluntary nature of parental reports regarding benefits for sleep disorders, further and higher-level studies should be conducted into chiropractic care for childhood sleep issues.

### Conclusion

This is the largest known parental response survey regarding chiropractic care for children in the world today. There is good evidence that parents utilize and appreciate chiropractic care for their children and wish to maintain open access to this care. Parents were very satisfied with their involvement in decisions about chiropractic care and reported very high levels of satisfaction with the outcomes of such care.



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## Chiropractic specialties are expanding, along with demand

Modern chiropractic is embracing an expanded range of specialties just as the overall population is embracing a broader view of healthcare. Reporting on the sustained growth in the profession, the U.S. Bureau of Labor Statistics states, “People across all age groups are increasingly becoming interested in integrative or complementary healthcare as a way to treat pain and to improve overall wellness.”

### What’s the definition of chiropractic today?

While the average healthcare consumer may still think of chiropractic in very basic terms, such as relieving back problems via manual therapy, the growth in chiropractic specialties requires an updated definition of what the profession is and can accomplish.

With that in mind, we turned to Dr. Nicolas Poirier, assistant vice president of academic affairs at Northeast College of Health Sciences, an expert who’s helping develop the next generation of chiropractic leaders. He told us, “My definition of modern chiropractic is a licensed health profession that specializes in musculoskeletal care and the effects that these conditions may have on the nervous system and the overall health of patients. It’s a science of prevention, diagnosis and treatment -- not just of musculoskeletal conditions but also of the impact that these conditions may have on a patient’s general well-being.”

### A greater role in general patient health leads to more chiropractic specialties

It’s precisely the potential of chiropractic to improve general healthcare that is driving the growth of specialty practices.

This is, of course, an expansion dependent on collaboration, which leading chiropractic colleges emphasize as both a skillset and a mindset. “At Northeast College, chiropractors are trained to practice in a collaborative setting with other providers and to be able to support the needs of patients from an entire healthcare system perspective,” noted Dr. Poirier. “After all, healthcare is most effective as a team approach, and chiropractors have important roles to play as part of that team.”

Poirier mentioned that how and where those roles play out can vary according to the individual professional, noting that some prefer to practice in a private office while, increasingly, others choose to work in a multidisciplinary setting. Regardless of the environment, chiropractors provide their patients with specialized expertise via a combination of referral, direct collaboration and the coordination of care through the integration of multiple approaches.

### Chiropractic specialties require specialized education

Leading institutions such as Northeast College are adding innovative new degree programs to meet that educational need. Dr. Poirier said, “Northeast has been at the forefront of this movement. It was the first to offer a Master of Science in Diagnostic Imaging for chiropractic, and the post-doctoral program has since become a model in the field. You’ll find our chiropractic radiologists practicing in a number of states, and some of them now provide training at other institutions.”

Nutrition is another important arena, particularly as chiropractors and their increasingly savvy patients look to sup-



port health through effective new approaches that aren't drug dependent. The Northeast College master's degree in Applied Clinical Nutrition continues the school's tradition of rigorous, evidenced-based training. The advanced coursework equips graduates to evaluate more complicated and advanced conditions related to nutritional imbalances and to accurately specify the types of nutritional interventions that are most likely to have a positive impact on patient health.

### Specialties are woven through the best core chiropractic course work

Students who pursue a Doctor of Chiropractic degree at Northeast College will also have the opportunity to explore more specialized therapies in core courses and electives. We spoke to several of Dr. Poirier's colleagues at Northeast to find out what other treatment areas are available for students to explore.

- **Chiropractic pediatrics** focuses on treating patients under the age of 18, as well as pregnant patients. Dr. Jeanna Voorhies told us, "This specialty is gaining prominence as people seek less invasive treatment for their families and themselves. There are many factors to consider when treating these special populations, including modifications that must be made to the delivery of adjustment and the application of therapeutic modalities. At Northeast College, we offer a core course called Human Developmental Diagnosis, which focuses on the pediatric and pregnant patient, highlighting key differences in diagnosis and treatment of this population. In addition, pediatrics is interwoven with many of our core courses."

- **Soft tissue therapy** is a therapeutic approach used to treat a variety of conditions related to the connective tissues: muscles, fascia, ligaments, tendons, capsules and discs. Dr. Hunter Mollin told us, "Even though these tissues literally hold us together and are affected by all human maladies, they have often been ignored in traditional anatomy education. Our students receive connective tissue training in a variety of courses, including ConnectX Therapy, a unique protocol to enhance the healing of damaged or dysfunctional tissue that was developed right here at Northeast College."

- **Advanced adjusting therapies** are procedures that require a higher degree of psychomotor skills and precision. Dr. Brett Carnavale described how Northeast College takes a different approach to ensuring that students master these more specialized therapies. He said, "Our students start hands-on training immediately, in their very first trimester, to provide the time required to learn a range of advanced



**Northeast**  
College of Health Sciences

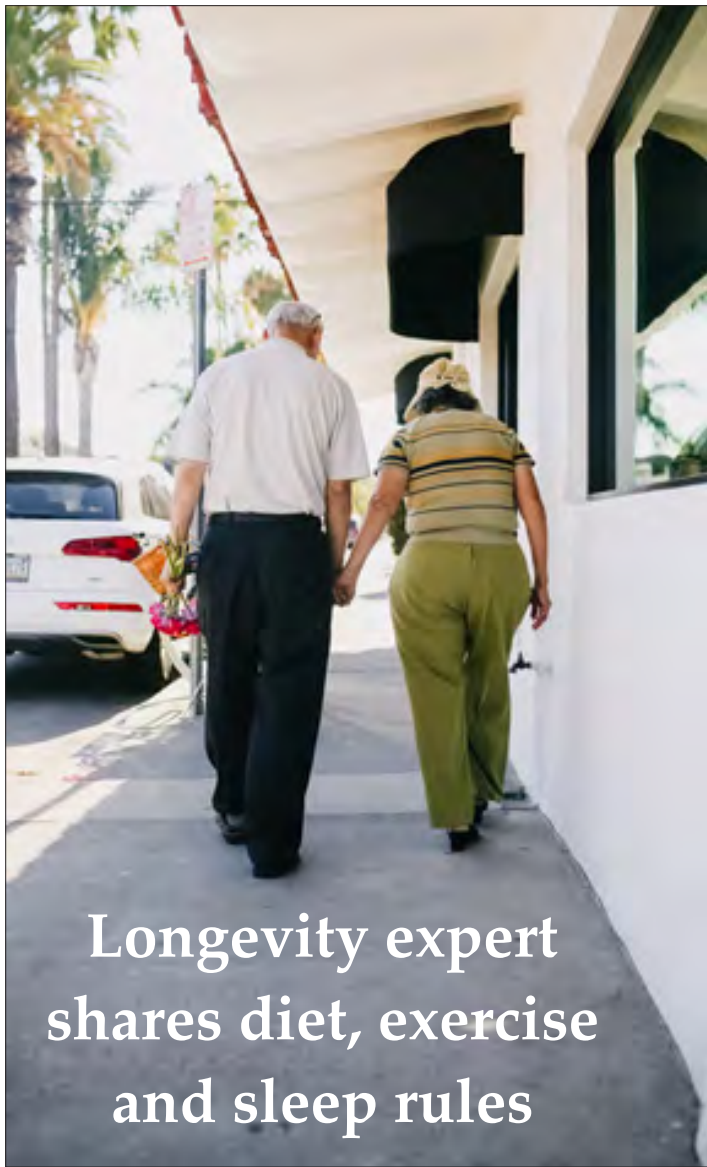
skills. These include diversified technique, flexion distraction, extremity adjusting and drop table technique. This is in addition to techniques taught in the main curriculum and can be further extended through electives. The goal is to allow Northeast students to create more dynamic, advanced treatments plans for their future patients."

- **Ergonomics and occupational health** helps chiropractors take a cost-effective approach to worker preparation, recovery and treatment. "Of all the professions that work in (healthcare)," said Dr. Dennis Homack of Northeast College, "Chiropractic provides an unsurpassed understanding of the neuromusculoskeletal system -- and that gives chiropractors an advantage. Whether it's posture, body strength, spinal and extremity alignment or overall health, we prepare patients to perform maximally in their environments."

- **Sports science and human performance** is a specialized discipline within chiropractic that helps individuals reach their full performance potential and is embraced by many professional sports teams and high-level athletes. As Dr. Gregory Ramsden of Northeast College commented, "Chiropractors can help increase performance, reduce injury and enhance overall health. Northeast students learn movement screening, assessment, evaluation and rehabilitation, making them well-prepared to step into a human performance team upon graduation."

This article was first published by the Northeast College of Health Sciences and can be [read in full here](#).





## Longevity expert shares diet, exercise and sleep rules

*By Sergey Young, longevity researcher, investor and the founder of Longevity Vision Fund.*

Thanks to today's advanced research and new innovations, it's more than possible for us to live [longer, stronger and healthier lives](#). While life expectancy in the U.S. dropped one full year during the first half of 2020, according to a CDC report, much of that was attributed to the pandemic. Prior to Covid, however, life expectancy in the U.S. was 78.8 years in 2019, up a tenth of a year over 2018.

As a longevity researcher, I've spent the bulk of my career gathering insights from world-leading health experts, doctors, scientists and nutritionists from all over the world. Here's what I tell people when they ask about the non-negotiable rules I live by for a longer life:

### 1. Get regular checkups

Early diagnosis is critical for the prevention of disease and

age-related decline, so it's important to get yourself checked regularly, and as comprehensively as possible. At the very least, I make it a point to have a complete annual physical exam that includes blood count and metabolic blood chemistry panels, a thyroid panel and testing to reveal potential deficiencies in vitamin D, vitamin B, iron and magnesium (all nutrients that our body needs to perform a variety of essential functions).

### 2. Let food be thy medicine

Poor diet is the top driver of noncommunicable diseases worldwide, [killing at least 11 million people every year](#).

Here are some of my diet rules for a longer life:

- **Eat more plants:** To [reduce your risk of cardiovascular disease and diabetes](#), try to have every meal include at least one plant-based dish. I typically have broccoli, cauliflower, asparagus or zucchini as a side for lunch and dinner. When I snack, I opt for berries, nuts or fresh veggies.
- **Avoid processed foods:** Many products you find in grocery stores today are loaded with salt, sugar, saturated fats and chemical preservatives. [A 2019 study](#) of 20,000 men and women aged 21 to 90 found that a diet high in processed foods resulted in an 18% increased risk of death by all causes.
- **Drink more water:** [Most of us drink far too little water](#) for our optimal health. I keep a bottle of water with lemon slices at hand wherever I spent most of my day.

- **Include healthy fats:** Not all fats are bad. High-density lipids (HDL), including monounsaturated and polyunsaturated fats, are considered "good fats," and are essential to a healthy heart, blood flow and blood pressure.

### 3. Get moving (yes, walking counts)

Just 15 to 25 minutes of moderate exercise a day can prolong your life by up to three years if you are obese, and seven years if you are in good shape, [one study found](#).

I try not to focus on the specific type of exercise you do. Anything that gets you up out of the chair, moving and breathing more intensely on a regular basis is going to help. That's why the method I practice and recommend the most is extremely simple: Walking. Brisk walking can improve cardiovascular health and reduce risk of obesity, diabetes and high blood pressure. It can even ease symptoms of depression and anxiety.

#### 4. Eat early, and less often

[Clinical data shows](#) that intermittent fasting — an eating pattern where you cycle between periods of eating and fasting — can improve insulin stability, cholesterol levels, blood pressure, mental alertness and energy.

To ease into the “eat early, and less often” diet, I started with a 16:8-hour intermittent fasting regimen. This is where you eat all of your meals within one eight-hour period — for instance, between 8 a.m. and 4 p.m., or between 10 a.m. and 6 p.m. But keep in mind that a fasting or caloric-restricted diet isn’t for everyone; always talk to your doctor before making any drastic changes to your diet and eating routine.

#### 5. Constantly work on quitting bad habits

One of the biggest toxic habits is excessive use of alcohol. [Studies](#) show that high and regular use can contribute to damages your liver and pancreas, high blood pressure and the immune system.

Large amounts of sugar consumption is another bad habit. Sure, in the right doses, sugars from fruits, vegetables and even grains play an important role in a healthy diet. I eat fruits and treat myself to some ice cream once in a while. But make no mistake: Excess sugar in all its forms is poison.

To lessen my intake, I avoid processed foods and sugary drinks. Lastly, I don’t smoke — but for anyone who does, I recommend quitting as soon as possible. [According to the CDC](#), cigarette smoking is behind 480,000 deaths per year in the U.S.

#### 6. Make sleep your superpower

A handful of [studies](#) of millions of sleepers show that [less sleep can lead to a shorter life](#). Newer studies are strengthening known and suspected relationships between inadequate sleep and a wide range of disorders, including hypertension, obesity and diabetes and impaired immune functioning. I aim for at least [seven hours](#) of sleep per night. For me, an essential ingredient for getting quality sleep is darkness; I make sure there’s no light and no electronic devices in my room before bedtime.

*Sergey Young is a longevity researcher, investor and the founder of Longevity Vision Fund. He is also the author of “The Science and Technology of Growing Young: An Insider’s Guide to the Breakthroughs That Will Dramatically Extend Our Lifespan.” Sergey is on the Board of Directors of the American Federation of Aging Research and the Development Sponsor of Age Reversal XPRIZE global competition, designed to cure aging. Follow him on Twitter @SergeyYoung200.*





# Association between consumption of ultra-processed foods and all cause mortality: SUN prospective cohort study

BMJ 2019; 365 doi: <https://doi.org/10.1136/bmj.l1949>

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Nutrition is widely recognised as a crucial driver of chronic disease. Dietary habits influence many risk factors for cardiometabolic health, leading to type 2 diabetes, stroke, and heart disease, which are among the leading causes of death globally. Collectively, these risk factors associated with poor quality diet pose substantial health and economic burdens, and studies have shown that dietary factors are one of the main causes of the global burden of disease (measured as disability adjusted life years).

The World Health Organization developed a Global Non-communicable Diseases (NCDs) Action Plan for 2013-2020, with the goal of achieving a 25% reduction in premature mortality from the four main global non-communicable diseases (cardiovascular disease, chronic respiratory disease, cancer, and diabetes) by 2025. The global targets include improving the prevalence of risk factors (obesity, diabetes, raised blood pressure, tobacco use, salt intake, physical inactivity, and harmful use of alcohol). Global modelling of the impacts of risk factors on non-communicable diseases shows that premature mortality from the four main types between 2010 and 2025 could be reduced by 22% in men and 19% in women if the targets are achieved.

During the past two decades, availability and consumption of ultra-processed foods, characterised by food products with a low nutritional quality and high energy density, has increased markedly in many countries. Between 1990 and 2010 the consumption of ultra-processed foods almost tripled (from 11% to 32% of daily energy intake), parallel with increases in added sugar content. Ultra-processed foods are industrial formulations made mostly or entirely from substances derived from foods and additives, with little, if any, intact food. These food products are convenient (durable, ready to eat, or heatable), hyper-palatable (extremely tasty), highly profitable (low cost ingredients), and designed to replace all other food groups with the aid of attractive packaging and intensive marketing.

Foods were first classified according to their degree of processing in 2010 using the NOVA system, which was last updated in 2016. Studies based on NOVA have shown an exponential growth in the consumption of ultra-processed foods. Negative nutritional attributes of ultra-processed food (high

content of poor quality fat, added sugar and salt, along with low vitamin density and scarce fibre content) not only have a direct harmful effect on consumer's health but also affect health indirectly by replacing unprocessed or minimally processed foods and freshly prepared meals.

The beneficial effects of dietary patterns based on fresh or minimally processed foods on mortality are well known, but few studies have described the detrimental effects of high consumption of ultra-processed foods. A meta-analysis found a statistically significant association between consumption of some specific ultra-processed foods (ie, sugar sweetened beverages, red meat, and processed meat) and mortality. In the French NutriNet-Santé cohort, authors found statistically significant associations between a higher consumption of ultra-processed foods and an increased risk of cancer and irritable bowel syndrome. In addition, early consumption of ultra-processed foods was associated with a higher incidence of dyslipidemia in Brazilian children and with a higher risk of overweight/obesity, and hypertension in a Spanish cohort.

## Outcome assessment

The primary outcome was all cause mortality. More than 85% of deaths were identified by reports from next of kin, work associates, and authority postal service. With permission of the next of kin, we reviewed the medical records to confirm the deaths. To confirm the remainder of the deaths, we checked the Spanish National Death Index and the National Statistics Institute at least once a year. Given the continuous contact with participants in the cohort and the comprehensive and mandatory nature of the Spanish National Death Index, the use of these combined sources of information can be assumed to have 100% positive predictive value for fatal events. Follow-up for each participant was calculated from the date when the baseline questionnaire was returned to the date of death or the date when the last follow-up questionnaire was returned, whichever came first. In only 22 out of 335 deaths (6.5%) the cause of death was unknown.

## Assessment of other variables

From the baseline questionnaire we also collected information on sex, age, marital status, educational level, smoking, physical activity, television viewing, napping, diet and dietary habits, and snacking. A validated 17-item question-

naire was used to evaluate physical activity. We also collected data on self reported anthropometric characteristics at baseline. A validation study with a subsample of the cohort showed sufficient validity for use in epidemiological studies. To detect underweight, overweight, and obesity we calculated the body mass index (BMI) as body weight (kg) divided by height (m<sup>2</sup>).

## Results

A total of 7,786 men and 12,113 women were included in this analysis. Mean age at baseline was 37.6 (SD 12.3) years and duration of follow-up was a median of 10.4 years. Overall, 335 deaths occurred during 200,432 person-years of follow-up.

Participants in the fourth quarter (high consumption of ultra-processed foods) had a higher average BMI. Compared with participants in the first quarter, they were more likely to be current smokers, to have a higher level of university education, and have a family history of cardiovascular disease, cancer, diabetes, hypertension, hypercholesterolaemia, prevalent cardiovascular disease, and depression. In addition, they were more likely to snack, watch television, and use a computer for longer periods, more prone to be sedentary and nap, and had higher total fat intake but lower protein and carbohydrate intake. On average they consumed more fast food, fried foods, processed meats, and

sugar sweetened beverages than participants in the other quarters and had the lowest intake of vegetables, fruit, olive oil, alcohol, and total fibre. Adherence to the Mediterranean diet tended to be progressively lower across successive quarters of ultra-processed foods consumption (ie, the higher the consumption of ultra-processed foods, the lower the adherence to the Mediterranean diet), with a correlation coefficient  $r=-0.39$  (95% confidence interval  $-0.40$  to  $-0.38$ ) between the score for adherence to the Mediterranean diet and consumption of ultra-processed foods. Processed meats, sugar sweetened beverages, dairy products, and French fries were the main foods contributing to the total of ultra-processed food consumed.

## Conclusions and policy implications

Our results suggest that an increased consumption of ultra-processed food is associated with a higher hazard of all cause mortality. Improving diet based on adherence to minimally processed food—a key aspect of the Mediterranean diet—has been shown to protect against chronic disease and all cause mortality. Discouraging the consumption of ultra-processed foods; targeting products, taxation, and marketing restrictions on ultra-processed products; and promotion of fresh or minimally processed foods, should be considered part of important health policy to improve global public health.



# A legacy of leadership

## The 2021 Scholarship Recipient

This year, ChiroHealth USA is awarding the 6th recipient of the Foxworth Family Scholarship. Established in 2015, Dr. Ray Foxworth and I set out to create a scholarship that would honor his parents' perseverance and legacy and help ease the financial burden for a student pursuing his or her dream to become a chiropractor. Over the years, we have consistently seen in each new recipient, a passion and dedication to giving back to the chiropractic profession. In addition to the recent loss of our dear friend Dr. Tom Klapp, who lived his life in service to the chiropractic profession, that passion and commitment inspired Dr. Foxworth to honor his friend and colleague's legacy with this year's scholarship.

Dr. Klapp was a Board member of the Michigan Chiropractic Foundation, served as a Trustee for Life University, served on The Chiropractic Summit since its inception on behalf of Life University, and was a Board member of the Foundation for Chiropractic Progress. Dr. Klapp was a founding member of OneChiropractic, a nonprofit dedicated to preserving and promoting drugless chiropractic. He helped shape ChiroCongress' 50th Anniversary Celebration in 2019 and the Future of Chiropractic Forum, where he helped launch the strategic plan project. As a champion of this effort, he joined the Strategic Plan Committee in 2020 and diligently worked to ensure a transparent and inclusive process. His love for the profession, his family, and his colleagues, was evident in all his endeavors.

This year's recipient, Ashley O'Steen, is a student at the Palmer College of Chiropractic – Florida Campus. In her essay, she stated her desire to "be the change" in a world



where chiropractic is still widely misunderstood. To help educate others on chiropractic and the extensive training at chiropractic colleges around the country, Ashley is meeting people where they are – YouTube. She uses the concept of edutainment to educate people about the benefits of chiropractic in a format they embrace. Although her commitment to creatively educating the world about chiropractic made Ashley memorable in a sea of applications, what helped her stand out above other candidates was how she candidly described leadership challenges on campus during the COVID 19 pandemic. She was open about that responsibility pushing her outside of her comfort zone multiple times while addressing the multitude of changes throughout the pandemic. But it also taught her a lot about her resilience in times of chaos. "I am confident that in times of crisis, I can rise above as a leader and be a source of positive change," she said.

Her honesty about the challenges of leadership and her perseverance best replicate the legacy of Dr. Tom Klapp. He served the chiropractic profession for over 40 years and was no stranger to leadership challenges. However, he never let those challenges stand in the way of fighting for the profession he loved. Likewise, Ashley knows the challenges she's faced have made her a better leader and prepared her for future leadership opportunities in the chiropractic profession. We couldn't agree more.

The Foxworth Family Scholarship would like to thank the many organizations that helped in the evaluation process of this year's applicants. Three hundred sixty applications were narrowed down to 11 finalists thanks to the help of the American Black Chiropractic Association, American Chiropractic Association, ChiroCongress, Chiropractic Summit, Clinical Compass, Council on Chiropractic Education, Federation of Chiropractic Licensing Boards, International Chiropractic Association, National Board of Chiropractic Examiners, One Chiropractic, the Foundation for Chiropractic Progress, and Women Chiropractors. Students interested in applying for the 2022 scholarship may apply at [www.chusascholar.com](http://www.chusascholar.com)





# We've missed so many things.

Birthday celebrations, a long-planned vacation, the graduation of a niece or nephew... We've taken for granted the routine that makes life so precious.

After this last year, we can all use a friend and maybe a drink. That corny old joke has never sounded so good.

ChiroHealthUSA will be there when you need us. Just like a friend lends an ear, we'll hold your hand and help you through this. And we'll laugh at that joke, too.

Cheers to a better tomorrow... the one we'll build together.

**ChiroHealthUSA®**  
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**1-888-719-9990**  
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# Save the date: September World Federation of Chiropractic virtual Biennial Congress

The World Federation of Chiropractic (WFC) has announced the academic program for its upcoming virtual Biennial Congress on Sept. 23-25, 2021, held virtually as a result of ongoing international travel restrictions caused by the COVID-19 pandemic.

As the nation emerges from the pandemic, we find ourselves in a new normal. What seems certain is that the delivery of healthcare has evolved, new methods will become accepted practices, and emerging evidence will drive methods of learning, communication, and care delivery. Patient expectations will also have changed, and expectations of evidence-based, people-centered, interprofessional and collaborative practice will drive change in the environment of this new normal.

The WFC has partnered with Parker Seminars to host its event using a state-of-the-art hosting platform. The entire three-day event will also be accessible on-demand to those registering for the congress.

This year marks the 30th anniversary of the WFC's Biennial Congress. Since its inaugural meeting in Toronto back in 1991, chiropractic has advanced around the globe. This year, the 16th Biennial Congress reflects an unprecedented time in history, with COVID-19 acting as a catalyst for inspiration, innovation and opportunity.

The 2021 Biennial Congress will showcase the leading global



**2021 SEPTEMBER 23-25**  
**WFC BIENNIAL CONGRESS**  
**CHIROPRACTIC**  
FOR A NEW NORMAL

advances in chiropractic. With contributors from around the globe, the theme of "Chiropractic For A New Normal" will showcase leading contemporary issues, with outstanding keynote speakers, stimulating panel discussions, groundbreaking research and inspirational subject specific content-experts.

Plenary sessions will cover themes of patient-centeredness, inter-professionalism, collaboration, futurism, and adaptation to a new normal. Presenters have been drawn from each of the WFC's seven world regions and 19 countries are represented by the speaker faculty.

The Congress also constitutes the largest international chiropractic scientific meeting, with researchers from around the world presenting original and published abstracts. For the first time, this Congress will also feature innovative digital poster sessions. Complete with a virtual exhibition hall, the 2021 WFC Biennial Congress has something for every chiropractor across the entire spectrum of the profession.

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



## *"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!

# Concussion Management: Utilizing exercise as a recovery tool

*By Jessica Russell, DAT, MS, ATC, CSCS, Instructor in Logan's Master's in Athletic Training Program*

Fall sports season is fast approaching, and one of the hot-test topics we circle back to every year is concussions. From the time I started my career as a certified athletic trainer to present day, many things have changed in how we diagnose and manage concussions in athletes and physically active populations of all ages and levels of competition. One of the most important changes I've seen during my time as a practicing clinician is a growing awareness. Rarely will you hear the term "bell-ringer" or "just a bump on the head" being used to downplay a potential injury, something that I heard over and over in the past. The NFL has even introduced "spotters," which are certified athletic trainers who view the game and may call a medical time out if they suspect an injury, like a concussion, has occurred.

During my time as a clinician practicing sports medicine at the NCAA Division I level, concussions were one of the most frustrating injuries to help navigate athletes through. Unlike many other injuries, a concussion is not tangible and cannot be diagnosed with imaging. Despite some research on blood test biomarkers, nothing has yet to be validated and widely accessible. There is no set recovery time frame that we can divulge with any certainty, since every concussion is different from the last, and until recently, rest was the method of choice for recovery. The uncertainty combined with lack of active recovery was frustrating not only for the athletic trainer, but most importantly, for the patient.

Thankfully, there have been many advances in how athletic trainers and other health care professionals diagnose, assess and manage concussion injuries. Multiple tools are now widely accessible for diagnosis and assessment such as ImPACT, BESS, SCAT5 and VOMS to name a few. In terms of rehabilitative management, recent research has indicated that exercise can help facilitate a faster recovery than rest. Why is that so important? We know that when athletes cannot participate due to injury, it has a negative effect on mental health. Keeping athletes connected to their teams through physical activity is good for their physical and mental well-being, and we are now finding that it is also safe and effective to do so with patients suffering from a concussion.

We know why it is important, so how do we do it safely? The most widely accepted methods are the Buffalo Concussion

## LOGAN UNIVERSITY

Treadmill Test or Buffalo Concussion Bike Test. The tests involve gradually increasing intensity while utilizing heart rate to determine a sub-symptom threshold (the maximum heart rate in which concussion symptoms are not exacerbated) so health care professionals can safely prescribe cardiovascular exercise regimens. As time goes on, athletes are re-tested to determine new sub-symptom thresholds. It is important to note that exercise prescription should always be done under the supervision of a physician, certified athletic trainer or other qualified health care professionals.

Other forms of active recovery and rehabilitation following a concussion are vision and vestibular therapies. As the awareness of concussions has increased, so has our realization that concussions can cause vision and balance disorders in our patients. Understanding this can lead to more timely diagnosis of such issues because detection leads to appropriate referrals and more efficient resolution of symptoms.

Health care is always evolving. The way injuries and illnesses are diagnosed and treated changes and improves over time. Concussion management is just one small example. The importance of utilizing evidence-based practice to stay current with the standard of care has never been more important and is a skill that students in Logan University's Master's in Athletic Training program will learn and develop on their journey to become certified athletic trainers.

*Dr. Jessica Russell is an instructor at Logan University, a health sciences university located in St. Louis, Missouri. Dr. Russell earned her Doctor of Athletic Training from Temple University. Among other certifications, Dr. Russell is a National Athletic Trainers' Association Board of Certification (NATABOC) Certified Athletic Trainer and a National Strength and Conditioning Association (NSCA) Certified Strength and Conditioning Specialist.*

This article was first published by Logan University and the full article with footnotes can be [read here](#).



# Chiropractic News

## Women Chiropractors to hold UNconvention

The Women Chiropractors association will be holding an UNconvention, which is being billed as an unconventional convention, October 15 to 17 in Florida. An unconventional convention should include an unconventional location. That's why they chose the Wyndham Grand Hotel in beautiful, relaxing Clearwater Beach, Florida. They want to encourage you to grow as a person as well as a chiropractor. So join in, learn with us, and relax with us at this beautiful vacation destination.

At this event, they want the focus to be on more than just chiropractic. Here, they want to focus on you as a woman, as well as you as a chiropractor. That's what makes this an "unconventional" convention. Together we will discuss how to become the best version of ourselves as women so we can better be able to give the best version of care to others. Taking time to care for ourselves is so important, but in the busyness of life, often feels a little unconventional. They want to change that and bring to you a convention that is all about YOU.

**Women Chiropractors UNconvention**  
October 15-17, 2021

**unconvention**  
THE UNCONVENTIONAL CONVENTION

**REGISTER TODAY!**

WOMEN CHIROPRACTORS CONVENTION

OCT. 15-17 2021

WDC WOMEN CHIROPRACTORS

WYNDHAM GRAND  
Clearwater Beach

**Information and Registration!**

It doesn't matter if you're a student, associate, or business owner, this event will feature a full day on Saturday with the top Women In Chiropractic specializing in business, money, marketing and staffing. There will also be strategic planning and masterminding sessions, a hands-on adjusting workshop, and sponsored events and sessions. To add fun, self-care, and girl time to our already incredible weekend, we have cocktail hours, fitness classes, pool time, AND MORE planned throughout our three days together.

[Click here](#) for more information.

## ICA Upper Cervical Council Conference August 13 - 14

Mark your calendars. August 13 & 14, 2021 in Nashville, Tennessee the ICA Upper Cervical Council is holding their first conference in two years and cannot wait to see you there. If traveling is not an option for you, there will be a distance learning option—even for international doctors! Our lecturers will be covering advanced imaging, thermography, difficult case management and several other topics with six paper presentations. The schedule supports 12 hours of CEs approved in over 40 states and in several Canadian provinces. Each course was specifically selected to enhance an Upper Cervical doctor's knowledge in specific areas of practice. This conference begins on Friday afternoon at 1pm and concludes on Saturday at 6pm. Friday night there is an exclusive gathering for ICA Upper Cervical members & Saturday afternoon includes a sponsored lunch with council awards. Lots of excitement, fellowship and information any Upper Cervical Doctor would not want to miss! [Click here](#) for more information.

## Deadline Extended for Abstracts: International Research and Philosophy Symposium 2022

Sherman College of Chiropractic has extended the deadline for abstracts for its 17th International Research and Philosophy Symposium (IRAPS), a peer-reviewed chiropractic conference that addresses vertebral subluxation research and the philosophy of chiropractic. To be considered for presentation at IRAPS 2022, abstracts must be submitted by October 1, 2021. IRAPS will be held in conjunction with Lyceum 2022, April 28-30 on the Sherman College campus in Spartanburg, SC.

Topics for abstracts, both for platform and poster presentations, may include:

- Case studies that focus on the location, analysis and correction of vertebral subluxation (LACVS)
- Philosophy of chiropractic as a component of LACVS-type care
- Scholarly pursuits that will advance chiropractic education, practice and the profession

The goal of IRAPS is to bring leaders in philosophy and research together, along with practitioners and educators who are centered on vertebral subluxation practice, to build a stronger academic community worldwide regarding the subluxation model of chiropractic. The program's intent is to foster a view that the chiropractic profession is centered on vertebral subluxation, based on vitalism, dedicated to research and developing a discipline of philosophy.

Continuing education credit will be available, and attendees may choose to attend the full Lyceum program, including IRAPS, or they may choose a one-day IRAPS-only package. IRAPS speakers will receive a 25% registration discount, and full details will be released after speakers have been selected. Registration for the conference opens in September 2021.

Abstracts are to take the form of short papers having approximately 300 words. References are expected. Each submission undergoes a peer review process. Find out more about IRAPS and view the detailed Call for Submissions, including abstract guidelines, at [www.sherman.edu/iraps](http://www.sherman.edu/iraps). You may also contact Christopher Kent, D.C., A.C.P., J.D., Director of the Center for Scholarly Activity, at 800-849-8771, ext. 299 or [ckent@sherman.edu](mailto:ckent@sherman.edu)



### **The emerging role of exercise in concussion management**

As research evolves related to the issue of concussion, diagnosis and treatment, recommendations are changing. Doctors of chiropractic should be aware of the newest research when helping their patients with headaches and possible concussions

Doctors continue to use advanced brain imaging, but now also rely on extensive health history and functional examination to assess and plan care. In the near future, blood markers may be more available to aid in objective diagnosis of concussion. A combination of assessment of clinical signs and symptoms, combined with objective measurement of physiologic markers, might provide the greatest diagnostic accuracy.

Sports-related concussion (SRC) is a traumatic physiologic brain injury having a variety of cognitive, emotional, and physical effects. A commonly seen effect is inability to exercise to the usual, expected level predicted for one's age and fitness.

Concussion is common in the general population, with 128 in 100,000 Americans experiencing some level of concussion annually. In most cases, full recovery can be expected ranging from a few days to one month. However, up to 1/3 of patients have symptoms that persist longer than one month, which may become part of post-concussion syndrome (PCS). There is much interest in how to best manage concussion patients, especially those suffering from PCS, as there is a lack of evidence-based therapies for concussion management.

Past consensus-based recommendations emphasized physical and cognitive rest until complete symptom resolution before return to training, sport, or normal activities. This concept emphasizing rest was supported by animal and human evidence related to a vulnerable period early after concussion, when the brain is susceptible to repeat injury and worsening of symptoms. There is some evidence that excessive and higher threshold exercise/activity often worsens concussion symptoms and leads to prolonged recovery.

However, according to Dr. Mark Pfefer, director of research at Cleveland University-Kansas City, there are some indications that moderate activity after SRC can be beneficial to recovery.

"Current guidelines acknowledge the potential role of active rehabilitation programs, including graded, low-threshold, symptom-limited aerobic exercise interventions for individuals with ongoing post-concussion symptoms," Pfefer said. "A number of published reviews demonstrate that spontaneous physical activity is safe after SRC, and that subsymptom threshold aerobic exercise may shorten recovery time after SRC, and likely reduces symptoms in individuals with PCS."

*Continued on next page*

# Chiropractic News

*Continued from last page*

Based upon review of recent studies, subsymptom threshold aerobic exercise is likely safe and effective for the treatment of PCS. Further research is needed to establish the most effective timing and dose of aerobic exercise for the active treatment of concussion. Also, research is needed to determine if exercise implementation can prevent prolonged symptoms following concussion.

## **innoviHealth® adds medical coding Intelligent Search Functionality**

innoviHealth has announced the latest updates to its popular Find-A-Code, cloud-based software. Find-A-Code provides the most complete medical coding, billing, and compliance tools available to help coders, claims managers, denial-management and auditing departments save time, increase productivity, improve accuracy, and avoid costly denials. The new IntelliSearch feature brings users lightning-fast search results, including search-specific context and time-saving details all on one page, plus the ability to quickly personalize the results page.

“Designing and building tools and systems that truly make things easier for people has always been our passion,” commented David Berky, Chief Innovation Officer of innoviHealth. “The entire innoviHealth team is thrilled to provide such a novel, user-friendly and intuitive search tool for our clients. It is literally the first ‘Library of Congress’ for medical coding, right at your fingertips.”

In addition to having one page aggregation of search results, IntelliSearch features also include: search-term suggestions to quickly refine and narrow results, and multi-source, real-time information aggregation (government and proprietary), all sourced from the latest and most comprehensive on-line coding library available.

Find-A-Code is easily customized and offers the most highly accurate and complete “one-stop-shop” medical coding resource available, helping users save time, increase revenues and avoid denials. Online libraries include extensive information for all major code sets (ICD-10, ICD-11, CPT, HCPCS, DRG, APC, NDC and more), along with a wealth of supplemental information such as newsletters

and manuals (AHA Coding Clinics, AMA CPT Assistant, Decision Health Newsletters, Medicare Manuals and more). All information is indexed, searchable and organized for quick access and extensive cross-referencing with a variety of custom integration options.

[Click here](#) for additional information.

## **ICA Philosophy Council’s 2021 Conference: Fortify, October 8 & 9, 2021**

The International Chiropractors Association (ICA) is pleased to formally announce the ICA Philosophy Council’s 2021 Conference: Fortify. The event is scheduled for October 8 & 9, 2021 at the DoubleTree by Hilton Hotel Bloomington – Minneapolis South in Minneapolis, Minnesota

This year’s theme is Fortify. The continuing education sessions will focus in part on the role of chiropractic philosophy is fortifying one’s practice as well as fortifying the profession. Fortify is set to start Friday, October 8 with our annual abstract presentations. The deadline for abstract submissions is July 31.

Current ICA Philosophy Council Chair, Dr. Joseph Stevens stated, “We are so excited to see old and new friends and colleagues, in person, at Fortify, our annual conference! We will be diving into how Chiropractic’s Philosophy can fortify you and your practice to withstand the changing world around us. I look forward to seeing you there.”

This is a great two-day event, with up to 8 hours of Continuing Education available for PACE states. The ICA Council on Chiropractic Philosophy seeks to advance excellence in patient care with the congruent application of Chiropractic philosophy, science, and art as it relates to the detection and correction of the vertebral subluxation complex.

[Click here](#) for more information on speakers and scheduling.





*Join us in Orlando!*



*The International Chiropractors Association presents the*

# 2021 Annual Super Conference on Chiropractic & Pediatrics

November 12th - 14th, 2020 • Hyatt Grand Cypress, Orlando Florida

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## *Featured Speakers*

Tracy Barnes, DC, DICCIP, CKTI • Ramneek S. Bhogal, DC, DABCI •  
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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
DC - Non-member	\$425	\$500	\$575
DC - ICA or Pediatrics Council Member	\$400	\$475	\$525
SICA Member	\$100	\$200	\$250
Student	\$200	\$250	\$300
CA/Spouse - Non DC	\$250	\$350	\$400
ICA Lifetime Member	\$50	\$50	\$50

## *Continuing Education*

Applied for/Pending Approval:

AL • AK • AR • CA • CO • CT • DC • DE • FL • GA • HI • KY  
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**Register at [icaevents.org/orlando](https://icaevents.org/orlando)**

For more information, visit [icaevents.org/orlando](https://icaevents.org/orlando) or call: Stephanie Beckner at 800-423-0100 or [stephen@icapevents.org](mailto:stephen@icapevents.org).



# 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](mailto:CandSpublishing@gmail.com) for details and discounts.





## IACP MEMBERSHIP APPLICATION

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Practice Name: \_\_\_\_\_

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<b>IACP Membership Categories:</b> Types of Membership and Benefits:		<b>Full Amount</b>	<b>Monthly</b>	<b>Payment Information:</b>		
<b>IACP CENTURY CLUB</b>				Payment Type: <input type="checkbox"/> VISA <input type="checkbox"/> MC (circle one)		
<b>All Standard Membership Benefits, plus:</b> <ul style="list-style-type: none"><li>• FREE Convention Member Registration;</li><li>• FREE Non-DC Staff Member Convention Registration;</li><li>• Expanded Discounts for Member and Staff on three IACP quarterly seminars;</li><li>• 25% Discount on advertising via the IACP newsletter and/or website;</li><li>• 25% Discount on Bronze Level Convention Sponsorship;</li><li>• Invitation to IACP PAC Dinner(s) for legislative officials targeted for IACP support;</li><li>• Opportunity to write articles for IACP newsletter editions*;</li><li>• Two FREE classified ad both online and printed newsletter per year;</li><li>• <b>First Call</b> - IACP Referrals for patients seeking specific DC techniques/education;</li><li>• Invitation to the IACP President's Dinner – including other Century Club members, past IACP Presidents, Idaho Legislators &amp; Sponsors;</li><li>• Portion of C.C. dues fund the IACP PAC - supporting legislative efforts/candidates.</li></ul> <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: _____
<b>IACP STANDARD MEMBERSHIP</b>				<b>Optional PAC Donation:</b>		
<ul style="list-style-type: none"><li>• \$100 discount on convention registration fees</li><li>• \$20 discount for each staff member on convention registration fees;</li><li>• 10% Discount on Online CE Credits offered through the IACP Website;</li><li>• 10% Discount on ICD Coding Books Offered by the IACP;</li><li>• 10% Discount on all products, videos and materials sold by the IACP;</li><li>• Earn at least 6 FREE CE credits each year at district meetings;</li><li>• Discounts on Quarterly IACP Seminars for Member and Staff;</li><li>• One FREE classified ad both online and printed newsletter per year;</li><li>• Find A Doctor Referral Directory and access to members only information regarding Medicare, insurance &amp; legislative insight;</li></ul>				\$439	\$40	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.
<b>RETIRED DC MEMBERSHIP</b>				I wish to support my profession by donating:		
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**Mail to: IACP, 13601 W. McMillan Rd., Suite 102-331, Boise, ID 83713 or Fax to 888-399-5459**



# Chiropractic College News

## CUKC interns serve community athletes

Chiropractic interns from the Cleveland University-Kansas City (CUKC) Chiropractic Health Center recently offered their services to provide free sports physicals to youth in one metro city. Three interns supervised by two licensed chiropractors visited Foster Adopt Connect in Independence, Mo., on Aug. 14 to conduct the physicals. The group offered the complimentary service for three hours.

Sports physicals are given to young people to determine whether they should participate in certain sports at school. Proper spine health is key not just to participate, but also to excel in competition. A physical from a professional healthcare provider is a key part of ensuring safe participation in sporting activities.

Dr. Angie Segovia, clinical educator, and community outreach coordinator for the CUKC Chiropractic Health Center, said offering the free physicals was a positive way to connect with others, while promoting good health.

“Part of the University’s service mission is to pursue health care and outreach opportunities in the community,” Segovia said. “An event like this is a great way for our interns to fulfill that mission while they help young people in our area.”

The CUKC interns were referred to the Independence location by Dr. Patrick Hammond. A 1997 graduate of CUKC, Hammond is the owner of Hammond Chiropractic Center in Shawnee, Kan. He also serves as a chiropractic consultant for the Kansas City Royals. The interns who performed the physicals were Dominic Cain, Kenneth Luong, and Cain Winebrenner. The doctors of chiropractic supervising were Segovia, and Dr. Damon Dennis, clinical educator.

## 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 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/](https://cleveland.edu/mission-trips/) and contact Dr. Baier at [missiontrips@cleveland.edu](mailto:missiontrips@cleveland.edu).

## D’Youville alumni reunion weekend Sept. 24

D’Youville alumni and friends are welcome to join in all Reunion Weekend festivities! Registration is now open for Homecoming & Reunion Weekend 2021! We are so excited to welcome you back to campus this year. We have events for alumni of all ages, with special recognition for those in classes ending in 0, 1, 5, and 6. If you have any questions, email [alumni@dyc.edu](mailto:alumni@dyc.edu) or call Sarah Garcia at 716-829-8485.

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



## Dr. Christie Kwon ICA's Upper Cervical Council's 2021 Research of the Year

Life University (Life U) alumna and faculty member Dr. Christie Kwon was presented the 2021 Researcher of the Year Award last Saturday, August 14 from the International Chiropractic Association's (ICA) Upper Cervical Council. Dr. Kwon was chosen as the recipient of this award by the council from a group of nominees.



"This is a great honor, and I appreciate the recognition from both the ICA and Life University," remarked Dr. Kwon.

Along with serving on the faculty at Life U, Dr. Kwon serves on the Institutional Review Board, the Research Track Advisory Board, and as Research Chair of the College of Chiropractic. She is also a Board Member and Research Fellow of the Foundation for Vertebral Subluxation, whose mission is to advocate for and advance the founding principles and tenets of the chiropractic profession in the area of vertebral subluxation through research, education, policy and service, and serves on the Clinical Advisory Panel of the Australian Spinal Research Foundation.



## Logan University Symposium 2021: Advancing chiropractic in today's health care

Logan University is thrilled to welcome alumni and friends back to Symposium this fall. Logan's Symposium 2021 will be held Thursday, September 16 through Sunday, September 19 on campus and at the Hilton St. Louis at the Ballpark. Join us for continuing education opportunities, chiropractic exhibitors, networking events and an address by Logan's President, Clay McDonald, DC, MBA, JD.

We are making every effort to safely accommodate as many attendees as we can while adhering to St. Louis City and St. Louis County social distancing and room capacity guidelines. As always, we will keep you informed of any federal or county changes related to COVID-19. We look forward to seeing you soon.

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

## TELL THE CHIROPRACTIC COMMUNITY

*The IACP News* accepts press releases and news items.

Please email your news to Steve at C&S Publishing,

[CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com)





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

**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](mailto: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](mailto:dr.arritt@summitchiropractichealth.com)

**For Sale:** Chiropractic Office in Blackfoot Idaho. This well-established medically integrated office is a must for all in the health industry. The practice collected \$345,262.00. \$80,000 worth of equipment included, over 3,000 patient files, fully staffed and the potential to continue regenerative medicine. This is a dream for anyone looking to purchase a practice, a total "Turn-Key". This practice has been appraised at \$285K, but asking a reduced price of \$169,000 OBO. Blackfoot Idaho is located in south east Idaho just off I-15. It is a small tight-knit community with low cost of living and a sportsman's paradise. Blackfoot has a 17.6% lower cost of living than the rest of the United States. The median home price is \$169,000. Please call 435-764-1775 with inquiries.

**Associate Doctor to Owner:** Jon R. Gray Chiropractic is looking to hire/train an associate. Teaching Business Principles such as:

- How to Hire and Train Staff
- Insurance Billing and Coding
- Patient Education
- Marketing New Patients
- Treatment Schedules.

Contact by email: [1drgray@gmail.com](mailto:1drgray@gmail.com), 208-870-2054 (Dr. Gray), [boiseweightloss@gmail.com](mailto:boiseweightloss@gmail.com), 208-870-2732 (Heather).



# IACP Marketplace

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Less than a dollar a day gets your ad going – \$29 a month.  
Email Steve today at: [CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com)**

# Office Posters



We have created a FREE [printable PDF](#) of the ***Chiropractic care will help you work from home more comfortably***

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

***Ways to keep moving with joint pain***

***Basic Coronavirus protective measures***

***The drug-free approach to pain reduction***

***Get up and move!***

***STRETCHING for better joint health***

***Easy exercises to keep your neck healthy***

***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***

***Walking touted as "wonder drug"***

***7 simple steps to a longer, healthier life***

Please feel free to print out and use any or all of the flyers.  
Or, make them available as handouts to your patients.

They are available on the website,  
[www.IACPnews.com](http://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) .***

# Chiropractic care will help you work from home more comfortably

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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](http://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](mailto:CandSpublishing@gmail.com).

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

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

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

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

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