



## Prosperity Through Unity Exceptional Care for Idahoans

September, 2019

The IACP News, Vol. 3, No. 9

# Historic chiropractic TV commercial will air during 2020 Summer Olympics in Tokyo

To honor chiropractic's upcoming 125<sup>th</sup> birthday, the Foundation for Chiropractic Progress, a not-for-profit organization dedicated to educating the public about the value of chiropractic care, has announced that it has secured five commercial advertisements to air during the 2020 Summer Olympics, July 24 – August 9, 2020.

Generously sponsored by the National Board of Chiropractic Examiners (NBCE), the :30 second commercial will serve to both inspire athletes and others to consider a career as a doctor of chiropractic (DC), as



well as motivate consumers to seek chiropractic care for themselves and their family.

"There is no better time than now to showcase the value that chiropractic offers, both professionally and as

a patient, which is why we fully support the historic development of an Olympic commercial," said Norman Ouzts, Jr., DC, chief executive officer, NBCE, an international testing organization for the chiropractic profession with the mission of ensuring professional competency through excellence in testing.

"Taking chiropractic to over 23 million households during such a monumental event grants the profession access to millions of consumers and builds the connection between what a rewarding career in chiropractic looks

*Continued on page 18*

## Benefits of plant-based meat now being called into question

By now you've probably heard that eating meat is bad for you. The World Health Organization made headlines last year when it [declared processed meat a "carcinogen"](#) that increases your risk of colon or rectum cancer by 18 percent. But it's not just processed meat that poses a health risk — science has known for a while that eating all kinds of animals, including "white meat," is bad for you. Like, really bad.

It's worth knowing exactly what the health risks of eating meat are, so that you can make an informed decision



for yourself about how much of a risk you feel it's necessary to take by continuing to consume animals. See the ***Risks in eating meat*** article on page 6.

Now John Mackey, co-founder and CEO of Whole Foods, who has been a vegan for more than 20 years, is ques-

tioning the benefits and health risks associated with plant-based meat substitutes.

If you think plant-based meat products is a tempest-in-a-teapot, think again. The market for meat substitutes is expected to hit \$2.5 billion by 2023, according to Euromonitor estimates.

Vegan patties from Beyond Meat and its rival company Impossible Foods have offered Americans a new way to reduce their meat consumption.

*Continued on page 5*



# 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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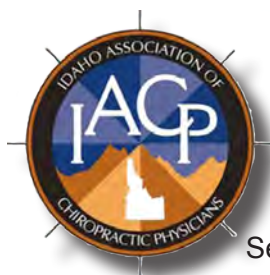
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# President's Corner

## September is National Drug Free Pain Management Awareness Month

By Dr. Scott Crawford, IACP President

September is National Drug Free Pain Management Awareness Month, which is actually sponsored by F4CP. The F4CP is a not-for-profit organization which informs and educates the public about the value of chiropractic care and its role in drug-free pain management.

This year, the F4CP highlighted a 2019 study by the Institute for Human Data Science that found opioid prescription volume dropped by a record breaking 17% in 2018. This is partly due to a greater awareness of prescription opioid danger. This was also combined with changes to regulations, laws, and reimbursements. Also noted in this improvement was the evidence-based clinical practice guidelines recently published by the American College of Physicians who pointed to spinal manipulation as a recommended first course option for treating low back pain instead of drug therapies.



Although we are not only known for just pain relief, chiropractors are certainly the most effective alternative for opioid treatment. In comparison to other alternatives, we are also the only ones who can allow the patients' nervous system to improve the function of their body, leading to wellness simultaneously. So, let's keep getting the word out.



## *"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!



# Benefits of plant-based meat now being called into question

*Continued from front page*

Nearly 60% of U.S. consumers have expressed interest in eating less meat. These so-called flexitarians are driving restaurant chains like Burger King and Carl's Jr. to add meatless burgers to their menus.

"The [brands] who are capturing the imagination of people — and I'm not going to name these brands because I'm afraid I will be associated with the critique of it," says Mackey, "but some of these that are extremely popular now that are taking the world by storm, if you look at the ingredients, they are super, highly processed foods."

According to [Beyond Meat's website](#) (In 2013, Whole Foods gave plant-based meat start-up Beyond Meat its first shot at selling its vegan "chicken" strips at Whole Foods locations across the country. Early believers and investors in the product were billionaires Bill Gates and Twitter co-founder Biz Stone) ingredients for its plant-based patties include water, pea protein isolate, expeller-pressed canola oil, refined coconut oil, rice protein and other natural flavors, including apple extract and beet juice extract (for color). Ingredients for Impossible Foods burger include water, soy protein concentrate, coconut oil, sunflower oil, potato protein, soy leghemoglobin (a group of protein found in animals and plants) and other natural flavors, according to its website.

"I don't think eating highly processed foods is healthy. I think people thrive on eating whole foods," Mackey says.

"As for health, I will not endorse that, and that is about as big of criticism that I will do in public."

And Mackey isn't alone. Some [dietitians](#) aren't completely sold on the plant-based burger craze either.

Beyond's website claims that animal-based meats lead to a 16% increased risk of cancer and 21% increased risk of heart disease. In theory, then, eating plant-based imitations of red meat is healthier.

"They are not necessarily healthier than beef burgers," Alissa Rumsey, a registered dietitian, told CNBC in July. "They're totally fine to eat, but there's no need to replace your beef burger if you don't enjoy these," Rumsey added, pointing out that both plant-based burgers and traditional beef burgers have the same amount of sodium and saturated fat.

Even given his reservations about the health of the products, Mackey says there is at least one good dietary argument for plant-based meat: "A lot of people say ... that [plant-based] meat is a transition food, meaning it's a way for [people] to begin to reeducate [their] palates"; it's a good first step in weaning people off of meat products, he says.

Mackey says most Americans wouldn't enjoy eating like he does (he has 15 fruits and vegetables a day) because their taste buds are used to a diet that includes a lot of processed foods.



"So the reason why these plant-based meats have taken the world by storm is that they taste very similar to regular meats, whereas if you get a [healthy] black bean burger with flax seeds and sweet potatoes in it, that's going to taste great to me," he says, but not to most people.

Mackey says the good news is that people can retrain their palate to "enjoy pretty much anything" by consistently eating something they typically didn't like before.

"I love fruits and vegetables," Mackey says, because he trained his taste buds to love them.





## Treating Chondromalacia Patella successfully

By Peter A. Fields, DC, MD

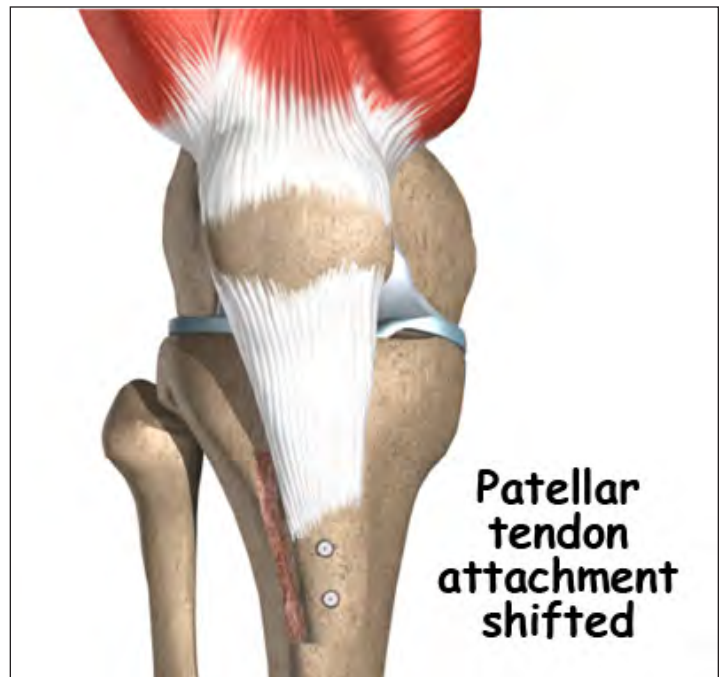
In Chondromalacia Patella, the kneecap tracks abnormally making everyday activities difficult, interfering with sports, and causing knee pain. The condition is common in runners and athletes, especially in activities that involve a lot of running, and can affect young, healthy individuals, as well as older adults. Chondromalacia patella is one of the causes of patellofemoral pain syndrome.

### ***What Causes Chondromalacia Patella?***

Chondro means cartilage, malacia means breakdown, and patella means knee cap. So, when someone suffers from this condition, they will have cartilage breakdown and fraying underneath the knee cap. Excessive, abnormal movement or hypermobility of the knee is considered a contributing factor in the development of chondromalacia patella. Normally, the patella slides easily along the smooth surface of the patellar groove with bending and straightening of the knee, but with chondromalacia patella, the cartilage becomes rough and wears away. The symptoms of chondromalacia patella include pain around the kneecap and clicking, cracking or popping sounds, which tend to exacerbate with activity and worsen over time.

The kneecap ends up scraping the bones underneath the knee when the person moves the knee. The patella, or kneecap, is the largest “sesamoid” bone in the body, and it plays a crucial role in the bending and straightening of the knee. When there is a problem with the patella, the knee joint becomes unstable and movement becomes difficult and/or painful.

Chondromalacia Patella is a type of patellar pain syndrome, and these syndromes often involve problems and injury of other soft tissue structures. Patellar pain syndromes are often due to ligament injuries, meniscal tears, bony aberrations, muscle imbalances, or a combination of these conditions. Patellar pain syndromes can be caused by trauma, but are primarily due to anatomic or biomechanical conditions that are prone to “failure” either in a bone or soft-tissue component. That means there may be injured ligaments or injured tendons, which are actually part of the underlying problem and adding to the tracking issue. If these other soft tissue injuries are not treated, the knee will remain unstable, creating a negative cycle and resulting in significant impairment.



### ***What are the usual treatments?***

Taping, strengthening exercises, and stretching are typical treatments for Chondromalacia Patella, which may work for a short period of time, but generally do not cure the condition. Regenerative Orthopedics, on the other hand, can improve patellar tracking and relieve the symptoms of Chondromalacia Patella.

Surgery is becoming more and more common for various knee conditions, and in some cases may be indicated. But unless a person is dealing with a fracture or a complete ligament rupture, a more conservative option should be considered.

Physical therapy, to strengthen the quadriceps may be an important treatment component in Chondromalacia Patella. However, if the quadriceps tendon or other soft tissue, like ligaments are injured, then they need to be treated, because physical therapy success will otherwise be limited. Let's explain further. If the soft tissue component is not treated, the joint will remain unstable, the abnormal movement will continue, the negative cycle is promoted, and the impairment and altered tracking of the patella will persist. Physical therapy, patellar taping, orthotics, ice applications, and soft braces do not address the underlying issues of joint instability caused by the ligament injury, tendon injury, or meniscal tears.

It is very possible that you have already tried various treatments, and even employed them over and over, but they continue to fall short in bringing you the relief and return to function and sport that you desire. Regenerative Orthopedics, on the other hand, can promote nonsurgical repair of the ligament, tendon, and meniscus, and have been uti-

lized with positive outcomes for patellar pain syndromes like Chondromalacia Patella.

Regenerative Orthopedics is a therapeutic option that can promote the repair of injured or degenerated soft tissue by boosting the physiologic healing processes of the joint, thereby ameliorating joint instability and potentially all of the related conditions above. Stem Cell Therapy, PRP, and Prolotherapy are regenerative techniques well suited for soft tissue injury of the knee joint, and have been used to effectively treat a wide variety of knee pain conditions, including Chondromalacia Patella. Soft tissue injuries of the knee often have an unsatisfactory outcome due to incomplete healing and repair.

Regenerative Orthopedics is a treatment technique that has been explored for conditions that require soft tissue healing, with the goal of restoring normal ligament and tendon function. Regenerative Orthopedics is a conservative treatment that reduces Chondromalacia Patella symptoms, improves function, and restores normal tracking of the patella, returning you quickly to the sport and activities you enjoy.

*Dr. Fields graduated from the University Of Connecticut School Of Medicine, University Of Connecticut School Of Medicine in 1994. Dr. Fields works in Santa Monica, CA and 1 other location and specializes in Chiropractic, Family Medicine and General Practice. Dr. Fields is affiliated with Santa Monica UCLA Medical Center. He can be reached at [info@drfields.com](mailto:info@drfields.com)*



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# Partial versus total knee replacement

Article first published in *The Lancet* July 17, 2019  
Jonathan Thomas Evans and Michael Richard Whitehouse  
[Click here](#) to access the full research

Triangulation of findings from several different study designs is important in the generation of the best broadly applicable and generalisable evidence to guide the delivery of efficacious and cost-effective health-care interventions. David Beard and colleagues<sup>1</sup> report in *The Lancet* an impressive randomised controlled trial that compared the outcomes of partial knee replacement (PKR) and total knee replacement (TKR) for treatment of isolated medial compartment osteoarthritis of the knee in 528 patients (42% female, mean age 65.0 years) who had an American Society of Anesthesiologists score of 1 or 2, an intact anterior cruciate ligament, and correctable varus deformity. In the TOPKAT study,<sup>2</sup> Beard and colleagues employed a useful expertise-based and equipoise-based delivery unit design, which successfully facilitated recruitment after previous studies reported difficulty.

Before this study, data from large longitudinal datasets, such as registries, have reported a much higher cumulative probability of revision after PKR than after TKR, uncertainty regarding differences in patient-related outcomes between groups, and much lower early postoperative mortality with PKR.<sup>3,4,5,6,7,8,9</sup> However, these studies have been subject to selection bias, and little was known of the relative cost-effectiveness of the two operations. A randomised controlled trial is thus timely and important. TOPKAT<sup>2</sup> shows that both interventions provide a 5-year benefit for patients regarding Oxford Knee Score; no evidence of any difference was found between the groups (mean difference 1.04, 95% CI -0.42 to

2.50;  $p=0.159$ ), indicating that both interventions were clinically effective.

The trial was not powered to show the magnitude of difference in number of revisions that has previously been suggested by registries.<sup>2</sup> The widely generalisable data obtained from the National Joint Registry for England, Wales, Northern Ireland, and the Isle of Man, which were recorded in the same location as this study, report 5-year revision rates of 2.65% (95% CI 2.61–2.68) for TKR and 6.11% (5.94–6.29) for PKR.<sup>10</sup> However, TOPKAT was only powered to detect a difference of more than 7% (which would equate to almost a 300% increase in the number of revisions between the two groups).

The health economics data are a welcome addition to our knowledge base, and they suggest improved cost-effectiveness with PKR. In TOPKAT's within-trial cost-effectiveness analysis, PKR was found to be more effective (0.240 additional quality-adjusted life-years, 95% CI 0.046 to 0.434) and less expensive (-£910, -1503 to -317) than TKR during the 5 years of follow-up. Whether this trend will be sustained beyond 5 years remains to be seen. As more implants are revised over time, the relative cost-effectiveness could change; thus, we await the long-term results with interest. Beard and colleagues report the difference in cost-effectiveness as being partly due to increased outpatient attendance in the TKR group; however, the reasons for this increased attendance are not reported. Follow-up protocols are an area of interest and debate at present, particularly whether we should be reviewing postoperative arthroplasty patients as frequently as at present, and this trial further highlights the



potential cost implications associated with this follow-up.

It is encouraging to see that the trial compared classes of knee replacement, rather than brands, and it is thus more likely to be generalisable. Surgeons undertaking PKR in the study had to be relatively high-volume surgeons (performing more than ten surgeries per annum compared to the national median of five surgeries per annum, with an upper quartile of more than 13 surgeries per annum), which means that the results might not be fully generalisable but instead show what is attainable if surgery is undertaken by sub-specialists.<sup>2,10</sup> We note that the same strict requirement for surgical experience far greater than the national median was not a requirement in the TKR group, and that the most frequently used brand of TKR, the LCS, is no longer available.

This valuable study adds strength to previous data, which suggested no difference in clinical outcomes between PKR and TKR.<sup>4</sup> Although it is underpowered to show the marked differences in number of revisions or mortality shown by larger cohort studies, it adds important new evidence for the evaluation of the relative cost-effectiveness of these different operations in the first 5 years after surgery. In view of the results of the TOPKAT study, we agree that the potential benefits and drawbacks associated with PKR versus

TKR should be discussed as part of the informed consent process with patients meeting the inclusion criteria for this trial. Further studies that use methods such as discrete choice experiments and qualitative methods to explore the lived experience of patients undergoing PKR and TKR could help patients and surgeons in the difficult choice between PKR and TKR in those patients who are suitable to receive either option. In the meantime, Beard and colleagues should be commended for the successful delivery of an important randomised controlled trial in arthroplasty, an area that has previously been notorious for the lack of such evidence and for the challenges of conducting randomised trials.

MRW teaches on basic sciences for orthopaedic trainees preparing for the Fellowship of the Royal Colleges of Surgeons, and his institution receives market-rate payment for this teaching from Heraeus; MRW teaches on total hip replacement for orthopaedic consultants and trainees, and his institution receives market-rate payment for this teaching from DePuy; MRW has received a grant from Stryker, as a co-applicant, to investigate the outcome of the Triathlon total knee replacement; and MRW is a member of the National Joint Registry lot 2 contract (statistical analysis) team. JTE declares no competing interests.

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## Eight reasons meat is bad for you (yes, even chicken)

The International Agency for Research on Cancer (IARC) has classified processed meat as a [carcinogen](#), something that causes cancer. And it has classified red meat as a probable carcinogen, something that probably causes cancer. IARC is the cancer agency of the World Health Organization.

Processed meat includes hot dogs, ham, bacon, sausage, and some deli meats. It refers to meat that has been treated in some way to preserve or flavor it. Processes include salting, curing, fermenting, and smoking. Red meat includes beef, pork, lamb, and goat.

Twenty-two experts from 10 countries reviewed more than 800 studies to reach their conclusions. They found that eating 50 grams of processed meat every day increased the risk of [colorectal cancer](#) by 18%. That's the equivalent of about 4 strips of bacon or 1 hot dog. For red meat, there was evidence of increased risk of colorectal, [pancreatic](#), and [prostate cancer](#).

Overall, the lifetime risk of someone developing colon cancer is 5%. To put the numbers into perspective, the increased risk from eating the amount of processed meat in the study would raise average lifetime risk to almost 6%.

Colleen Doyle, MS, RD, American Cancer Society managing director of nutrition and physical activity, says, "We should be limiting red and processed meat to help reduce colon cancer risk, and possibly, the risk of other cancers. The occasional hot dog or hamburger is okay."

While cutting back on your meat consumption in any form is a great step to take, the fact remains that eating any meat — hormone-free or not — poses several serious long-term risks to your health. It's worth knowing exactly what the health risks of eating meat are, so that you can make an informed decision for yourself about how much of a risk you feel it's necessary to take by continuing to consume animals.

Here are eight reasons eating meat is bad for you.

### 1. It Significantly Increases Your Risk Of Cancer

Most of us saw the story last year when the World Health Organization declared processed meat a "carcinogen" which increases one's risk of colon or rectum cancer by 18 percent. But it's not just processed meat that puts you at risk. A vast array of studies from top universities and independent researchers has found that eating chickens, cows, and other animals promotes cancer in many forms. Large studies in England and Germany showed that vegetarians were about 40 percent less likely to develop cancer compared to meat-eaters, the most common forms being breast, prostate, and colon cancers. A 2014 Harvard study found that just one serving a day of red meat during adolescence was associated with a 22 percent higher risk of pre-menopausal breast cancer, and that the same red meat consumption in adulthood was associated with a 13 percent higher risk of breast cancer overall.

A number of hypotheses are used to explain the connection



between meat consumption and cancer risk. First, meat is devoid of fiber and other nutrients that have a protective effect against cancer. Meat also contains animal protein, saturated fat, and, in some cases, carcinogenic compounds such as heterocyclic amines (HCA) and polycyclic aromatic hydrocarbons (PAH), which are formed during the processing or cooking. Meat also contains hormones, which increase your cancer risk (more on that in a bit).

A conflicting [study](#) published in 2009 raised a note of caution. UK researchers found that vegetarians had a lower overall cancer rate than meat eaters, but contrary to suggestions from other studies, they found a higher rate of colorectal cancer among the vegetarians than among the meat eaters.

The study was the work of researchers working on the European Prospective Investigation into Cancer and Nutrition-Oxford (EPIC-Oxford) and the findings were published in the online issue of the *American Journal of Clinical Nutrition* on March 11, 2009.

In their background information, lead author Tim Key, a Cancer Research UK epidemiologist who is based at the University of Oxford, and colleagues wrote that few prospective studies (where groups of people are followed over a period

of time) have looked at cancer rates among vegetarians, although the “5 a day” recommendation is geared to lowering risk of cancers and other diseases, so they decided to look at overall and individual cancer incidence rates among vegetarians and non-vegetarians.

## 2. It Increases Your Risk Of Heart Disease And Diabetes

Meat, dairy products, and eggs all contain cholesterol and saturated fat and contribute to America’s top killers: heart attacks, strokes, diabetes, and various types of cancer. Decades of scientific study have linked dietary cholesterol to cardiovascular disease — our country’s number-one cause of death, killing nearly 2,200 Americans daily. Saturated fat is present in all meat and fish, even chicken and turkey cooked without the skin.

Additionally, according to a study published by the American Diabetes Association, people who eat high amounts of animal protein are 22 percent more likely to develop diabetes. Saturated fat has even been linked to breast cancer, as well as Alzheimer’s disease, dementia, and cognitive decline. Fortunately, there are many [plant-based protein sources](#) that are low in saturated fat and won’t send your LDL (“bad”) cholesterol levels through the roof.

## 3. Eating Meat Makes It Harder To Maintain A Healthy Body Weight

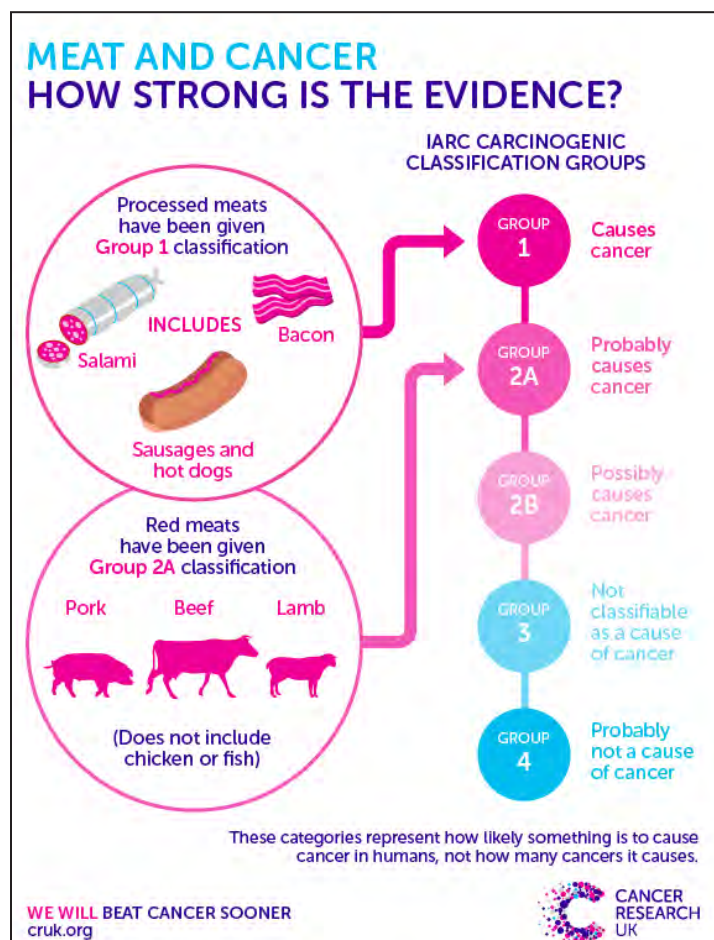
If you are looking to maintain a lower BMI for your health, it is worth knowing that meat-eaters are three times more likely to be obese than vegetarians, and nine times more likely than vegans. On average, vegans are 10 to 20 pounds lighter than adult meat-eaters. Vegetarian diets are also associated with higher metabolic rates (around 16 percent faster for vegans compared with meat-eaters).

## 4. Meat Carries The Highest Risk Of Foodborne Illness

The U.S. Department of Agriculture (USDA) reports that 70 percent of food poisoning is caused by [contaminated animal flesh](#). Foodborne diseases, such as E. Coli, Salmonella, and Campylobacter, cause an estimated 76 million illnesses, 325,000 hospitalizations, and 5,000 deaths in the United States each year.

Eating meat puts you at a greater risk for food poisoning because animal products are often tainted with fecal contamination during slaughter or processing. Fecal contamination in chicken, especially, is a major problem. According to a *Consumer Reports* [study](#), 97 percent of raw chicken in

*Continued on next page*



# Eight reasons meat is bad for you (yes, even chicken)

*Continued from last page*

U.S. supermarkets is contaminated with bacteria that could make customers sick. So if you eliminate animal products from your diet, you'll also be eliminating your exposure to the most common carrier of these bacteria.

## 5. It Might Contribute To Erectile Dysfunction In Men

Meat, eggs, and dairy products slow the flow of blood to all the body's organs — and not just the heart. Originally, it was thought that impotence was caused only by anxiety, but according to the Erectile Dysfunction Institute, up to 90 percent of all cases of impotence are actually [physical as opposed to psychological](#), meaning the high cholesterol, obesity, diabetes, prostate cancer or inflammations, and hormonal imbalances that eating meat causes might also contribute to impotence.

A [new study](#) published in *The American Journal of Clinical Nutrition* also suggests that men who couple regular exercise with a diet rich in flavonoids, which are found in fruits like strawberries, blueberries, and apples, may reduce their risk of developing Erectile Dysfunction by over 20 percent. Numerous physicians and nutritionists agree that the best way to prevent artery blockage as well as multiple other conditions that cause impotence is to eat a diet high in fiber, including plenty of fruits, vegetables, and whole grains.

## 6. Most Meat Has Hormones In It

To make cows grow at an unnaturally fast rate, the cattle industry feeds them pellets full of hormones. While low levels of naturally-occurring hormones are found in various foods,

many scientists are concerned that the [artificial hormones](#) injected into cows especially cause health problems in people who eat them. And while organic or hormone-free meat might be a better option, you're also not eliminating your chances of ingesting the [naturally-occurring hormones](#) present in the animals when they were killed. The sex hormones progesterone, testosterone, and estrogen are all naturally occurring in animals, whether they've been given artificial hormones or not — so when you eat those animals, you're also eating hormones.

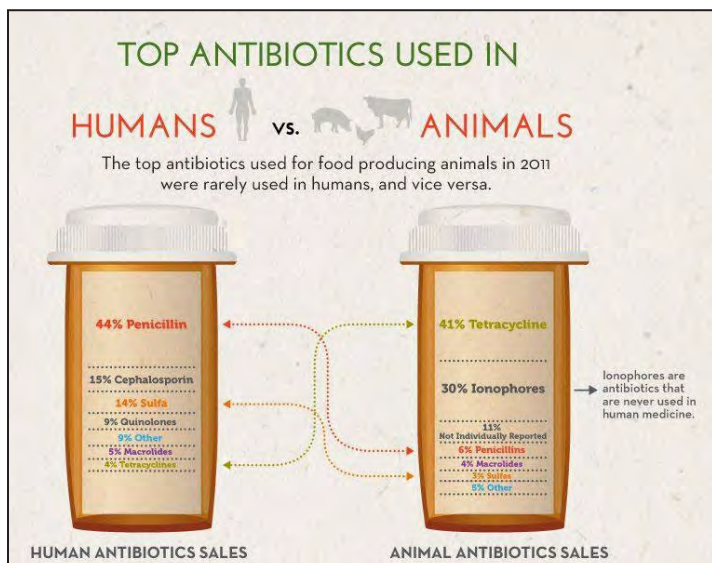
## 7. It May Make You Resistant To Antibiotics

Factory farms are breeding grounds for antibiotic-resistant bacteria, known as "supergerms." On farms across America, the antibiotics that we depend on to treat human illnesses are now used to promote growth in animals and to keep them alive in horrific living conditions that would otherwise kill them. Countless new strains of antibiotic-resistant bacteria have developed as a result. [Roughly 70 percent](#) of the antibiotics used in the United States each year are given to animals that are used for food, meaning if you eat meat, you run a greater risk of making yourself antibiotic-resistant. Vancomycin, a drug that is known as a "last defense" in fighting the deadly blood infections and pneumonia caused by staphylococcus bacteria, is becoming obsolete because resistant strains have developed in farmed animals who are given the medicine as a growth stimulant.


## 8. It Increases Your Risk Of Death

In large part because of all the health risks mentioned, meat eaters just don't live as long as vegetarians and vegans. According to a [study](#) of over 70,000 people published in the journal *JAMA Internal Medicine*, vegetarians were 12 percent less likely to have died during a six-year followup period than their meat-eating peers. Vegetarian men live to an average of 83.3 years, compared with non-vegetarian men, who live to an average of 73.8 years. Vegetarian women live to an average of 85.7 years, which is 6.1 years longer than non-vegetarian women.

The research concluded, "These results demonstrate an overall association of vegetarian dietary patterns with lower mortality compared with the non-vegetarian dietary pattern. They also demonstrate some associations with lower mortality of the pesco-vegetarian, vegan and lacto-ovo-vegetarian diets specifically compared with the non-vegetarian diet."







# Ten plant-based proteins everyone should be eating

**By: McKel Kooienga, MS, RDN, LDN Dietitian**

Original article available online [here](#).

Curious about plant protein, how to use it, what are the best plant-based protein foods, and why you should be eating plant protein foods? I get asked all the time, “How can I get enough protein without eating meat?” I guarantee you, it’s easier than you think if you incorporate these 10 sources of plant-based protein. Regardless of what lifestyle you practice, we all can benefit from a diet rich in plants, along with the fiber, minerals, phytonutrients, and health benefits that they provide. Here is a list of the top ten sources of plant-based protein:

## 1. Plant Protein: Lentils

Lentils are a great source of carbohydrates and fiber as well as protein. In fact, they offer nearly 20 grams of muscle-building protein in a single serving. Lentils are considered to be a starchy protein, and split green peas can be also added to the same category as lentils. Lentils contain a mix of both essential and non-essential amino acids, including globulin, which makes up almost half of the lentils’ amino acid profile. Besides these amino acids, lentils promote health through their content of starch, insoluble dietary fiber, prebiotics, and potassium. To top it off, lentils are very inexpensive, easy to prepare, and super filling.

## 2. Plant Protein: Hemp Seeds

Hemp seeds not only contain protein but also supply plenty of heart-healthy fats, mainly omega-3 fatty acids. Though they don’t contain all amino acids (they’re missing lysine),

they are still considered an excellent source of protein for vegans. It’s interesting to note, too, that hempseed oil contains all the essential amino acids, along with one called arginine, which helps with the production of nitric oxide, a vital molecule for a strong cardiovascular system. Hemp seeds have a delicious, subtly sweet and nutty flavor and are so small in size that they can easily be used and added to any recipe to boost the plant protein content.

## 3. Plant Protein: Chia Seeds

Chia seeds are an ancient seed that has been used for centuries for their amazing ability to absorb water and turn into a gel-like substance, which is thanks to the soluble fiber content in the seeds. Because of this unique characteristic, chia seeds are great to add to meals and foods to help thicken them naturally while also boosting the content of fiber, protein, and healthy fats (mainly omega-3’s). As for protein, in particular, chia seeds are made up of about 20% protein and 25% fiber. While the protein level can vary from batch to batch of these seeds depending on where they’re grown, they do contain both essential and non-essential amino acids, with most of them being globulin. Chia seeds are also a naturally gluten-free protein.

## 4. Plant Protein: Quinoa

Quinoa is a gluten-free grain (technically a seed) that is used as a carbohydrate and considered one of the top plant-based protein foods. It’s often classified as a starchy protein because it contains carbohydrates, as well as ample amounts of plant protein and fiber. Use it in place of rice

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# Ten plant-based proteins everyone should be eating

*Continued from last page*

for more diversity in your carbohydrate intake, and a little added protein with those carbs. Compared to other grains, quinoa has a better amino acid profile and higher protein to fat and carb ratio.

## 5. Plant Protein: Spirulina

Spirulina is incredibly protein-rich and one of the few sources of high-protein plant foods that is mostly made of the macronutrient by dry weight. In fact, spirulina is comprised of about 60% to 70% protein by weight, whereas most other plant proteins are made up of only about 35%. Plus, spirulina provides all essential amino acids, making it a complete protein. Research also shows that your body can use the protein from spirulina more efficiently, making it one of the best plant protein sources available. It's deep blue-green in color and will change anything you mix with it into that vibrant color. It tastes subtly sweet and nutty, with hints of vanilla and chocolate, but with a subtle seaweed flavor.

## 6. Plant Protein: Nutritional Yeast

Nutritional yeast is one of the top high-protein plant-based foods thanks to its cheesy flavor, versatility, and impressive nutrient content. Nutritional yeast contains no dairy or active yeast, and it's found in a powder/flake form that creates a paste when mixed with liquid. It's great for making dairy-free sauces, dressings, and more. Another complete protein, you'll get all amino acids in a serving of nutritional yeast. It's an easy way to bump up the macronutrient in your meals when you just sprinkle it on top of a dish, just as you would cheese.

## 7. Plant Protein: Seeds

Seeds such as sunflower, sesame, chia, hemp, flax, and pumpkin seeds are all rich in both protein and minerals, earning them a slot on the list of best vegan protein foods. Seeds vary by type, and some are nuttier in flavor whereas others are more sweet and neutral tasting. Pumpkin seeds have an earthy flavor, sesame seeds are very nutty tasting, sunflower seeds are slightly sweet and nutty, and flax and chia seeds taste mildly nutty. Like most plant proteins, these seeds lack lysine, the amino acid most need to make a complete protein. That doesn't mean they're not great sources of the macronutrient, though. For instance, pumpkin seeds are made up of nearly 60% protein, so you'll be getting a good bang for your buck with a 1/4 cup serving.

## 8. Plant Protein: Nuts

Nuts such as almonds, walnuts, cashews, pistachios, Brazil nuts, and more are not only rich in minerals, vitamin E, and healthy fats but they're also high in protein. Nuts vary by type, and some are nuttier in flavor whereas others are more sweet and neutral tasting. Cashews are one of my favorite nuts as they're incredibly versatile to use in sweet and savory dishes. Brazil nuts are my close second favorite because they're rich in selenium. In fact, eating just one serving a day makes up 100% of your DV for selenium. People often add nuts to meals or as snacks for the strong mix of protein and fat — two nutrients that help to fill you up and keep you full. While nuts do provide a great source of plant protein, they don't contain all the full line-up of amino acids. Most lack lysine, while others (like almonds) don't have sulfur amino acids, methionine and cysteine, or tryptophan (namely, macadamia and pecans), and threonine (an amino acid that peanut is missing).

## 9. Plant Protein: Beans

Beans and legumes like chickpeas are an amazing source of plant protein, carbohydrates, and fiber. Beans are considered to be a starchy protein, just like lentils. Magnesium is another key player in beans, which is an important mineral in our body that plays a key role in 300 cellular functions, including muscle function, protein synthesis, blood sugar control, and blood pressure regulation. It's also been shown to help decrease PMS symptoms, headaches, and constipation. Beans contain many amino acids such as isoleucine, but they still lack others like valine and lysine. One study also found that you'll digest anywhere from 33% to 86% of the amino acids available in beans, a percentage that varies across types of beans, including black, red, and white.

## 10. Plant Protein: Organic Tempeh, Tofu, and Edamame

Soy-containing foods such as tempeh, tofu, and edamame all offer a complete plant protein containing all amino acids. They are one of the strongest, most animal-like protein in terms of chemical makeup. Some research also says that soy has a high concentration of BCAAs or branched-chain amino acids, which are beneficial to athletic performance. Often-times, these soy-based sources of plant protein also contain fiber and healthy fats in addition to protein. Tempeh is the most nutritious out of this bunch, as it contains naturally-occurring healthy bacteria from the fermentation process. Be sure to read up about what you should know about soy before eating a ton of tempeh, tofu, or edamame.



# The gut-brain connection



If you've ever "gone with your gut" to make a decision or felt "butterflies in your stomach" when nervous, you're likely getting signals from an unexpected source: your second brain. Hidden in the walls of the digestive system, this "brain in your gut" is revolutionizing medicine's understanding of the links between digestion, mood, health and even the way you think.

Scientists call this little brain the enteric nervous system (ENS). And it's not so little. The ENS is two thin layers of more than 100 million nerve cells lining your gastrointestinal tract from esophagus to rectum.

Jay Pasricha, MD, says research suggests that digestive-system activity may affect cognition (thinking skills and memory), too. "This is an area that needs more research, something we hope to do here at Johns Hopkins," he says.

The brain has a direct effect on the stomach and intestines. For example, the very thought of eating can release the stomach's juices before food gets there. This connection goes both ways. A troubled intestine can send signals to the brain, just as a troubled brain can send signals to the gut. Therefore, a person's stomach or intestinal distress can be the cause or the product of anxiety, stress, or depression. That's because the brain and the gastrointestinal (GI) system are intimately connected.

This is especially true in cases where a person experiences gastrointestinal upset with no obvious physical cause. For such functional GI disorders, it is difficult to try to heal a distressed gut without considering the role of stress and emotion.

Given how closely the gut and brain interact, it becomes easier to understand why you might feel nauseated before giving a presentation, or feel intestinal pain during times of stress. That doesn't mean, however, that functional gastrointestinal conditions are imagined or "all in your head." Psychology combines with physical factors to cause pain and other bowel symptoms. Psychosocial factors influence the actual physiology of the gut, as well as symptoms. In other words, stress (or depression or other psychological factors) can affect movement and contractions of the GI tract, make inflammation worse, or perhaps make you more susceptible to infection.

In addition, research suggests that some people with functional GI disorders perceive pain more acutely than other people do because their brains are more responsive to pain signals from the GI tract. Stress can make the existing pain seem even worse.

Stress is intimately tied to our [guts](#). Our bodies respond to stress with a "fight or flight system," related to our [cortisol levels](#) and which is ruled by the [hypothalamic-pituitary-adrenal axis](#). When something scary or worrying happens, like someone unexpectedly jumps in front of you or you see a mouse scurrying in front of you, you have a physical reaction: your palms might get sweaty and you might feel your heart-beat quicken.

Typically, if you're in a stressful situation that is then diffused, your body goes back to normal. But if you're constantly stressed, your body is stuck in that fight or flight phase over an extended period of time. The critical part is

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# The gut-brain connection

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that our bodies are unable to distinguish between physical and mental stress. So your body would respond the same way if a bear showed up in your home as it does when you realize you hate your job — it will try to combat the stress.

This constant state of stress causes chronic inflammation; the body reacts to the stress as a type of infection and tries to overcome it. Because [inflammation is at the root of many diseases](#), this exposure to prolonged stress can have serious consequences for your health, ranging from high blood pressure to autoimmune disorders. The types of bacteria found in the gut — “good bacteria” — play a role in how our immune responses are regulated.

Inflammation is now being linked to just about every health condition. What are some examples of inflammatory diseases? According to a [Harvard Medical School report](#), “Chronic inflammation plays a central role in some of the most challenging diseases of our time, including rheumatoid arthritis, cancer, heart disease, [diabetes](#), asthma, and even [Alzheimer’s](#).”

It’s “an emerging field,” says UCLA’s Dr. David Heber. “It’s a new concept for medicine.” This is a quote from 2009! Thankfully, inflammation has gotten a lot more attention in the past 10 years, but the problem still remains: Modern medicine focuses on treating symptoms, not addressing the root cause of a health issue, which in many cases is inflammation.

According to an [article](#) published in 2012 called, *The inflammation theory of disease*: “An increasing body of evidence shows that chronic inflammation causes and advances many common diseases. Inflammation has long been a well-known symptom of many infectious diseases, but molecular and epidemiological research increasingly suggests that it is also intimately linked with a broad range of non-infectious diseases, perhaps even all of them. Although these insights might not lead to a unified theory of disease, the crucial role of inflammatory processes makes possible the development of a new generation of drugs to treat conditions including cancers, autoimmune disorders and infectious diseases.”

Additionally, the gut microbiome is believed to be linked to disorders like depression and autism. For years, scientists and doctors have noticed that people with autism often have GI issues like food allergies or [gluten intolerance](#). That led researchers to believe that perhaps there was some-

thing different about the gut makeup of autistic people. A 2013 [study](#) called, *The microbiota modulates gut physiology and behavioral abnormalities associated with autism*, found that when a certain type of bacteria was given to mice that had similar behavioral characteristics as humans with autism, the gut microbiome of these mice changed, along with their behavior. They became less anxious and were more social with other mice.

Another [study](#) illustrated how the gut and brain are connected through studying the effects of probiotics on patients with irritable bowel syndrome and depression. Titled *Probiotic Bifidobacterium longum NCC3001 Reduces Depression Scores and Alters Brain Activity: A Pilot Study in Patients With Irritable Bowel Syndrome*, researchers found that twice as many patients saw improvements from depression when they took a probiotic as compared to the other patients who took a placebo. Again, with an improvement of the gut, came an improvement of mental well-being. Patients in this study took the probiotic Bifidobacterium longum NCC3001 daily.

While there’s still much to uncover about the mystery of the gut and all it affects, we are sure of a few things you should do to improve your gut-brain connection.

## 1. Avoid Processed Foods

For starters, a whole foods-based diet leads to a gut with a much different makeup than one that’s been fed mainly refined and processed foods. Even worse, [ultra-processed foods](#) like white bread, chips and snack cakes that make up nearly 60 percent of the average American’s diet. The added sugar found in these foods, often disguised as different types of [artificial sweeteners](#), are responsible for a variety of health conditions, from obesity to type 2 diabetes to migraines.



*The ketogenic (or “keto”) diet is a very high-fat, very low-carb diet that has gained tons of attention lately for its weight loss benefits. The goal of the keto diet is to enter and then stay in a metabolic state called ketosis, in which you burn fat for energy, rather than carbohydrates (glucose).*



Processed foods have become a pantry staple in households across the globe. Dig a little deeper into nearly any kitchen and you're sure to find a jar of tomato sauce, some canned vegetables and a few frozen foods lurking in the freezer. But with a slew of recent studies showing that these common ingredients may actually do more harm than good when it comes to your health and may even be linked to a [higher risk of death](#), many people have started to wonder whether it may be time to start making some swaps in their daily diets, whether you're following a vegan, Paleo or [ketogenic diet](#) (or any kind, for that matter).

## 2. Eat Probiotics

Eating [probiotic-rich foods](#), like kefir and sauerkraut, can also cause your gut and mood to thrive. Are you getting enough probiotic-rich foods in your diet? Chances are you're probably not. Probiotics are a form of good bacteria found in your gut which are responsible for everything from nutrient absorption to immune health. Not only are probiotics essential for digestion, but did you know there are hundreds of other health benefits of consuming probiotic-rich foods that you might not be aware of? According to a review published in the journal *ISRN Nutrition*, probiotics could also help lower cholesterol, protect against allergies, aid in cancer prevention and more.

In most cases, getting more probiotics in your diet doesn't require you to buy expensive pills, powders or supplements. In fact, there are a number of probiotic foods out there that are delicious, versatile and easy to enjoy as part of a healthy, well-rounded diet.

## 3. Swear Off Gluten

For many people, [limiting gluten](#) will also have positive effect on their gut microbiome. The traditional methods of soaking, sprouting and souring grains in order to make them digestible and nutritious has been abandoned for a fast and convenient method of mass producing food.

Damage done by gluten-related disorders, including celiac disease and NCGS, goes beyond just the gastrointestinal tract. Recent research over the past several decades suggests that gluten intolerance symptoms show up in almost every system within the body: the central nervous system (including the brain), endocrine system, cardiovascular system (including the health of the heart and blood vessels), reproductive system and skeletal system.

Because gluten intolerance can lead to autoimmune reactions and increased inflammation levels (the root of most

diseases), it's associated with numerous diseases. But the problem is that many people fail to attribute these symptoms to an undiagnosed food sensitivity. Gluten sensitivity symptoms also get ignored and they persist as no dietary changes are made by the person unknowingly suffering with a gluten sensitivity.

## 4. Eat Healthy Fats

[Healthy fats](#) are essential for brain development. [Olive oil](#), for instance, includes a high amount of antioxidants that protect your cells from damage. It also helps improve memory and cognitive function, and works as an anti-inflammatory. [Avocado](#) benefits range from protecting your heart to helping with digestion, but it's also a great pick for improving your mood.

## 5. Consume Mushrooms

The shiitake mushroom contains plenty of [vitamin B6](#). Because vitamin B6 impacts the production of serotonin and neurotransmitters, healthy B6 levels are associated with a positive mood and [reducing stress naturally](#). It's also been proven to [effectively treat mood disorders](#) like depression.

## 6. Eat Nuts

Have a small handful of [nuts](#) like almonds, cashews, walnuts and Brazil nuts. Scientists report a link between eating nuts and higher levels of serotonin in the bodies of patients with metabolic syndrome. Serotonin helps transmit nerve signals and decreases feelings of hunger, makes people feel happier and improves heart health. It took only one ounce of mixed nuts (raw unpeeled walnuts, almonds and hazelnuts) a day to produce the good effects. The report appears in *ACS' Journal of Proteome Research*.

## 7. Have Sesame Seeds

The benefits of [Sesame Seeds](#) stem from tyrosine, an amino acid that boosts the brain's dopamine levels. It kicks the feel-good hormone into high gear while balancing out the others. The seeds contain about 50 percent to 60 percent of a fatty oil that is characterized by two beneficial members of the lignan family: sesamin and sesamol. Sesame oil also contains two other phenolic compounds, sesamol and sesaminol, which are formed during the refining process.

Oil derived from sesame is rich in linoleic and oleic acids, the majority of which are gamma-tocopherol and other isomers of vitamin E. Some of the specific amino acids found in each serving include lysine, tryptophan and methionine.

# Historic TV commercial about chiropractic will air during 2020 Summer Olympics in Tokyo

*Continued from front page*

like, and how individuals can utilize chiropractic care to maintain optimal health.”

The storyline is set to feature a past Olympic athlete discussing the challenges of competing against the world's best and how chiropractic care enhanced their performance and competitive edge, resolved their injuries and ultimately inspired them to pursue a career in chiropractic. The commercial, which will air on five weekdays, Monday-Friday, between the hours of 12:00 pm EST and 5:00 pm EST during the 2020 Summer Olympics, will result in promoting a career in chiropractic to 23.7 million U.S. households.

F4CP Chairman and CEO of Foot Levelers, Kent S. Greenawalt, concludes, “For years, the Foundation has dreamt of pursuing opportunities of this grandeur for the profession. The chance to create this commercial would not have been possible without the support of NBCE. We are going for the gold, and are pleased to showcase chiropractic care to the world during the highly televised 2020 Summer Olympics.”



*A sports data company is predicting that, for the seventh consecutive time, the U.S. team will lead all nations with an estimated 126 medals at the 2020 Summer Olympics in Tokyo. The forecast is based on results from previous Olympics, world championships and World Cups, the company said. Women could enjoy heightened attention in Tokyo, with 46% of events devoted to females, 48% to males and 6% involving mixed or open competition. The American prediction includes medals in 30 different events — which would set an Olympic record — for a total of 51 golds.*

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# Foxworth Family Scholarship recipient, Robert Butler

By Dr. Ray Foxworth, President of ChiroHealthUSA

Notifying the recipients of the ChiroHealthUSA Foxworth Family Scholarship is truly the best part of my job. There are no words to convey the emotion that takes place each year, when Reagan Foxworth-Chappell, granddaughter of Drs. Charles and Betty Mathews, and I sit down to make that call each year. Speaking with this year's recipient, Robert (Robbie) Butler was no exception. We laughed, we cried, and we celebrated. Five minutes into our conversation I felt like I've known Robbie a lifetime.

I am always curious why someone decided to become a chiropractor and hearing Robbie's story was not only heartwarming, but inspiring. His journey to chiropractic began in the 8th grade when he fell in love with Kinesiology and decided that when he went to college, he would "major in muscles." Eleven years later and attending Palmer College of Chiropractic West, he hasn't lost his fascination with the power of the human body. "The ability to move is a factor that cannot go undervalued. The ability to move is everything... It's the grandpa who is able to pick up his granddaughter for a hug on her 6th birthday. It's the football coach who, years after his playing days, is able to properly show the high school football team the correct technique. It's the single mom who's shoulder pain is harming her abilities to earn a living as a hairdresser. It's the weekend warrior whose life goal and passion, outside of work, is to finish their first 10k. It's the army veteran who tries to transition back into society while dealing with musculoskeletal pain from combat overseas. The way we help others goes beyond the adjustment."

It didn't take long for our conversation to turn to the people who have influenced our lives. "My father, Joseph Raymond Butler, is an incredible man who has taught me everything I know." The love, admiration, and respect for his father resonated in his voice as he described how his father not only finished one IronMan, but four others as well, in the span of a year and a half, with two happening in one month. Robbie stated that his father lives by example when it comes to achieving his goals, and that display of hard work and perseverance wasn't lost on him or his siblings. His father has also taught them to take heed of their weaknesses, to be humble, always leaving your ego at the door, and that there is no limit to how much you can learn if you're willing to put in the work. It is evident that Robbie took those lessons to heart. He has spent summer vacations working at a camp for children with behavior and social disorders and spent two years providing home-based therapy services to children with developmental challenges.

Toward the end of our conversation, we discussed the future of chiropractic. "There have been times when I felt it has been us against the world." Robbie said thoughtfully, "there is still so much that is misunderstood about chiropractic." I agree with him. Then, he shared with me a quote that he read on the ChiroHealthUSA website that reminds him, in those



moments, to keep moving forward. "You won't expand the minds of everyone you meet, and that's okay. This is your calling and your journey, but sometimes it's nice to have some friends along for the ride. It's up to you to convince those around you that you are headed in the right direction." I was touched to hear my own words quoted. When we talked about success, he believes strongly that it's about making yourself available to take advantage of as many opportunities as you can, such as submitting his application for this scholarship.

Wise beyond his years, it's easy to forget that he is only 24 years old. He is excited to begin the transition into the student clinic and start helping more patients. With graduation on the horizon, he has his heart set on working at a VA Medical Center. We wrapped up the first of many calls because he was running late for class. He has a quiet confidence, a thoughtful demeanor, and is quick-witted. Five to ten years from now, I won't be surprised to hear about a young Doctor of Chiropractic, Robbie Butler, having a huge impact on the VA medical system and the chiropractic profession. Trust me, he is going to have a positive impact on our profession. And that is what the Foxworth Family Scholarship is all about; seeking out and encouraging our next generation to not only serve patients, but to serve the profession.

*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](mailto:info@chirohealthusa.com) or visit the ChiroHealthUSA website at [www.chirohealthusa.com](http://www.chirohealthusa.com)*



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# Chiropractic News

## **ACA Interprofessional Collaborative Spine Conference November 8-9, Pittsburgh, PA**

Members of the chiropractic, physical therapy and osteopathic professions will come together later this year in the wake of the ongoing U.S. opioid crisis to discuss the use of manual therapy procedures and other non-drug approaches for the treatment of back pain, as well as to identify opportunities for greater interprofessional research and cooperation.

The Interprofessional Collaborative Spine Conference (ICSC) will take place Nov. 8-9 in Pittsburgh, Pa., and is a collaborative effort of the American Chiropractic Association (ACA), the American Academy of Orthopaedic Manual Physical Therapists (AAOMPT) and the Academy of Orthopaedic Physical Therapy (AOPT). The event will feature lectures, panel discussions and opportunities for professional networking.

Presentations will focus on clinical topics such as the effectiveness and safety of thrust vs. non-thrust manual therapy methods, implementing guidelines and evidence in practice, the use of outcome measures for continuous clinical improvement, and the development of interprofessional care pathways. Issues relevant to patient access such as the cost-effectiveness of manual therapy vs. pharmacological treatment, value-based health care and new models of reimbursement will also be examined.

“The American Chiropractic Association is honored to be a part of this historic event, designed to promote greater engagement and information sharing among the major providers of manual therapy,” said ACA President Robert C. Jones, DC. “Back pain is one of the most common conditions for which opioids are prescribed; increasing understanding and collaboration among providers who offer non-drug treatments will be a benefit to patients.”

[Click here](#) for more information on the Interprofessional Collaborative Spine Conference. The conference will be held at the Westin Convention Center in Pittsburgh, Pa., on Nov. 8-9, 2019.

If you have questions, contact [nleisenring@acatoday.org](mailto:nleisenring@acatoday.org).

## **Pragmatic Chiropractic Business Models seminar**

*The event has been rescheduled  
for October 17, 2019.*

Southern California University of Health Sciences is hosting a free panel discussion on pragmatic chiropractic business models. The event will include a catered breakfast, and is free to attend. It will be held October 17, 2019 at the Long Beach Hilton, 701 West Ocean Blvd., in Long Beach, CA.

The goal is to provide SCU students, alumni, and friends with updated information on the best business practices, with a primary focus on Doctors of Chiropractic.

[Click here](#) to register for this free event, or to get more information.

## **ICA and the world of chiropractic mourn the loss of Nell K. Williams, DC, FICA**

The loss of one of chiropractic's most accomplished and respected leaders, Dr. Nell K. Williams is being deeply felt by all in the International Chiropractors Association (ICA) and throughout the world of chiropractic. “Dr. Nell” as she was affectionately known, passed suddenly on August 16, 2019. She was a devoted wife, mother, grandmother, chiropractor, educator, and author. Dr. Nell, the first lady of Life Chiropractic College and Life University, took her place in chiropractic history as the “back bone” of everything her husband, Dr. Sid Williams, accomplished. Throughout the years Dr. Nell gave unselfishly, dedicating her life to achieving the vision and commitment of reaching billions with chiropractic knowledge and care.

An accomplished professional in her own right, Dr. Nell served Life University as Senior Vice President and Dean of Student Affairs for more than a quarter century. Her book, Basic Chiropractic Assistant's Textbook, was used in teaching thousands of chiropractic assistants the skills for successfully running a chiropractic office. She also served as a speaker at every Dynamic Essentials meeting held over four decades. Dr. Nell truly lived the values of Lasting Purpose (LP), “loving, giving, and serving out of her own abundance.”

Active in the ICA since her student days at Palmer College, graduating in 1956, Dr. Nell received numerous honors and



awards in recognition of her dedication to chiropractic, being elected a Distinguished Fellow in the International Chiropractors Association in 1980; the ICA's Chiropractor of the Year award in 2000; and receiving the ICA's Woman of the Decade award for her life-long dedication to the organization and the chiropractic profession. Dr. Nell was always active in local, state, and national politics, was a Charter Member of the Georgia Council of Chiropractic and is listed in WHO'S WHO Chiropractic International.

In retirement, Dr. Nell continued working at Life Foundation until her passing. Life Foundation is the original organization that she and Dr. Sid Williams created to drive the creation of what would become Life University. Dr. Nell served as a mentor for women by showing all who knew her what true love is – love for their husband, love for their family and love for the chiropractic profession. She is survived by her daughter, Dr. Kim Williams, her son, Dr. John Sidney Williams, and three grandchildren.

"Dr. Nell will be truly missed but always remembered with the greatest respect and admiration," said ICA President Dr. Stephen Welsh. "She was and will always be an icon and an inspiration to all in chiropractic, now and for many generations to come."

## October is National Chiropractic Health Month

During National Chiropractic Health Month 2019 this October, American Chiropractic Association (ACA) members and chiropractors nationwide will encourage the public to take small steps to improve the health of their bones, muscles and joints—the musculoskeletal (MSK) system. This year's campaign, "Strength. Stability. Success.," features information on strengthening and protecting the MSK system, preventing low back pain and injuries, improving posture and more.

The musculoskeletal system plays an important role in helping people live full and active lives. However, when injured or just through normal aging, it can also be a source of debilitating pain. Low back pain, one of the most common MSK complaints, is the single leading cause of disability worldwide. More than one in two adults, or about 124 million people each year in the United States, report experiencing an MSK condition such as back pain, neck pain, joint pain, arthritis and osteoporosis.

"Musculoskeletal health is vitally important, especially if we want to stay strong and active into our senior years," says ACA President Robert C. Jones, DC. "In addition to non-drug, noninvasive approaches to pain management, chiropractors

routinely offer their patients dietary, ergonomic and lifestyle advice to enhance MSK health and reduce the risk of injuries."

A "Strength. Stability. Success" campaign toolkit, with resources and ideas on how to participate, will be available in September at [www.acatoday.org/NCHM](http://www.acatoday.org/NCHM)

## F4CP highlights annual record decline in Opioid prescription use

Each September, the Foundation for Chiropractic Progress (F4CP), a not-for-profit organization dedicated to educating the public about the value of chiropractic care, sponsors National Drug-Free Pain Management Awareness Month. The annual designation is an opportunity to raise awareness about the dangers of prescription and over-the-counter (OTC) pain medications, along with the benefits of drug-free options, such as chiropractic care, to safely and effectively relieve acute, subacute and as appropriate, chronic pain.

As National Drug-Free Pain Management Awareness Month approaches, the F4CP highlights a [2019 study](#) by the IQVIA Institute for Human Data Science that found opioid prescription volume dropped by a record-breaking 17% in 2018.

The study notes that prescription opioid volume had increased annually since 1992, reaching its highest level in 2011. Greater public, clinician and health-insurer awareness of prescription opioid dangers, combined with changes to regulations, laws and reimbursements, effectively helped to reduce prescription opioid volume by 4% per year from 2012 through 2016, followed by a 12% drop in 2017, and the historic decline of 17% last year. This drop was especially profound among high-strength opioid formulations, which dropped by 61% since 2011, researchers found.

Similar research studies document that while opioid prescriptions are decreasing, there is wide prescribing variability among states and rural areas. An increased rate of fatal drug overdoses indicates that more providers, health insurers and patients need to be educated and guided toward non-pharmacologic care options to manage pain.

"During National Drug-Free Pain Management Awareness Month, it is important to recognize the accom-

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# Chiropractic News

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plishments, as well as continued challenges, around reducing pharmacologic-driven pain management, especially when it comes to opioids,” said Sherry McAllister, DC, executive vice president, F4CP, who notes that evidence-based clinical practice guidelines published recently by the American College of Physicians point to spinal manipulation as a recommended first-course option for treating low back pain instead of drug therapies. “When drug-free care is safer, more effective and longer lasting for patients, we must diligently maintain our focus on non-pharmacologic pain management options, such as chiropractic care. We will continue to spread awareness about drug-free care in September, as well as year-round,” added Dr. McAllister.

In addition to the prescription-volume study, other recent research shows positive indicators of an industry-wide transition to non-pharmacologic pain management options. They include:

- Ten hospitals in Colorado participated in a six-month pilot project that reduced opioid prescriptions written in the emergency department by 36%. Although in some cases other medications were prescribed instead of opioids, a nurse coordinator quoted in the study says, “staff are encouraged to change the conversation from pain medication only, to alternatives that help patients better understand and cope with their pain.”
- From the end of 2013 to the start of 2018, the U.S. Department of Veterans Affairs (VA) reduced its opioid prescription rate by 41%, according to a Government Accountability Office report. Now, less than 10% of VA patients are dispensed opioids.
- In a randomized trial, opioid prescriptions decreased by 10% from providers who received a previous written notification of a patient’s fatal opioid overdose.

Also in 2019, the F4CP joined the National Academy of Medicine’s Action Collaborative on Countering the U.S. Opioid Epidemic – and is the only chiropractic organization to participate at this time. As a Network Orga-

nization, the F4CP is committed to an expanding interdisciplinary and cross-sector network working toward reversing national trends in opioid misuse, abuse and overdose.

While the number of prescribed opioids has decreased overall, according to a study released in early 2019, certain types of prescriptions in some states were two and three times higher than others. Meanwhile, a Centers for Disease Control and Prevention study found that between 2014 and 2017, patients in rural counties were 87% more likely to be prescribed opioids. Most concerning, however, is research showing death rates from drug overdoses rose by nearly 20% from 2006 to 2015 among teenagers and young adults ages 15 to 24 (source: *Journal of Studies on Alcohol and Drugs*).

“Despite remarkable progress in reducing prescription opioid volume, it is clear that in some states and rural areas much more needs to be done,” said Dr. McAllister. “As many as eight out of ten individuals with a heroin-use disorder began by using a prescription opioid. It is part of the mission of Drug-Free Pain Management Awareness Month to prevent patients from initiating a pharmacologic-driven pain management program.”

Doctors of chiropractic (DCs) are front-line providers for spinal health and well-being, specifically as it relates to the management of back, neck and headache pain. Medical study results show that pain management services provided by DCs may allow patients to use lower or less frequent doses of OTC medications and/or opioids, leading to lower costs and reduced risk of adverse effects.



## **Probiotics can protect the skeletons of older women**

For the first time in the world, researchers at the University of Gothenburg, Sweden, have demonstrated that probiotics, dietary supplements with health-promoting bacteria, can be used to affect the human skeleton. Among older women who received probiotics, bone loss was halved compared to women who received only a placebo. The research opens the door to a new way to prevent fractures among the elderly.

[Click here](#) for more information on this research, published in *ScienceDaily* last June.

Brittleness of the bones, or osteoporosis, is characterized by porous and weak bones, which can cause them to break even when subjected to low loads, such as a fall from standing height. The proportion of the population with osteoporosis increases with age, and a majority of women over 80 years of age have the disease.

“Today there are effective medications administered to treat osteoporosis, but because bone fragility is rarely detected before the first fracture, there is a pressing need for preventive treatments,” says Mattias Lorentzon, who is a chief physician and professor of geriatrics at Sahlgrenska Academy, University of Gothenburg.

This is the first time that researchers have shown that it is possible to cut age-related bone loss in elderly women in half if they receive health-promoting bacteria, known as probiotics.

The study was conducted at Sahlgrenska University Hospital in Mölndal, Sweden, and its results of the study are now being published by the Journal of Internal Medicine. Ninety elderly women, 76 years old on average, ingested a powder that contained either health-promoting bacteria or a placebo every day for a whole year. A random method determined which women received the active treatment with the *Lactobacillus reuteri* 6475 bacteria and which received powder without bacteria. Neither the researchers nor the women knew who received the active powder during the study.

“When we finished the study after a year, we measured the women’s bone loss in their lower legs with a CT scan and compared it with the measurements

we made when the study began. The women who received the powder with active bacteria had lost only half as much bone in the skeleton compared with those who received inactive powders,” says Anna Nilsson, a chief physician and associate professor at Sahlgrenska Academy, University of Gothenburg. “Another positive outcome from the study was that the treatment was well tolerated and did not produce more side effects than those experienced by women who received the placebo.”

Research has shown that intestinal bacteria affect the skeleton in mice, but this is the first study in which probiotics were used to reduce bone loss in older people. The discovery could have important implications in the future: “Older women are the group in society most at risk of osteoporosis and fractures. The fact that we have been able to show that treatment with probiotics can affect bone loss represents a paradigm shift. Treatment with probiotics can be an effective and safe way to prevent the onset of osteoporosis in many older people in the future,” says Mattias Lorentzon.

*Lactobacillus reuteri* 6475 is a bacterium believed to have multiple health-promoting properties, and similar bacteria are already used in a variety of supplements on the market. The bacterium is naturally found in the human gastrointestinal tract. Bacteria in the stomach and intestine have received considerable attention in recent years because there is evidence that the composition of our bacterial flora is associated with diseases such as diabetes and obesity. The mechanisms, that is, the ways that the bacteria produce different effects in the body, are not yet clearly understood.

## **Human gut study questions probiotic health benefits**

Probiotics are found in everything from chocolate and pickles to hand lotion and baby formula, and millions of people buy probiotic supplements to boost digestive health. But [research](#) from 2018 suggests they might not be as effective as we think. Through a series of experiments looking inside the human gut, researchers show that many people’s digestive tracts prevent standard probiotics from successfully colonizing them. Furthermore, taking probiotics to counterbalance antibiotics could delay the return of normal gut bacteria and gut gene expression to their naïve state. The research

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publishes as two back-to-back papers on September 6 in the journal *Cell*.

“People have thrown a lot of support to probiotics, even though the literature underlying our understanding of them is very controversial; we wanted to determine whether probiotics such as the ones you buy in the supermarket do colonize the gastrointestinal tract like they’re supposed to, and then whether these probiotics are having any impact on the human host,” says senior author Eran Elinav, an immunologist at the Weizmann Institute of Science in Israel. “Surprisingly, we saw that many healthy volunteers were actually resistant in that the probiotics couldn’t colonize their GI tracts. This suggests that probiotics should not be universally given as a ‘one-size-fits-all’ supplement. Instead, they could be tailored to the needs of each individual.”

While past studies have investigated similar questions, they have all used patients’ excrement as a proxy for microbe activity in the GI tract. Instead, Elinav, his colleague Eran Segal, (a computational biologist at the Weizmann Institute), and their teams spearheaded by Niv Zmora, Jotham Suez, Gili Zilberman Schapira, and Uria Mor of the Elinav lab collaborated with Zamir Halpern, Chief of Gastroenterology at the Tel Aviv Medical Center to measure gut colonization directly.

In the first study, 25 human volunteers underwent upper endoscopies and colonoscopies to sample their baseline microbiome in regions of the gut. 15 of those volunteers were then divided into two groups. The first group consumed generic probiotic strains, while the second was administered a placebo. Both groups then underwent a second round of upper endoscopies and colonoscopies to assess their internal response before being followed for another 2 months.

The scientists discovered that the probiotics successfully colonized the GI tracts of some people, called the “persisters,” while the gut microbiomes of “resisters” expelled them. Moreover, the persister and resister patterns would determine whether probiotics, in a given

person, would impact their indigenous microbiome and human gene expression. The researchers could predict whether a person would be a persister or resister just by examining their baseline microbiome and gut gene expression profile.

They also found that stool only partially correlates with the microbiome functioning inside the body, so relying on stool as was done in previous studies for many years could be misleading.

“Although all of our probiotic-consuming volunteers showed probiotics in their stool, only some of them showed them in their gut, which is where they need to be,” says Segal. “If some people resist and only some people permit them, the benefits of the standard probiotics we all take can’t be as universal as we once thought. These results highlight the role of the gut microbiome in driving very specific clinical differences between people.”

In the second study, the researchers questioned whether patients should be taking probiotics to counter the effects of antibiotics, as they are often told to do in order to repopulate the gut microbiota after it’s cleared by antibiotic treatment. To look at this, 21 volunteers were given a course of antibiotics and then randomly assigned to one of three groups. The first was a “watch-and-wait” group that let their microbiome recover on its own. The second group was administered the same generic probiotics used in the first study. The third group was treated with an autologous fecal microbiome transplant (aFMT) made up of their own bacteria that had been collected before giving them the antibiotic.

After the antibiotics had cleared the way, the standard probiotics could easily colonize the gut of everyone in the second group, but to the team’s surprise, this probiotic colonization prevented the host’s normal microbiome and gut gene expression profile from returning to their normal state for months afterward. In contrast, the aFMT resulted in the third group’s native gut microbiome and gene program returning to normal within days.

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# Chiropractic College News

## Chiropractic health center's partnership with Caritas Clinics expands healthcare options

Increased access to chiropractic care for underserved populations is now underway, thanks to a new partnership between Caritas Clinics, Inc. and the Cleveland University-Kansas City (CUKC) Chiropractic Health Center. Through this partnership, chiropractic interns will add high-value, complementary chiropractic services and care to the free healthcare services provided to patients coming to Caritas Clinics. The new partnership launched June 28, 2019, on a limited schedule at the Duchesne Clinic in Kansas City, Kan.

"We are excited about this partnership with the Cleveland University-Kansas City Chiropractic Health Center, which enables us to provide services our patients could never be able to afford otherwise," said George Noonan, executive director of Caritas Clinics. "Our shared commitment to care for the whole person will have such a positive impact in our community. The clinic provides medical care to 1,400 uninsured patients annually who live below 150% of the federal poverty level."

Noonan said their patients do not have health insurance or access to Medicaid or Medicare and most have not had access to chiropractic treatments.

## Life West offers CE classes

Life West will host a new-6-hour-format class in Life West's cadaver lab on Saturday, Sept. 21. Learn about human anatomy from James Kunsman, DC, who practices in the Bay Area and teaches at Life West.

### Human Anatomy for Health & Fitness Professionals

- Saturday, Sept. 21, 9 am – 4 pm
- James Kunsman, DC
- 6 CE hours general

The program teaches the biomechanics and anatomy of the human body and how a chiropractic adjustment influences biomechanics as well as neurology. Students will learn about anomalies and conditions that may influence care, training, and health and fitness regimens. They will also get some hands-on time in the cadaver lab. You do not have to be a chiropractor or chiropractic student to register for this class,

however the class is limited to 24 participants.

### X-Ray: Radiographic Evaluation for Optimal Potential of the Spine

- 8 am – 12:30 pm on Saturday, Sept. 28
- Bryan Gatterman, DC, DACBR
- 5 CE hours X-ray

Dr. Gatterman, a clinical radiologist for the Life West Health Center and a member of the Life West faculty, will discuss the influence of radiographic findings in determining how to proceed with a patient's care. Those who attend this event will also learn how to assess particular findings.

### Ethics, Law & Preventing HIPAA Audits in a Social Media World

- 1 – 2:40 pm on Saturday, Sept. 28
- Michelle Massa, DC
- 2 CE hours Category A Ethics

Dr. Massa is a Life West faculty member, compliance officer for the on-campus Monte H. Greenawalt Health Center and a manager of her own practice in nearby Danville. She will guide participants through the latest laws, policies and procedures related to HIPAA. This seminar will help chiropractors ensure that they are closely following current, up-to-date legislation.

### NEW! Gonstead Pelvic & Sacrum Adjusting Made Easy

- 3 – 7:30 pm on Saturday, Sept. 28
- J. David Currie, DC
- 5 CE hours Category A Technique

Dr. Currie, a Life West faculty member who specializes in the Gonstead technique and teaches it around the world, will teach participants how to evaluate a patient and understand the principles of effortless adjusting. This is the third in a series of classes on the Gonstead technique that have been taught by Dr. Currie.

## Life West Student Council donates 195 backpacks to local children

At the start of the effort, organizers set a goal to donate 100 backpacks to the Family Emergency Shelter Coalition, or FESCO. However, in an exceptional display of support, those



at Life West rallied around the effort, and approximately 195 backpacks were distributed to local schoolchildren at recent events.

“About 25 backpacks were collected from the student body,” Student Council Vice President Ashley Gonzales explained. “Seventy or so were bought with monetary donations, and we had an influx of donations in the last two days. We definitely didn’t anticipate almost doubling our goal, but we did.”

Gonzales thanked several student body representatives, including Jodie Gibson, Marco Gudino, Dana Koren, Zeina Kaboukl, Diana Otero and members of Life West’s SABCA chapter. She credited this group with raising awareness for the cause, especially during the two-day period where turnout was incredibly high.

In addition to student efforts, faculty and staff also pitched in. The Life West enrollment team coordinated a donation from the entire department, and Student Life Manager Dani Lorta remarked that the money and backpacks donated set a new record.

### **Women’s Health Symposium Speaker: Cindy M. Howard, DC, DABCI, DACBN, FIAMA, FICC**



A nationally recognized speaker, Dr. Howard currently owns and practices at Innovative Health & Wellness Center in Orland Park, Illinois, where she combines both musculoskeletal work with functional medicine.

From 8 to 9:50 a.m. on Sunday, September 29, Dr. Howard will be addressing commonalities and associated conditions of urinary tract infections (UTIs) and cervical dysplasia. She said those attending can expect to understand the incidence, symptoms, diagnosis and treatment of UTIs as well as learn the relationship and causes of bacterial vaginosis, cervical dysplasia, and urinary tract infections, including how to diagnose and treat each condition.

“These conditions are more common than we would think, and infection can stem from many sources,” Dr. Howard said. “It is important to understand the relationship and know how to get to the underlying cause. Addressing these concerns in our female patients can truly be life altering.”

Dr. Howard is a graduate of the National University of Health

Sciences. She holds a Diplomate in Diagnosis and Internal Disorders and Nutrition and is a Fellow of the International Academy of Medical Acupuncture. Dr. Howard is the owner of DC consulting, the President of the ACA College of Pharmacology and Toxicology, and Director of Nutrition for Neurosport Elite in Florida, where she is also licensed.

Logan University’s Department of Postgraduate Education is proud to host the first ever ACA Women’s Council Women’s Health Symposium. [Click here](#) to learn more and register.

### **ParaPowerlifting athletes named to U.S. Parapan American Team**

The United States Olympic & Paralympic Committee has announced the U.S. Parapan American Team that will compete at the Parapan American Games Lima 2019 from Aug. 23 – Sept. 1 in Peru.

Representing U.S. Para Powerlifting is Luis Gonzalez-Poma, Christian Largo, Jake Schrom and Ahmed Shafik, who all recently competed at the 2019 World Para Powerlifting Championships in Nur-Sultan, Kazakhstan. Attending that competition were Kelley Humphries, DC, MS, EMT-P, CSCS, ICCSP, CCSP, executive director of Paralympic Operations at Logan University, the high performance management organization for USA Para Powerlifting, along with Devon Ackroyd, DC, CSCS, advance practice clinician at Paraquad; High Performance Manager of USA Paralympic Powerlifting Mary Hodge; and Logan President Clay McDonald.

The Parapan American Games are held every four years and precede the Paralympic Games by one year. Team USA will be represented in 16 sports during the 11-day competition. The U.S. will compete in every sport on the Parapan American Games program, with the exception of 5-a-side soccer.

The 2019 U.S. Parapan American squad of 257 athletes features 114 Paralympians, including 67 Paralympic medalists and 36 Paralympic champions.

Coverage of the 2019 U.S. Parapan American Team can be found at TeamUSA.org/Parapan2019 and on Team USA’s social channels featuring the hashtag #Lima2019. Additionally, visit TeamUSA.org/USADaily to sign up to receive the USA Daily, a digital news blast that provides Team USA results and highlights each night via email during the Games.

### **New York Chiropractic College (NYCC) celebrating its hundredth anniversary**

New York Chiropractic College (NYCC) is pleased to an-

# Chiropractic College News

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nounce it is celebrating the hundredth anniversary of its founding throughout 2019. Alumni and friends are invited to participate in NYCC's Centennial Celebration "Learn, Connect, Lead" from September 20-22. Participants will enjoy noted speakers and interesting topics.

For questions regarding alumni programs, email Diane Zink at [alumnirelations@nycc.edu](mailto:alumnirelations@nycc.edu), or call Alumni Relations at 800-234-NYCC (6922), extension 3065.



In 1919 Dr. Frank Dean founded the Columbia Institute of Chiropractic (CIC), which in the 1970s became New York Chiropractic College. One hundred years of excellence in healthcare education later, we are celebrating our Centennial with special events, offers, and opportunities.

## **Palmer College of Chiropractic receives \$1 million gift**

The student union at Palmer College of Chiropractic, a central hub for student activity and interaction, will soon be reimagined thanks to a \$1 million gift from Bruce C. Hagen, D.C. and his wife Bethel M. Hagen. The future Hagen Student Union will be a welcoming, modern space where students, faculty, staff and alumni will gather for years to come. In honor of their generosity, Palmer College is naming the student union the Bruce and Bethel Hagen Student Union. A dedication ceremony will be held on Thursday, Aug. 8 at 11:30 a.m., outside the Campus Center, during Palmer's Homecoming weekend in Davenport, Iowa.

Dr. Hagen, a 1953 graduate of Palmer's main campus, made the decision to become a chiropractor to serve others, as he had done with the United States Air Force during World War II. Originally from Wisconsin, Dr. and Mrs. Hagen made their home in Sioux Falls, S.D. after graduation. There they raised two daughters and four sons while maintaining a successful practice. Three of their sons went on to become Palmer-graduate chiropractors and their grandson is currently attending Palmer's main campus.

"We're grateful to Dr. Hagen and his wife for this incredibly generous gift that will help Palmer continue to deliver a leading educational experience for future chiropractors," said Dennis Marchiori, D.C., Ph.D., chancellor and CEO, Palmer College of Chiropractic. "This gift will play a vital role in plans to enhance and modernize our campus."

## **Homecoming and Seminars at Parker University**

October 4-6 will be the date for this year's #ParkerSeminars #Dallas & Homecoming. [Click here](#) to learn more and to register. With an expected attendance of over 2,000, and over 40 world-class speakers, this will be an event you can't miss! Earn up to 16.5 hours of Continuing Education (CE) credits #ParkerUniversity

## **16th Annual International Research and Philosophy Symposium**

The 2019 International Research and Philosophy Symposium, sponsored by Sherman College of Chiropractic, will be held this year on October 12-13 at the Gelardi Student Center Event Space in Boiling Springs, SC. [Click here](#) to learn more and to register.

## **Texas Chiropractic College 2020 Annual Gala: Night at the Museum, October 17, 2020**



## ***The IACP News***

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The Science, Paradigm, and Clinical Application of Chiropractic - The relationship between chiropractic, movement, NMS function, autonomic function, allostasis, and health.

### Module 2 - June 8 - 9, 2019

Eat Well: The Science, Paradigm, and Clinical Application of Wellness Nutritional Protocols

### Module 3 - September 28 - 29, 2019

Move Well: The Science, Paradigm, and Clinical Application of Wellness Movement and Physical Fitness Protocols

### Module 4 - October 19 - 20, 2019

Think Well: The Science, Paradigm, and Clinical Application of Wellness Psychological Fitness Protocols

Saturdays 8:00 am - 5:00 pm and Sundays 8:00 am - 1:00 pm

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### Chiropractic + Lifestyle: The Whole is Greater Than the Sum of the Parts

Modern Industrial Society and its associated lifestyle deficiencies and toxicities (stressors) has made wellness lifestyle a required addition to chiropractic care in the 21st century. The indisputable fact is that these lifestyle stressors represent a barrier to both the ability of patients to physiologically respond to chiropractic adjustments and to genetically express health. If one wants to get and keep patients well, one must address these lifestyle and habitat causes of illness by empowering patients with information regarding the lifestyle and habitat requirements for recovery, wellness, prevention, and performance. Chiropractic and wellness lifestyle form a perfect marriage not just in paradigm but for eliciting patient outcomes and achieving practice success.



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[www.thewellnesspractice.com](http://www.thewellnesspractice.com)



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***Life-saving reasons to drink more water***

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

***The secret weapon for lower blood pressure***

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

Or, make them available as handouts to your patients.

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



## **Strength training goes a long way in terms of supporting bone health, making aerobic exercise more productive, preventing injury, and facilitating healthy aging**

If you knew that a certain type of exercise could benefit your heart, improve your balance, strengthen your bones, and help you lose weight all while making you look and feel better, wouldn't you want to get started? Studies show that strength training can provide all those benefits and more. Strength training — also known as weight or resistance training — is physical activity designed to improve muscular fitness by exercising a specific muscle or muscle group against external resistance, including free-weights, weight machines, or your own body weight, according to the American Heart Association.

One of the best ways to stay fit and healthy as you age is by doing strength and power training exercises. You may know that starting in our thirties, we all begin to lose muscle mass. This loss actually contributes to achy joints, increased risk of injury, and the “middle-age spread” we all dread. What's more, the older we get, the faster muscle mass disappears. That means that eventually, simple tasks like getting out of a chair and climbing stairs can become more difficult.

Strength training can help you build muscle, make you strong, increase your endurance and make everyday activities easier. By combining strength and power training exercises you'll not only get stronger, you'll build speed and improve your reaction time. That's critical as you age, because it can help prevent falls.

What's important for everyone to know is that strength training is not just about body builders lifting weights. Regular strength or resistance training also helps prevent the natural loss of lean muscle mass that comes with aging (the medical term for this loss is sarcopenia). Strength training is an important part of your overall fitness and benefits people of all ages.



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# The Idaho Association of Chiropractic Physicians

## *The IACP News*

### Display Advertising Policy, Rates and Information

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

#### **Advertising deadline**

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

#### **Ad Sizes and Rates**

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

Rates are for full color ads **per insertion**. Ads published under a multi-run contract can be changed for each issue at no additional cost. Flash animation (.swf files), animations (.gif format) and video clips can be added to any ad. There is no extra charge for video clips or multi-media in ads unless "assembly" of the ad is required. Some file size limitations apply. For details contact Steve at C&S Publishing [CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com) or call (916) 729-5432. 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.

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

**Format:** *The IACP News* is produced in a state-of-the-art digital format. It can be opened and viewed online from both the IACP website at <https://iacp.wildapricot.org/> and also from the publication site: [www.IACPnews.com](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 Steve at C&S Publishing, (916) 729-5432.

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