



WFC QUARTERLY WORLD REPORT

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PRESIDENT'S MESSAGE

During the end-of-year Council teleconference meeting on December 7 we observed a time of silence for the recent loss of two exceptional leaders in the profession who have left large footprints for us to follow. These are Dr. Michael Pedigo of Camino, California and Dr. Kerwin Winkler of Aberdeen, South Dakota. An obituary for these fine men follows this message and our thoughts and well-wishes are extended to their families and wives Gladys and Gola.

As the year ends most energy and attention is now focussed on our 11th Biennial Congress in Rio de Janeiro, April 4-9, 2011, being held against the background of a battle with physiotherapy for recognition of chiropractic as an independent profession in Brazil, not a specialty of PT.

The Congress, like Brazil itself, will be colorful, controversial, exciting and larger than life.

The WFC has more early registrations (over 400 from Brazil alone, 4 months in advance) and more original research

submissions (220) than for any previous congress. Features include:

- Many organizations are holding meetings with us – including FICS, CCE International, the International Board of Chiropractors Examiners (IBCE) and – for the first time – the World Congress of Chiropractic Students (WCCS).
- The WFC Assembly of Members (April 4 and 5) will feature reports from every country and a 3-hour forum on the controversial issue of prescription drugs in the chiropractic practice.
- At the 3-day Congress (April 7-9) there is the richest academic program ever. On the second morning

Dr. Scott Haldeman moderates a session on the current status of manipulation and who should perform it. Dr. Mariano Rocabado of Chile, a world leader in PT manual therapy, will describe education and practice in the physiotherapy profession. Dr. Haldeman and Dr. Greg Kawchuk will summarize what is known about the neurological and biomechanical effects of spinal manipulation.

- The social program, as you would expect in Rio, is outstanding with a Brazilian BBQ (Churrasco), a Brazil Night and a Gala Banquet and Dance.

RIO CONGRESS EARLY BIRD PRIZE WINNER



Brazilian **Mira Bertussi**, a chiropractic student at the University Anhembi Morumbi in Sao Paulo, is the winner of the first early bird prize of **US\$1,000** drawn on November 30.



Will you win the second US\$1,000 prize? To be eligible you must register for the Congress by January 31.

www.wfc.org/congress2011

CONGRATULATIONS MIRA.

- A raffle will raise funds for the Brazilian Chiropractors' Association (ABQ) to help with the ongoing legal and legislative fight to establish chiropractic in Brazil. Grateful thanks to **Dr. Arlan Fuhr** and **Activator Methods**, leading sponsor for the Congress, and other sponsors for the many prizes offered.

I hope that all member associations – and you personally – will be in Rio for this outstanding and historic meeting. Brazil currently has 550 chiropractors and 750 students in two chiropractic schools. These are at Feevale University in Novo Hamburgo in the south of the country and the University Anhembí Morumbi in Sao Paulo in the heart of the country. The Congress is being hosted by the ABQ and both these universities.

Under the leadership of the ABQ in Brazil and the Latin American Federation of Chiropractic (FLAQ) chiropractic is growing more quickly in Latin America than in any other world region. When the chiropractic program commenced at Central University, Santiago, Chile in March this became the fifth chiropractic school in Latin America. There are 2 in Brazil, 2 in Mexico. Another 3 programs are scheduled to open next year – one each in Brazil, Chile and Mexico. The Minister of Health and Sports in Aruba, Richard Visser, DC, has been invited to address the Congress.

Particular thanks to the leaders of FLAQ for the untiring effort they are putting into leadership in Latin America at a time of great challenge and growth. FLAQ President is Dr. Carlos Ayres of Peru who represents Latin America on the WFC Council. Volunteer Executive Director is Dr. Sira Borges, ABQ Past-President.

I want to pause now to briefly reflect upon 2010 and then thank some of the individuals and organizations that have made this a very successful year for the WFC and the profession.

First the Eastern Mediterranean and Middle East Chiropractic Federation (EMMECF) was formed at a successful spine care conference in Jordan in April. The EMMECF has brought together 10 WFC member countries in the region to support the development of chiropractic. Thank you to WFC Past-President, Dr. Stathis Papadopoulos of Cyprus for his vision and leadership in this area.

In May a large WFC delegation attended the Annual Assembly of the World Health Organization in Geneva. The chiropractic profession is now well-recognized and supported at WHO, and particular thanks to Dr. Molly Robinson Nicol for her continuing and outstanding work at WHO where she has been the profession's first representative on staff.

Also in May the WFC and the US Federation of Chiropractic Licensing Boards (FCLB) held a well-attended meeting of international regulatory boards in London at the time of the ECU Convention. This looked at mobility issues for chiropractors relocating temporarily or permanently between countries, was a great success, and is to be followed by a third such meeting of regulatory boards in Rio. Congratulations to the FCLB on its leadership in this regard.

Obituaries

Two respected and much loved leaders, both of whom had recently represented the North American Region on the WFC Council, were lost to the profession this fall.



Dr. Michael Pedigo

Dr. Michael Pedigo of Camino, California passed away on October 10, 2010. A 1969 graduate of Palmer College, Dr. Pedigo was a tireless champion for unity and advancement in the chiropractic profession.

He held the unique distinction of being the only chiropractor to be elected President of both the International Chiropractors' Association (1985-1988) and the American Chiropractic Association (1997-1999) and was named Chiropractor of the Year by both organizations in 1988 and 1991 respectively.

However Dr. Pedigo will probably be best remembered as one of the five individual plaintiffs in the Wilk et al. vs American Medical Association lawsuit in which victory in 1987 broke the AMA's campaign to contain and eliminate the chiropractic profession. Dr. Pedigo and other plaintiffs exposed themselves and their lives to a complete open book examination during the 14 year legal battle.



Dr. Kerwin Winkler

Dr. Kerwin Winkler of Aberdeen, South Dakota passed away on November 9, 2010. He was a 1960 graduate of Palmer College who practiced in Aberdeen for 49 years, in partnership with his son Dr. Barry Winkler from 1991.

Like Dr. Pedigo, Dr. Winkler held many distinguished positions in the profession. These included President, South Dakota Chiropractic Association, Chairman of the Board, American Chiropractic Association and Vice-President, Chiropractic Centennial Committee. His many awards for service included the ACA Chiropractor of the Year Award and The Lee Homewood Lifetime Achievement Award.

"Dr. Pedigo and Dr. Winkler were men of great character who made outstanding contributions to their profession and their communities", said WFC President, Dr. J. Michael Flynn, also a Past-Chairman of the ACA Board of Governors.

"They were equally admired by patients and the profession. It is because of individuals such as them that the chiropractic profession survived and flourished in the 20th Century.

PRESIDENT'S MESSAGE CONTINUED...

In June a most successful WFC Council meeting was held in Budapest hosted by the Hungarian Chiropractors' Association (HCA). Thank you to the HCA and its President, Dr. Zsolt Kalbori for the generous welcome. Thank you to colleagues in other Eastern European countries (e.g. Croatia, Estonia, Serbia) who were there to discuss professional issues and attend the excellent seminar generously sponsored by Foot Levelers.

During the northern summer the Government of Israel finally passed legislation to recognize and regulate chiropractic practice. Congratulations to the Israeli Chiropractic Society (ICS) which could have settled for legislation without diagnosis during many years but insisted on a full and appropriate legal scope of practice and was victorious in the end. The ICS is now working to establish a school of chiropractic.

In October the WFC held its 6th Biennial Education Conference at the new school of chiropractic at the Royal University Centre Escorial – Maria Cristina near Madrid, Spain. Partners were the Association of Chiropractic College (ACC) representing North American schools, and the Consortium of European Chiropractic Educators (CECE) representing European schools. The theme was *Clinical Training: Meeting the Demands of a New Era*.

With 115 registrants from 21 colleges in 10 countries this was the largest and most successful WFC Education Conference yet. Thank you to our hosts, the RCU Maria Cristina and the Spanish Chiropractors' Association (AEQ). Also to the IBCE which was lead sponsor and administered a clinical competency exam to Spanish students during the conference week.

Finally, on behalf of the WFC I want to express thanks and appreciation to:

- My friends and colleagues on the WFC Council, who continue to lead by example and volunteer their time and skills without reward.
- Members of the various WFC Committees – with a special mention of Dr. Rand Baird, who chairs both the Corporate Associate Members' Committee and the Public Health Committee.
- Our exceptional staff – David Chapman-Smith, Secretary-General, Khalid Salim, Manager Administration, Sandra Brown, Executive Assistant, Natalie Colavecchia, Manager, Meetings & Communications and Sarah Yabut, Administrative Assistant.

I wish you all a successful celebration of the Holiday Season and a healthy and prosperous New Year. This is the "Decade of Chiropractic" advancement globally, thanks to the tireless efforts of our member associations in the World Federation of Chiropractic. Although there are many challenges, there is also our unrelenting determination to assure that there will be unimpeded chiropractic access universally for patients deserving of the special clinical skills that can only be provided by a Doctor of Chiropractic. As for the past three years, in place of Greeting Cards the WFC has sent a donation on your behalf to Sister Yengo's Children in the Congo.

Yours sincerely,



J. Michael Flynn, DC



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REPORT ON EDUCATION CONFERENCE IN SPAIN



WORLD FEDERATION
OF CHIROPRACTIC



IBCE
INTERNATIONAL BOARD OF
CHIROPRACTIC EXAMINERS

Clinical Training in Chiropractic Education: Meeting the Demands of a New Era was the title of the WFC/ACC/CECE Conference held at the Royal University Centre Escorial – Maria Cristina (RCU Maria Cristina) near Madrid, Spain, October 13-16, 2010. Hosts were **RCU Maria Cristina** and the **Spanish Chiropractors' Association** (AEQ – Asociación Española de Quiropráctica). Leading sponsor was the **International Board of Chiropractic Examiners (IBCE)**.



Dr. Ricardo Fujikawa addresses the Meeting

In a well attended meeting 115 registrants from 21 colleges and various other chiropractic organizations addressed questions such as:

- Are graduates well prepared for independent clinical practice? Are they prepared for the evolving healthcare world – characterized by collaboration, integration, evidence-informed best practices, patient safety, accountability and a variety of practice environments and career choices?
- Do they know how to manage lifelong learning and apply scholarship to practice? How should chiropractic educators and organizations address these challenges?

Papers were presented in 8 subject categories – methods and settings for undergraduate training; faculty development; assessment of clinical competencies; instilling habits of lifelong learning; implementation of a postgraduate clinical year (as happens in Europe and in South Africa); interprofessional education and practice; and CPE/CE – maintaining clinical competencies.

Draft Consensus Statements

The final session of the Conference led to draft consensus statements that are currently being edited for publication in the near future. Key points of consensus included:

- A central demand of this new era which the chiropractic

profession must satisfy is demonstration of the clinical and professional competencies necessary to practice in collaboration with other healthcare professions.

- To meet this demand the profession must further develop its clinical and professional competencies.
- Beneficial innovations in clinical training are clinician-based training, clinics in a variety of community and hospital-based settings, especially those having collaborative and interprofessional practice, and a structured postgraduate clinical year prior to independent practice as presently implemented in Europe and South Africa.
- Interprofessional education (IPE) should be an important component of clinical training in all chiropractic programs. IPE occurs when students from two or more professions learn about, with and from each other.



Dr. Martin Normand, UQTR, Quebec, Canada, Dr. Henrik Lauridsen, University of Southern Denmark and Dr. Deborah Kopansky-Giles, CMCC, Canada



Dr. Martin Kollasch, Director of International Operations, IBCE and panel answer questions.

REPORT ON EDUCATION CONFERENCE IN SPAIN CONTINUED...

- Because of the changing knowledge base in healthcare there is a need for all practitioners to adopt the habit of lifelong learning. Chiropractic education must foster the practice of critical reflection. The habit should be reinforced in graduate and continuing professional development programs.

Special thanks to the **AEQ** for sponsoring the welcome reception, to **Dr. Ricardo Fujikawa**, Head of Chiropractic Studies, RCU Maria Cristina and his team of volunteer students, and to **Natalie Colavecchia**, WFC Manager, Meetings and Communications. Special thanks to the Planning Committee and Program Directors who were:

CECE – **Dr. Fujikawa** and **Dr. Martin Wangler**, Director of Academic Affairs, European Academy of Chiropractic, Switzerland.

ACC – **Dr. Joe Ferguson**, Dean, Life Chiropractic College West, USA and **Dr. Michael Wiles**, Provost and Vice-President for Academic Affairs, Northwestern Health Sciences University, USA.

WFC – **Dr. Barry Lewis**, Past-President, British Chiropractic Association and **Dr. Gerard Clum**, President, Life Chiropractic College West.



Farther Eldemiro, Rector, RCU Maria Cristina (centre right) welcomes guests who assisted in development of the school of chiropractic.



Dr. Lise Lothe of Norway, Registrar, European Academy of Chiropractic.



Dr. Haymo Thiel, Vice-Principal AECC, UK



Dr. Michelle Maiers, Northwestern University of Health Sciences, USA, Dr. Kathryn Hoiriis, Life University, USA and Dr. Peter McCarthy, Glamorgan University, UK.

ADMINISTRATION

COUNCIL

Michael van den Bos DC, South Africa	African Region
Terrence Yap DC, Singapore	Asian Region
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Espen Johannessen DC, Norway	European Region
Barry Lewis DC, CCSP, UK	European Region
Carlos Ayres DC, Peru	Latin American Region
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Greg Stewart DC, Canada (<i>2nd Vice-President</i>)	North American Region (Canada)
Gerard Clum DC, USA - ICA	North American Region
J Michael Flynn DC, USA - ACA - (<i>President</i>)	North American Region
Rick McMichael DC, USA - ACA	North American Region
Dennis Richards DC, FICC - Australia (<i>1st Vice-President</i>)	Pacific Region

For photos and bios of members of Council and Research Council go to About WFC at www.wfc.org.

RESEARCH COUNCIL

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Scott Haldeman DC, MD, PhD (<i>Chair</i>)	USA
Gregory Kawchuk DC, PhD	Canada
Charlotte Leboeuf-Yde DC, MPH, PhD	Denmark
Reed Phillips DC, PhD	USA
John Triano DC, PhD	Canada

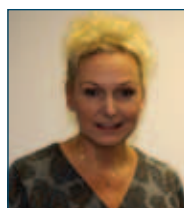
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Khalid Salim
Manager, Administration



Sandra Brown
Executive Assistant



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Natalie Colavecchia
Manager, Meetings & Communications

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Chair, Deborah Kopansky-Giles DC, FCCS - Canada

Policies & Procedures

Chair, J. Michael Flynn DC - USA

Profile of the Profession

Chair, Gregory Stewart DC - Canada

FUTURE EVENTS



WFC's 11th Biennial Congress

Host: Brazilian Chiropractors' Association

Place: Rio de Janeiro, Brazil

Date: April 6 – 9, 2011

Information: www.wfc.org/congress2011 and www.whooprxia.org.br/congresso2011



David Chapman-Smith
WFC Secretary-General

UPDATE FROM THE SECRETARY-GENERAL

WFC Website – French and Spanish

The WFC's website www.wfc.org is now available in all three of the WFC's official languages – English, French and Spanish. Thank you to the Association Française de Chiropratique (AFC), especially Dr. Philippe Fleuriau, and the Asociación Española de Quiropráctica (AEQ), especially Dr. Carlos Gevers, for extensive translation work. Thank you also to Sarah Yabut at the WFC office for much fine work on this project.

Finance and Administration

The WFC has recently signed renewed 5-year product endorsement agreements with:

- **Foot Levelers** www.footlevelers.com orthotics and pillows
- **Human Touch** www.humantouch.com massage chairs

The WFC encourages you to use these products in your practices – they are of proven and excellent quality and both corporations are long time supporters of the WFC and the profession.

For the past 3 years the WFC has provided staff and administrative support for the Fédération Internationale de Chiropratique du Sport (FICS) pursuant to an agreement under which FICS pays an annual amount towards salaries and office rental. Sandra Brown serves as Executive Assistant to both the WFC and FICS, I hold the position of FICS General Counsel. That arrangement has worked successfully for both organizations and in November that agreement was renewed for a 3-year term to December 2013.

WFC/CECE/ACC Education Conference - Spain

This conference was held October 13-16 at the chiropractic school at one of the most impressive university campuses in

the world – at the Royal Palace and Monastery at San Lorenzo de El Escorial near Madrid, Spain.

It was an outstanding success in terms of support from the international academic community, quality of presentations, consensus statements and other outcomes, and support for the profession in Spain – where chiropractic is not yet recognized or regulated by law. See a separate article in this QWR for more detail.

Special thanks to **Dr. Ricardo Fujikawa**, Head of Chiropractic Services RCU Escorial – Maria Cristina who coordinated all the administration in Spain, **Natalie Colavecchia**, WFC Manager, Meetings and Communications who was overall administrator for the event and **Dr. Francine Denis**, VP for International Relations, Spanish Chiropractors' Association (AEQ) who arranged AEQ sponsorship of the opening reception and led the AEQ delegation at the event.

The WFC's partner at previous education conferences, held every two years since 1998, has been the Association of Chiropractic Colleges (ACC) representing chiropractic colleges in North America. It is a sign of the times that regional organizations are being formed to represent many new chiropractic schools throughout the world. In Spain the third partner for the conference was the Consortium of European Chiropractic Educators (CECE).



Dr. Ricardo Fujikawa addressing the Conference



The library at El Escorial

In the Asian and Pacific Regions there is now a Consortium of Chiropractic Institutions – Asia Pacific (CCI-AP). At the end of the conference Dr. Brian Nook, Dean, School of Chiropractic and Sports Science, Murdoch University, Perth, Australia, supported by the CCI-AP, invited the academic community and the WFC to hold the next education conference at Murdoch University in October/November 2012. Although this is yet to be confirmed there was strong support from those attending the conference.

Survey on Legal Status

On November 15 member associations and country contact persons were sent an important survey on the legal status of chiropractic practice for completion and return by **February 28, 2011**. Thank you to the following members who have already returned the survey:

- **Israel:** (Israeli Chiropractic Society) – Dr. Ronen Mendi
- **Namibia:** (Namibian Chiropractic Association) – Dr. Elga Drews
- **South Africa:** (Chiropractic Association of South Africa) – Dr. Charmaine Korporaal
- **Switzerland:** (ChiroSuisse Swiss Association of Chiropractors) – Priska Haueter
- **United Kingdom:** (British Chiropractic Association) – Dr. Richard Brown

In today's world legislative developments in one country quickly effect other countries. It is important to all of us that we have good current information on the legal status of the profession worldwide. Please ensure that your association/country responds to this survey.

If you have misplaced or not received the survey form it can be found under Projects at www.wfc.org, or write to Sarah Yabut at syabut@wfc.org asking for another copy.

WFC Silver Anniversary History Book

Author Dr. Reed Phillips is making steady progress in researching and writing a book to record the first 25 years of the history of the WFC. This is to be available for publication in late 2012.

This means that the Rio de Janeiro Congress will be the last one covered by the history. Dr. Phillips will be with us in Rio – at the Assembly and throughout the Congress – and will be looking to meet and speak with anyone who can help him on this project. You can contact him at rpb1963@gmail.com.



Dr. Reed Phillips

Generous funding for this project has been received from NCMIC, the **National Board of Chiropractic Examiners (NBCE)** and **Standard Process** (\$25,000 each).

2011 Member Dues

Member association dues for 2011 are due as of December 31, 2010. Thank you to these countries for payment as at December 24:

Canada, Cyprus, Denmark, Germany, Hungary, India, Japan, Jordan, Malaysia, Namibia, Norway, Peru, Republic of Panama, Serbia, South Korea, Spain, Turks & Caicos Island

To other members please honor your membership commitment to be in good standing and pay dues in a timely fashion.

Rio Congress Update – Welcome WCCS

With over 400 registrations by mid December and 220 original research submission we have the promise of a very large and exciting meeting. All information you need to know is at www.wfc.org/congress2011.

However I want to draw attention to an excellent new development – the World Congress of Chiropractic Students (WCCS) has now confirmed that it will hold its 2011 Congress with us in Rio. This means that approximately 100 student leaders from around the world will join us led by WCCS President, Stanton Hom of the Southern California University of Health Sciences.



Brazilian members of the Rio Congress Planning Committee (back row) Dr Priscila Nilson, ABQ and Dr Eduardo Bracher, ABQ and UAM, Program Director; (front row left to right) Dr Thiana Schmidt dos Santos, FEEVALE, Dr Sira Borges, AQB and FLAQ, Dr Ana Paula Facchinato, UAM, and Dr Juliana Piva, ABQ President.

I draw your attention to these points:

- **Limited space left at main hotel.** If you are coming to the Rio Congress please make sure to register as soon as possible if you want to stay at the Congress venue - the Rio Intercontinental Hotel. Half of the WFC's room block of 300 rooms has already been taken. Other 4 and 5 star hotel are a 15 minute cab ride away.
- **Visas.** Importantly, remember that for many countries – including Canada and the USA – you need a Visa to travel to Brazil. See more at the website.
- See the flowchart of events with this article. Member association representatives attending the WFC Assembly on April 4 will need to arrive on Sunday April 3. For most countries this means a Saturday evening April 2 departure.

Thank you to the many people who are working so hard to make this Congress a success – special mention to the Brazilian members of the Rio Congress Planning Committee led by **Dr. Priscila Nilson** of Sao Paulo.

Friday April 1

IBCE Meeting 8:30 am - 6:00 pm

Saturday April 2

WFC Executive Meeting 9:00 am - 3:00 pm
 WCCS Congress Welcome Reception 7:00 pm - 10:00 pm

Sunday April 3

WFC Council Meeting 8:30 am - 6:00 pm
 WCCS Congress - Day 1 8:30 am - 5:30 pm

Monday April 4

WFC Assembly – Day 1 8:30 am – 5:30 pm
 WCCS Congress - Day 2 8:30 am – 5:30 pm
 FICS Executive Officers Meeting 8:00 am - 6:00 pm
 CCEI Meeting - Day 1 9:00 am - 6:00 pm
 Pre-Congress Seminar - ART – Day 1 9:30 am – 5:00 pm
 WFC/ABQ Evening Reception 6:00 pm – 8:00 pm

Tuesday April 5

WFC Assembly - Day 2 8:30 am – 5:30 pm
 WCCS Congress - Day 3 8:30 am – 5:30 pm
 FICS NCSCs and ExCo Meetings 8:30 am – 5:30 pm
 CCEI Meeting - Day 2 9:00 am - 6:00 pm
 Pre-Congress Seminars: 9:30 am – 5:00 pm

- ART - Day 2
- Activator Methods - Day 1
- McKenzie Methods - Day 1
- Pediatrics - Day 1
- Taping/Kinesiology Taping - Day 1

Wednesday April 6

FICS Assembly and Symposium 8:30 am – 6:00 pm
 WFC/FCLB/Regulatory Boards Meeting 9:00 am - 5:00 pm

Pre-Congress Seminars - continued: 9:30 am – 5:00 pm

- ART - Day 3
- Activator Methods - Day 2
- McKenzie Methods - Day 2
- Pediatrics - Day 2
- Taping/Kinesiology Taping - Day 2

Golf Day - *Optional*

Congress Registration 3:00 pm - 9:00 pm
 Welcome Reception 6:30 pm - 9:00 pm

Thursday April 7

Main Congress – Day 1 8:45 am – 6:30 pm
 WCCS Executive Meeting 1 9:00 am - 5:00 pm
 ABQ Assembly 6:30 pm - 9:00 pm
 Brazilian Show and Dinner - *Optional*

Friday April 8

Main Congress – Day 2 9:30 am – 6:30 pm
 WCCS Executive Meeting 2 9:00 am - 5:00 pm
 FLAQ Assembly 6:30 pm - 9:00 pm
 Palmer Alumni Lunch
 Churrasco/Brazilian Barbecue & Speakers' Dinner - *Optional*

Saturday April 9

Main Congress – Day 3 9:30 am – 5:00 pm
 WCCS Congress Closing 8:30 am - 5:30 pm
 Gala Reception 7:00 pm - 7:30 pm
 Gala Banquet and Dance 7:30 pm - 2:00 am

Special thanks to the WFC's Corporate Platinum Members - (US\$10,000.00):

Activator Methods International – USA
www.activator.com

Cleveland Chiropractic College – USA
www.cleveland.edu

Dynamic Chiropractic – USA
www.MPAmedia.com

Enzyme Formulations, Inc. – USA
www.loomisenzymes.com

Foot Levelers - USA
www.footlevelers.com

Human Touch – USA
www.humantouch.com

International Board of Chiropractic Examiners – USA
www.ibce.org

NCMIC Insurance Company – USA
www.ncmic.org

Palmer College of Chiropractic – USA
www.palmer.edu

Parker College of Chiropractic – USA
www.parkercc.edu

Standard Process Inc – USA
www.standardprocess.com

FICS REPORT

Similar to the WFC Quarterly World Report there is a quarterly FICS News reporting on FICS and sports chiropractic worldwide. Here are two items from the December 2010 issue – from Dr. Cassiane Fruhauf, a Brazilian chiropractor with the ASP World Surf Tour, and Dr. Paul Cheung, a UK chiropractor with the Formula One Red Bull Racing Team whose driver Sebastian Vettel has just been crowned World Champion for 2010.

For the December issue and past issues of the FICS News go to Publications at www.fics-sport.org.

Sports Chiropractic at ASP Surf Tour in Brazil

Under the Association of Surfing Professionals (ASP), formed 31 years ago in 1979, the sport of surfing has been transformed from amateur fun with no surfing industry to a major professional sport.

The ASP World Tour has annual men's and women's events worldwide and each year these include visits to some of our famous beaches in Brazil. At these competitions we see the most important names of the sport around the globe – such as Kelly Slater of the USA (current ranking number 1) and Mick Fanning and Joel Parkinson of Australia (current rankings 4 and 18).

Current stars from Brazil are Adriano de Souza and Jadson André, whose current ASP world rankings are 10 and 14. Working with them on the ASP Tour is Dr. Cassiane Fruhauf, Sports Director of the Brazilian Chiropractic Sports Society

(SBQD) the FICS member from Brazil.

The ASP requires that a chiropractor be available at each of their events. At this year's ASP Men's Star Event in Brazil, held in May at Florianopolis in Santa Catarina, sports chiropractors in attendance were Dr. Fruhauf, a graduate of the Feevale University School of Chiropractic in Novo Hamburgo, and Dr. Jason Gilbert of Sao Paulo.

"Chiropractic is extremely important for the professional surfers I treat", says Dr. Fruhauf, "because it directly effects their performance and results through enhancing their balance, strength and ranges of motion".

"Athletes use chiropractic a lot during, prior and after the competitions", she adds, "not only for improved performance but because of many cervical, spine and low-back complaints due to the sport-specific demands of surfing".

Dr. Fruhauf's outstanding work is not only making a difference for her athletes but is giving a lot back to the chiropractic profession in Brazil. Brazil has approximately 450 chiropractors and 750 students in two university-based programs at Feevale University and the University Anhembi Morumbi in Sao Paulo, but the profession is still unrecognized by law and fighting for government approval of draft legislation.

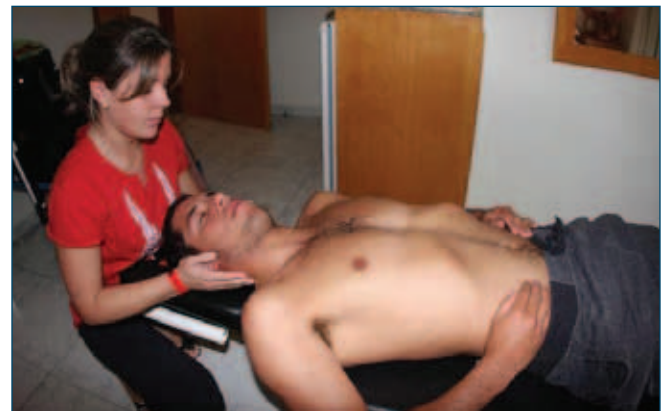
Brazilian surfers Adriano de Souza and Jadson André are among those who have signed a collective petition in support of the legislation that has been sent to the Federal Deputies.



Brazilian surfing stars Adriano de Souza and Jadson André competing at the ASP Tour Men's Star Event in Santa Catarina



Adriano de Souza and Jadson André tuning up with Dr. Cassiane Fruhauf



Winning the F1 World Championship

In Abu Dhabi in October Sebastian Vettel of Germany and the Red Bull Racing Team became the youngest Formula One World Champion ever at age 23.

Four drivers started the final race with a chance of winning the Championship, including his fellow Red Bull driver Mark Webber of Australia. Dr. Paul Cheung of Harrogate, Yorkshire was there. He was completing his third season travelling and working with the Red Bull team. they receive treatment during the 1 hour before practice and qualification on Fridays and Saturdays and the 2 hours before the race on Sundays. Here is Dr. Cheung's account of final preparations for, and the end of the race on, race day in Abu Dhabi.

Final Preparation.

When I was in Abu Dhabi on race day, seeing the drivers just before race time, it occurred to me that this was the last time for assessment and therapy before the final race of the season – the event that would decide who was going to be World Champion. Both Mark Webber and Sebastian Vettel had the possibility of scoring enough points to win the Championship.

That thought lasted a split second, as I carried on as usual, getting into the zone, muscle testing the drivers, their lower limb muscles and then the upper limbs. Putting the lower back, pelvis and cervical spine into various ranges of motion and muscle testing each time. A nice way to activate the muscles too.

After I completed the assessment and a few adjustments for each driver, Webber first and then Vettel, Webber's trainer and physiotherapist Roger Cleary and Vettel's trainer Tommy Parmakoski put in some final touches. A period of quiet and focus, visualisation and meditation, followed for 10-15 minutes before the drivers did up their kit, walked out of the treatment room, down the stairs, out of the building, past the cameras and press without saying a word and into the garage.

The drivers shake hands, pat the crew on the back, give the nod before getting into their cars, to be firmly strapped in, wired up and plugged into the drink pack. Radio check done, the cars move out of the garage, do a lap around the track and then get into formation on the grid. For about 28 minutes, some final adjustments are made to the cars.

Countdown... the cars are started up, the crews clear off the grid and the cars do a formation lap of the circuit. Then they line up on the grid and wait for the red lights to go out.....

The Final Race Finishes.

As the last few laps unfolded, the team members of Red Bull Racing were looking at each other in disbelief that we, potentially, had a new World Champion in Formula 1. At the same time, that "look" also carried the hope that said, "I hope nothing goes wrong". As the final lap was being completed, we rushed up to the gaps in pit wall, waiting for that glorious moment when our drivers crossed the finishing line and passed the chequered flag.

It was our Sebastian Vettel, who was first to cross the finishing line, becoming the youngest F1 driver ever to be World Champion. I went running up to Tommi Parmakoski, Seb's trainer first to congratulate him on this historic moment. He was stunned even though he was doing the pitboard during the race and knew what the situation was.

When we heard Sebastian's voice over our radio headsets with such joy and emotion, congratulating and thanking all of us, we could not help but shed tears of happiness. Those long hours in the paddock, those air miles we had flown, the numerous episodes of jet-lag, seemed to disappear in a flash. We ran up the pit lane to watch all the cars come home, but



The Red Bull team ready to go



Savouring the moment of success with Sebastian Vettel



FICS REPORT CONTINUED...

especially to see him get out and stand on his Adrian Newey-designed RB6 race car to salute the world on television.

It has to be said that we were all somewhat sad that our other phenomenal driver, Mark Webber, did not have such a good race, coming in at 8th position. We cannot imagine what emotions he must have gone through, knowing that he could have had the title. His massive contribution had helped Red Bull win the Constructors Title at the previous race in Brazil, where we amassed enough points that no other team could to catch us up.

So there we have it, Red Bull Racing, a non-car manufacturer, is up there with Ferrari and McLaren and Mercedes who have won so many races over decades.

I reflected on my third season and I all I can say is, it was a fantastic experience to be involved with looking after the best F1 drivers on the planet and the winning team. I have enjoyed the challenges of dealing with various conditions not only affecting our team, but also the media people and VIP's who use and abuse me.

I have been known to be "Mister Fix It" in the Paddock and have enjoyed TV interviews with Bulgarian, Spanish, German, Turkish and Greek TV channels (I couldn't tell you if I was any good!).

Now that Red Bull Racing are up there with the big boys, we have to defend the title next season. Will it be the same in 2011? For now, I will enjoy the quiet period of winter and spend time with the family and also enjoy the official Red Bull Party in London, to celebrate the double World Championship.

Paul Cheung, DC



Dr. Paul Cheung with Mark Webber (left) and Sebastian Vettel (right)



Platinum Sponsor



Research Main Awards



Research Poster Awards



PUBLIC HEALTH COMMITTEE REPORT

RAND BAIRD DC, MPH, CHAIR, PUBLIC HEALTH COMMITTEE, DRRANDBAIRD@YAHOO.COM

The WFC Public Health Committee is composed of 11 chiropractic leaders representing the 7 WFC regions of the world. They are:

Africa: Evalie Heath, DC - Zimbabwe
ekheath@netconnect.co.zw

Asia: Terrence Yap, DC - Singapore
drterrence yap@gmail.com

Rand Baird, DC, MPH (*Chair*) - Malaysia
DrRandBaird@yahoo.com

Eastern Med.: Efstathios Papadopoulos, DC - Cyprus
epeco@spidernet.com.cy

Europe: Paul Weston, DC - UK
innate@hotmail.co.uk

Latin America: Sira Borges, DC, MD - Brazil
siraborges@hotmail.com

North America: Gary Auerbach, DC - USA
garyauerbach@hotmail.com

Ron Kirk, DC - USA
rkirk@life.edu

Deborah Kopansky-Giles, DC - Canada
kopanskygild@smh.toronto.on.ca

Medhat Alattar, MD, DC - USA
alattar_m@palmer.edu

Pacific: Inger Villadsen, DC - Australia
inger@hunterlink.net.au

ex-officio: David Chapman-Smith - Canada

Your WFC Public Health Committee represented you again in October when the World Health Organization (WHO) held its 61st Session Regional Meeting for the Western Pacific Region in Putrajaya, Malaysia near the capital city of Kuala Lumpur.

The meeting was chaired by Dr. Liow Tiong Lai, Health Minister of Malaysia. Dr. Rand Baird and Dr. Terrence Yap attended and participated in many business and social events, including Minister Liow's birthday celebration at the famous Palace of the Golden Horses resort. Dr. Liow also accepted an invitation and later attended the grand opening of the Chiropractic Centre at the International Medical University (IMU) and was again welcomed by Dr. Baird and Dr. Yap along with Chiropractic Program Head Dr. Michael Haneline.



Dr. Rand Baird (left) & Dr. Terrence Yap at WHO Western Pacific Regional Meeting

Chiropractic and Spinal Care Month in October did not go unnoticed at the newest chiropractic program either, as chiropractic students marched spines around the campus, engaging students and faculty from all the medical, dental, and other health training programs at IMU. The Chiropractic Program at IMU is also a corporate associate member of the WFC.



Atrium banner at International Medical University (IMU) of Malaysia

The WFC Public Health Committee will next meet in conjunction with the WFC Biennial Congress in Rio de Janeiro in April. Please submit your suggestions and comments to the committee members listed above.

WORLD NOTES

Australia



New Chiropractic Board of Australia

Australia, like the USA, has state and federal governments and has traditionally had a separate chiropractic licensing or registration board for each state. Under new legislation that came into force in July each health profession in Australia now has one national regulatory board – for chiropractic this is the Chiropractic Board of Australia. President is Dr. Philip Donato.

This amalgamation of boards is just one part of significant rethinking of healthcare that is going on in Australia. Dr. Simon Floreani, President, Chiropractors' Association of Australia (CAA) recently attended a forum for healthcare leaders. What follows is an extract from his President's Report in the October issue of the CCA's monthly newsletter The Australian Chiropractor:

This month I was fortunate enough to sit with the top health leaders in Australia for several hours at the industry forum program –“How do we meet the health needs of tomorrow” We spoke openly about fostering interdisciplinary and collaborative approaches to disease prevention, what the health care workforce would look like in the future, is there a new health worker, what innovation is needed with technology, data and systems management, where and how will we be delivering health care, how do we best share knowledge, experience and skills?

For me it was like watching how spring has sprung in the minds of the health care leaders. Mr Chris Robertson (pictured), one of the heads of AHPRA, described the change in health care as a monumental shift with 80 organisations changing overnight to 10 national boards. This process is forcing over 180 health care organisations to work together for the first time in history. The leaders spoke about health service requirements growing exponentially (a minimum of 16% growth annually –the largest-growing sector in Australian industry).



Dr. Simon Floreani (left) with Mr. Chris Robertson and Prof. Ken Greenwood, Head, Health Sciences Division, RMIT University, Melbourne.

Leaders agreed on the need for increased intersection between health and media, particularly wellness and media. They recommended a structured shift away from ‘ists’ (specialists) and toward the ‘whole person’ approach. They spoke openly about overspecialisation and domination of entrenched values of sickness management and a country obsessed with hospitals. They recommended a consolidated delivery of healthcare, best places to attend and evolving a new tradition of health ‘service’ to the consumer.

It gave me a renewed sense of security that our core values and the focus of CAA on wellness on your behalf is perfectly on track for where the health needs of the country are at.

After our discussions I had approaches from the Health Department and the head of hospitals showing keen interest in the role chiropractors may play on the bigger playing field of health. It would seem our long history of the ‘whole person’ approach and the violent opposition it has met will in all reality become the secure platform of first choice that propels us to the forefront of healthcare in the short-term future.

Botswana



World Spine Care (WSC) will now have Canadian chiropractor Dr. Geoff Outerbridge on the ground in Botswana in January as it commences its Shoshong

Project, a pilot project to test its model of providing comprehensive spine care in developing countries without spine care resources.

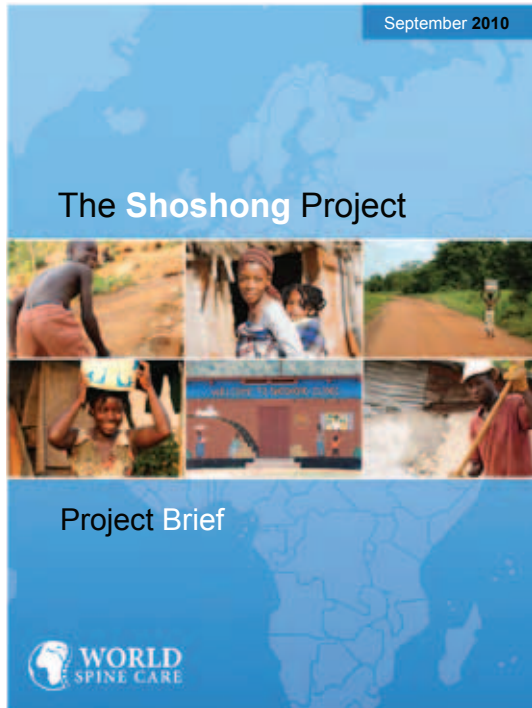


The WSC team meets with Dr. Kolataamo Malefo, Permanent Secretary of the Botswana Ministry of Health (centre left) and other officials during a visit to Botswana earlier this year

WSC President is Dr. Scott Haldeman, Clinical Professor, Department of Neurology, University of California, Irvine and Vice-President is Dr. Margareta Nordin, Professor and Program Director, Department of Orthopaedics and Environmental Medicine, School of Medicine, New York University. The WSC is endorsed by the World Federation of

Chiropractic, Palmer College of Chiropractic and the Bone and Joint Decades, where its liaison is Deborah Kopansky-Giles, DC of the WFC Council and Canada who is now a member of the BJD International Coordinating Committee. The WSC is also affiliated with the World Health Organization where its liaison is Molly Robinson Nicol, DC.

See Appendix A to this Newsletter for a project brief describing the WSC and its Shoshong Project.



Canada



CCA's December Research Bulletin
The Canadian Chiropractic Association's December Canadian Chiropractic Research Bulletin (No. 18) describes the flourishing chiropractic research scene in Canada. See this and past issues of the Bulletin at www.chiropracticcanada.ca.

Highlights in the December Bulletin include:

- Announcement of another university research chair – Mathieu Piché, DC, PhD has been awarded a 5-year Research Chair in Pain Neurophysiology by the Université du Québec à Trois-Rivières (UQTR).

Dr. Piché is an Assistant Professor at UQTR and his research interests are focused on cerebrospinal mechanisms involved in pain modulation and the effect of spinal pain on autonomic functions. In 2009 he received his PhD in neurological sciences from the Faculty of Medicine at the University of Montreal.



Dr. Mathieu Piché

- An update on a major clinical trial in which principal investigator is Pierre Côté, DC, PhD, an Associate Professor at the University of Toronto. This is *The University Health Network Whiplash Intervention Trial* which is looking at the effectiveness and cost-effectiveness of three programs of care for the treatment of whiplash-associated disorders. Funding of \$2.7 million is from the University Health Network Toronto and major auto insurer AVIVA Canada.



Dr. Pierre Côté

This is a pragmatic RCT that aims to determine which of three interventions is most effective and cost-effective in improving the recovery of patients with recent whiplash-associated disorders – the government-approved framework of care in Ontario, the care model designed by AVIVA Canada, or a physician-based education and activation intervention. It is expected that the recruitment phase of the trial will end in winter 2011.

When did you last visit www.wfc.org?

Go there now for:

- ◇ Information on the profession – country contacts, schools worldwide, legal status by country, history, etc.
- ◇ Information on the WFC – including its links with WHO and the WHO Guidelines
- ◇ Details of meetings and events
- ◇ Projects – Straighten Up program, Identity Consultation and Result, Chiropractors Against Tobacco, etc.
- ◇ News – and past issues of the WFC Quarterly World Report
- ◇ Much more

Denmark



Denmark has been the first country in which chiropractors have established a role as admitting specialists first seen by patients in a spine care hospital setting.

Speaking on this at the WFC's Rio Congress, generously sponsored by the Danish Chiropractors' Association, will be Dr. Søren O'Neill.

Dr. O'Neill currently serves as Chief Chiropractor at the Spine Centre for Southern Denmark at Lillebaelt Hospital in Middelfart. This is the main hospital of three that serve the Spine Centre for Southern Denmark. It is also the facility where chiropractic students at the University of Southern Denmark (USD) receive much of their clinical training.



Dr. Søren O'Neill

Dr. O'Neill, who holds a masters degree in rehabilitation from the USD, is currently studying for a PhD looking at the reversibility of generalized deep tissue hyperalgesia in chronic low-back patients scheduled for surgical management of intervertebral disc herniation. In Rio he speaks in Congress Session 9, which deals with different models of chiropractic practice, on the subject *Danish Experience: A Hospital-Based Specialist and First Point of Entry*.



Danish Chiropractic Research Stipend

Foto: Mikkel og Thomas

The Danish Chiropractors' Association and The Foundation for Chiropractic Research and Postgraduate Education (a research foundation established by Denmark's healthcare authorities and the Danish Chiropractors' Association) have set up the international Danish Chiropractic Research Stipend.

A primary objective of the stipend is to strengthen the bonds between Danish and foreign research environments; this includes underpinning foreign researchers' contributions to building up and further developing a knowledge environment in Denmark.

It is possible to apply for funding from The Foundation for Chiropractic Research and Postgraduate Education to support research conducted by a foreign chiropractor at a Danish research institution.

An application form must be used to apply for support. The form and further details about application guidelines are available on the Danish Chiropractors' Association's website: www.danskkiropraktorforening.dk

The application must include a detailed description of the project, including its objective, as well as a specification of the amount being applied for and the amount of funding received from the home country of the researcher in question.

There are two application deadlines every year: **15 August and 15 January**. Applications will be processed at a meeting of The Foundation for Chiropractic Research and Postgraduate Education in late October and late April respectively. Applicants will be directly informed of the results.

Further details are available by contacting the Danish Chiropractors' Association at: dkf@danskkiropraktorforening.dk

Further details available at

www.danskkiropraktorforening.dk

Jordan



In Jordan chiropractic is one of the health professions listed under the Public Health Law and the Ministry of Health is now preparing the regulation under the law for recognition and regulation of the profession.

Dr. Yousef Meshki, President, Jordanian Chiropractic Association, has been appointed to the Advisory Committee to the Commissioner of Licensing, Dr. Azmi Hadidi, who is responsible for promoting regulations for health professions. Dr. Meshki attended a first meeting of the Advisory Committee in Amman on Tuesday November 30 accompanied by WFC Secretary-General, David Chapman-Smith and Dr. Silvano Mior of the Canadian Memorial Chiropractic College.

When the regulation is passed Jordan will become the sixth country in the region with legislation to regulate chiropractic practice – others are Cyprus, Iran, Israel, Saudi Arabia and the United Arab Emirates.



Dr. Hadidi (centre right) and Dr. Meshki (centre left) with members of the Advisory Committee.



Dr. Mahmoud Sheyyab, Minister of Health (right) meets with Dr. Meshki, Mr. Chapman-Smith and Dr. Mior (left)

New Zealand



Heidi Haavik Taylor, BSc (Chiropractic), PhD, is Director of Research and Head of the Neuroscience Department at the New Zealand College of Chiropractic (NZCC) in Auckland. Her PhD is in human neuro-

physiology and her research interest lies in exploring how the human central nervous system adapts to its environment, a process known as neuroplasticity.

Dr. Haavik Taylor won a Basic Science Award at the 2010 Association of Chiropractic Colleges' Research Agenda Conference for a research paper reporting on the neurophysiology of the subluxation. Co-author was Bernadette Murphy, DC, PhD. Here, reprinted from recent NZCC newsletters is research news from the NZCC which currently has 250 students and is New Zealand's sole chiropractic college.



Dr. Heidi Haavik Taylor

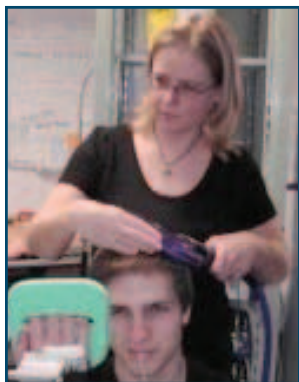
Kelly Holt, DC has moved back to New Zealand and has now kicked off his PhD studies through the University of Auckland. He has won a major PhD scholarship called the University of Auckland Senior Health Research Doctoral Scholarship. This scholarship is only awarded to a maximum of three people each year so this is a major achievement.

Jenny Kruger, our post-doctoral fellow working with me on the pregnant women pelvic floor function study, was also singled out as being one of the country's top young scientists. She was awarded a Rutherford Foundation New Zealand Postdoctoral Fellowship by the Royal Society of New Zealand. Only two individuals in the country are awarded these prestigious fellowships per year.

With a great team around me, wonderful support from the College management and numerous exciting research programs being carried out in our three research laboratories, how much better could life be for a chiropractic researcher?

The current main research programmes that we are involved in at the College aim to firstly gain a better understanding of the neurophysiological mechanisms of the effects

of chiropractic care and secondly to conduct translational and clinical research that utilises the basic science research we have been producing and investigating how this may apply to chiropractic patients in general. We are doing this by investigating the effects of chiropractic care in sensorimotor function in the elderly relative to falls and postural stability and we are now entering into



some exciting clinical research that will look at the effects of chiropractic care on tinnitus.

Our research model of the subluxation and the neurophysiological mechanisms of the effects of chiropractic care describes how cutting edge neurophysiological research supports traditional chiropractic principles, and helps to explain some of the changes that we see in our patients in practice.

If you want to learn more about this model see the summary paper that we published earlier this year in the Chiropractic Journal of Australia (Haavik Taylor H, Holt K, Murphy B. (2010). Exploring the neuromodulatory effects of the vertebral subluxation and chiropractic care. Chiropr J Aust, 40(1): 37-44).

Norway



The Norwegian Chiropractors' Association (NCA) held its 75th Anniversary Convention celebrations in Bergen from October 21-23 on a theme of *New*

Insights into the Autonomic Nervous System. Keynote speakers included Dr. Brian Budgell, Director of the Neurophysiology Laboratory, Canadian Memorial Chiropractic College, Dr. Heidi Haavik-Taylor originally from Norway and now Director of Research, New Zealand College of Chiropractic, Dr. Michael Hall, Professor of Clinical Neurology, Parker College of Chiropractic and Dr. Stephen Poiges, Professor of Psychiatry, University of Illinois, College of Medicine.



Dr. Jakob Lothe, new NCA President

Chiropractor of the Decade Award went to Dr. Oystein Ogre who was resigning after an eight year term as NCA President and was this year elected President of the European Chiropractors' Union (ECU).



Dr. Brian Budgell

The Chiropractor of the Year Award went to Dr. Lise Lothe, in part for her extensive work in establishing post-graduate education in Norway and Europe.

The Original Research Prize went to Drs. Marie and Mark Cashley from Forfar, Scotland for their paper *Interstitial Cystitis/Painful Bladder Syndrome Associated with Pelvic and Lumbar Spine Dysfunction :A Multiple Case Report Series.*



Dr. Tim Raven, President European Council on Chiropractic Education (ECCE)

United States of America



Kaiser Permanente, which provides health care plans for more than 8 million Americans, operates through regional divisions. In July, in a move with serious implications for the chiropractic profession, Kaiser Permanente Mid-Atlantic States and Mid-Atlantic Permanente Medical Group decided to exclude cervical chiropractic manipulative treatment (CMT) from coverage.

The American Chiropractic Association responded swiftly and as reported in the December issue of the ACA News Kaiser Mid-Atlantic has suspended its decision and reinstated coverage. Using current research evidence, including the 2008 report of the Bone and Joint Decade Neck Pain Task Force, the ACA was able to demonstrate that Kaiser Mid-Atlantic's removal of coverage for CMT services had no scientific basis.

Speaking of research, the December issue of the Journal of Manipulative and Physiological Therapeutics (JMPT) publishes a new study reporting that there is a saving of 40% in healthcare costs when low-back pain patients consult a chiropractic doctor compared with a medical doctor. The study looked at 85,000 Blue Cross Blue Shield beneficiaries in Tennessee over a 2-year period. Patients had open access to MDs and DCs through self-referral, with no limits on number of visits and no differences in patient co-payments.

The researchers estimate annual costs savings of \$2.3 million for BCBS of Tennessee with more use of chiropractic care.

Source: ACA News December 2010



Dr. Gerard Clum, DC

In October Dr. Gerard Clum, President, Life Chiropractic College West, Haywood, California, North America's longest serving chiropractic college president, announced his retirement from that position on December 31, 2010. New president is to be Dr. Brian Kelly, currently President of the New Zealand College of Chiropractic.

Dr. Clum will continue to serve the profession in many ways, including representation of the International Chiropractors' Association (ICA) on the WFC Council.



**ICA and ACA Pediatric Councils
Team Up for First Joint
Pediatrics Conference in
December 2011**



October 20, Arlington, VA. The Pediatric Councils of the two US national associations, the International Chiropractors Association and the American Chiropractic Association, have announced they will be teaming up for a Joint Pediatrics Conference in 2011. The conference will be held at the Turtle Bay Resort, December 9-11, 2011 on the North Shore of the Island of Oahu in Hawaii. This event will be the first time specialty councils of the two organizations are collaborating to present one conference for the chiropractic profession. It will be a historic occasion and one that bodes well for the future of chiropractic pediatric continuing education.

Watch the Council websites at www.icapediatrics.com and www.acapedscouncil.org for more news about the program, hotel reservations and registration.



January 13-15, Las Vegas, NV

Join thousands of members from the chiropractic community for an unforgettable three days of education, networking, and an exposition featuring the best in chiropractic technology.

Spread the word that Parker Seminars' 60th anniversary series lets you:

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- Strengthen your chiropractic foundation.
- Create a more effective, efficient office.
- Earn valuable continuing education credits.
- Learn from world-renowned speakers and leading experts.
- Maximize your potential and start living your best life!
- Be one of the first to preview and order *The Well Adjusted Soul*, one of this year's most exciting practice expansion tools.

Come share the excitement and let us welcome you to our neighbourhood!

Advanced registration available through December 13!

Register today! Visit www.parkerseminars.com or call 888.727.5338.



ASSOCIATE MEMBER REPORT DECEMBER 31, 2010

RAND BAIRD DC, MPH, CHAIR, WFC ASSOCIATE MEMBER COMMITTEE

WFC Salutes all our Individual and Corporate Associate Members as we work as partners together for the good of chiropractic and the citizens of the world who benefit from chiropractic care.

WFC & WFC Associate Members, growing though the Power of Partnership

The WFC Associate Member Committee is composed of chair Dr Rand Baird and members Dr. Michael Flynn, Dr. Dennis Richards, and Dr. Greg Stewart with David Chapman-Smith ex officio. The Committee will be representing you at the Parker Las Vegas event in January.

Welcome to our newest corporate associate members for the fourth quarter of 2010:

Human Touch, LLC massage chairs announced the renewal of its WFC exclusive endorsement contract and Platinum Level membership with the WFC for 2011-2015. Ms. Suzette Willcox is the Manager - Direct Sales at Human Touch which has also donated its fine products to benefit Sister Yengo and other WFC causes.

Lloyd Table Company under its founder Dr. Lloyd Stefensmeier and general manager J. Michael Hunter recently announced that Lloyd Table is rejoining the WFC after a brief hiatus in 2010. Lloyd Table will be a Silver Level member of the WFC for 2011.

The Chiropractic Program of the International Medical University (IMU) in Kuala Lumpur, Malaysia, was a new member of the WFC in mid 2010 but has already announced that it is moving its membership up to the Silver Level of support beginning January 2011.

Corporate Renewals:

Several associate corporate members renewed their annual commitments to the WFC in the final quarter of 2010. These included:

- **Durban University of Technology**
- **Integrated Assessment Services Inc.**
- **Kinesiotaping Association International**

Please visit these WFC supporters at conventions and trade shows, and when making purchases of goods or services for your own facilities please patronize these companies that are supporting your profession at the global level. Remember to look for the WFC Corporate member logo before you buy.



For the entire list of all your WFC corporate and individual associate members see the website www.wfc.org.

While at the WFC website, be sure to check the Photo Gallery section to see the display of so many of our corporate associate members who were exhibiting at the Florida Chiropractic Association conference near Orlando in August.

If you have a company you would like to recommend for WFC corporate associate membership, please send its information to DrRandBaird@yahoo.com.

Dr. Flynn's Associate Member Challenge



Dr. Michael Flynn

I have deputized every member of the WFC Council to successfully recruit at least 1 new vendor member at the Bronze level or higher and 10 new individual associate members.

Not just Council members but all WFC members should join in and encourage more individuals and vendors in their home countries to

join the WFC. I therefore have these challenges for you:

- If you are not an individual WFC member become one now. If you are, recruit the membership support of at least one other person.
- Persuade a vendor you know to support the WFC and the international growth of chiropractic. As Associate Member Committee Chair Dr. Rand Baird has said, "I ask you to purchase products and services only from vendors who are WFC corporate associate members – it's that important! If a vendor asks you to buy something – ask him/her to join first!"

For membership benefits, information and application forms go to Membership at www.wfc.org. See the current list of associate members there and on Page 20 of this newsletter.

ASSOCIATE MEMBERS LIST

FOR ALL YOUR WFC CORPORATE AND INDIVIDUAL ASSOCIATE MEMBERS SEE THE LIST BELOW,
ALSO FOUND AT WWW.WFC.ORG

Corporate Platinum - US\$10,000

Activator Methods International – USA
www.activator.com
Cleveland Chiropractic College – USA
www.cleveland.edu
Dynamic Chiropractic – USA
www.MPAmedia.com
Enzyme Formulations, Inc. – USA
www.loomisenzymes.com
Foot Levelers - USA
www.footlevelers.com
Human Touch – USA
www.humantouch.com
International Board of Chiropractic Examiners – USA
www.ibce.org
NCMIC Insurance Company – USA
www.ncmic.org
Palmer College of Chiropractic – USA
www.palmer.edu
Parker College of Chiropractic – USA
www.parkercc.edu
Standard Process Inc – USA
www.standardprocess.com

Corporate Diamond - US\$5,000

Life University – USA
www.life.edu
Logan College of Chiropractic – USA
www.logan.edu
Myovision – USA
www.myovision.com
National Board of Chiropractic Examiners – USA
www.nbce.org

Corporate Gold - \$2,500

Biofreeze/Performance Health Inc. – USA
www.phi.us
Canadian Memorial Chiropractic College – Canada
www.cmcc.ca
Douglas Laboratories – USA
www.douglaslabs.com
Gevorest Mattress – Cyprus
www.gevorest.com
Northwestern Health Sciences University – USA
www.nwhealth.edu
The American Chiropractor – USA
www.theamericanchiropractor.com
Williams Healthcare Systems – USA
www.williams-healthcare.com

Corporate Silver - \$1,000

Anglo-European College of Chiropractic – UK
www.aecc.ac.uk
Canadian Chiropractic Protective Assn – Canada
www.ccachiro.org

Canadian Chiropractor Magazine – Canada
www.canadianchiropractor.ca
Chiropractic Economics – USA
www.chiroeco.com
Dee Cee Laboratories, Inc. – USA
www.deeceeelabs.com
Erchonia Inc. – USA
www.erschonia.com
International Chiropractic Pediatric Association – USA
www.chiropractic.org
Life Chiropractic College West – USA
www.lifewest.edu
Lloyd Table Inc – USA
www.lloydtable.com
Meyer Distributing Company – USA
www.meyerdist.com
National Chiropractic Council – USA
www.chiropracticcouncil.com
Neuromechanical Innovations – USA
www.neuromechanical.com
New York Chiropractic College – USA
www.nycc.edu
New Zealand Chiropractic Board - New Zealand
www.chiropracticboard.org.nz
ScripHessco – USA
www.ScripHessco.com
Step Forward Inc. – USA
www.stepforward.com
Texas Chiropractic College – USA
www.txchiro.edu
The McKenzie Institute International – Chiropractic Branch
– New Zealand - www.mckenziemdt.org
The O.N.E. Research Foundation – USA
www.onefoundation.org
Therapeutica Inc – Canada
www.therapeuticainc.com
University of Bridgeport - College of Chiropractic – USA
www.bridgeport.edu

Corporate Bronze – US\$500

Acigi/Fujiiryoki – USA
Acupuncture Council of Ontario - Canada
American Chinese Chiropractic Association – USA
Anabolic Laboratories – USA
Belgian Chiropractors' Union – Belgium
Breakthrough Coaching – USA
Chiropractic Education Australia Ltd. – Australia
Clear Institute - USA
College of Chiropractic Sciences – Canada
Core Products Inc. – USA
Da Vinci Lab – USA
Durban University of Technology – South Africa
Drucker Labs. L.P. - USA
Elite Chiropractic Tables – Canada

ASSOCIATE MEMBERS LIST CONTINUED...

Hanseu University – South Korea
 HCM Inc – USA
 Integrated Assessment Services Inc. - Canada
 International Medical University - Malaysia
 Japan Evidence Based Chiropractic Society - Japan
 Japan Federation of Chiropractic Professionals – Japan
 Japanese Association of Chiropractors – Japan
 Kinesio Taping Association International - USA
 Medical Devices Inc. – USA
 Mettler Electronics Corp - USA
 National University of Health Sciences - USA
 Nordisk Institut for Kiropraktik Og Klinisk Biomekanik – Denmark
 Nutri-West – USA
 Posture Pump® - USA
 Southern California University of Health Sciences – USA
 Straight Arrow Products, Inc. – USA
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 Cassidy J. David, DC, PhD - Canada
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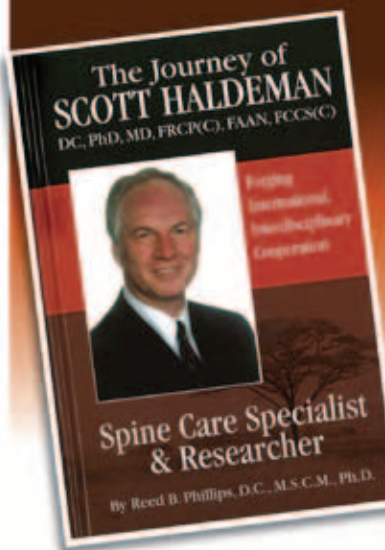
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September 2010

The Shoshong Project



Project Brief



APPENDIX A

The Problem

The World Health Organization¹ has determined that spinal disorders are one of the most serious debilitating health problems in rural communities in the developing world. Research has found lower back pain in up to 72% of adults in Africa, as measured on an annual basis. The result is physical and mental distress, as well as devastating economic impacts in populations reliant on manual labour for survival. This crippling medical issue has received very little international attention to-date, and there is currently no comprehensive protocol available for treating the spectrum of spinal disorders found in the developing world, and virtually no spinal care of any kind available to these populations.

About World Spine Care

World Spine Care (WSC) has been launched to fill this gap. WSC is a multinational not-for-profit corporation, bringing together the full spectrum of health care professionals involved in spinal health – doctors, surgeons, chiropractors, and physiotherapists. We focus on providing evidence-based, culturally integrated prevention, assessment, and treatment of spinal disorders in the developing world.

The WSC Solution

WSC is launching a pilot project in the rural village of Shoshong, Botswana, to pioneer a clinical model for the care of spinal disorders in the developing world. This study will focus on three activities:

1. The implementation of a universal clinical protocol for the screening, assessment, and management of spinal disorders in the general population;
2. The implementation of an associated culturally-appropriate front-line worker training program, and;
3. The study of musculoskeletal disorders presenting in people living with HIV / AIDS.

The primary outcome of this project will be a model of care that is generalizable throughout developing and underserved communities worldwide. Simultaneously, this program will develop a significant local capacity in spine care, entrenching positive project outcomes in Botswana in a sustainable manner.

The Impact on Botswana

- This project will have **an immediate and direct impact on the health of the population of Shoshong and the surrounding region.**
- Through a comprehensive epidemiological study, reinforced by accumulated clinical experience, **the problems of spinal care in Botswana will be measured and understood**, including the impact of HIV / AIDS on musculoskeletal health.

¹ Through the Bone and Joint Decade Initiative (see <http://www.boneandjointdecade.org/>)

APPENDIX A

- **Local capacity building** is fundamental to this project, entrenching positive outcomes in a sustainable and widely replicable manner. WSC is working in partnership with the regional health care system, with a focus on the training of front-line health care workers in the WSC clinical model, and will be providing professional spinal care training for Botswana students in North America.

The Global Impact

- The clinical model being pioneered in Botswana will have universal applicability, **strengthening health care systems worldwide** and enabling effective spinal care for the hundreds of millions of people who suffer with no access to treatment.
- The WSC clinical model provides **integrated, inter-professional protocols for screening, assessment and treatment of the full spectrum of spinal disorders**, with flexibility for adaptation to specific cultural and regional contexts.
- The spinal screening and assessment protocol is being developed hand-in-hand with a **culturally-appropriate training program for front-line health care workers**.
- The result of introducing the screening and assessment protocol and associated training program in a given region will be greatly increased local capacity for identifying spinal disorders, leading to appropriate diagnosis and treatment. This will directly contribute to **reduced economic devastation caused by spinal disorders in populations reliant on manual labour**, and associated health benefits that will positively influence a broad spectrum of health outcomes.

The Impact on the Developed World

- The WSC spinal care protocols provide a unique tool for improving spinal care worldwide, impacting the quality of spinal care delivered in the developed and developing world. While the utility of the WSC protocols to remote communities with no or limited access to spine care is evident, by enhancing the ability of front line health care workers to care for spinal disorders, WSC effectively improves spinal care for all.

Project Status

WSC is in the final stages of detailed project planning, focused on having WSC personnel on the ground in Botswana in January of 2011. With a total project budget of \$1.6M, WSC is in the process of securing the \$575K required to launch the Shoshong project, with \$105K confirmed to date. This core funding establishes the spinal clinic in Shoshong, Botswana, funds the preliminary epidemiological study, and funds the operation of the clinic for the first year of the four years of operation. This core funding will be leveraged to secure the additional funding required to see the project through to successful completion.

APPENDIX A

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