

WFC QUARTERLY WORLD REPORT

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PRESIDENT'S MESSAGE

It was a great privilege and delight for me to represent the WFC at the World Congress of Chiropractic Students (WCCS), held in Perth, Western Australia, on August 23-29, 2012 and hosted by students from Murdoch University.

According to its website, the WCCS was established in 1979 as an international forum to represent the future of the chiropractic profession. It has an active membership of over 10,000 students from around the world. Delegations from 23 schools around the globe were in Perth.

In formal sessions, conducted under strict meeting rules, the Congress addressed proposals from delegations representing the different schools. These ranged from issues at individual institutions to those affecting the entire world of chiropractic. Informal gatherings over meals, at the pub, or in the case of Perth, at the beach, encouraged free-flowing discussions and permit the attendees to broaden their minds by getting to know each other and to

learn of other educations, experiences, and lives.

I was pleasantly surprised to note the extent to which the ethos of WCCS resonates with the core values of the WFC, the first of which is the profound significance and value of chiropractic in health care.

It was obvious that, although different students seemed to have different levels and perspectives of the significance of chiropractic, they all had a clear and urgent understanding that they were part of something very special in chiropractic, and that they had been moved by that to be part of WCCS.

Other WFC core values are: The importance of high standards of professionalism, particularly in the areas of research, education and practice, and the power of unity within the profession and in speaking with one voice. I saw these clearly reflected in the activities of the WCCS in Perth. The students engaged in intense debate but demonstrated a strong belief that they were one group and an important part of one thing, chiropractic.

A final WFC core value is inclusiveness and collaborative relationships within and outside of the chiropractic profession. WCCS is particularly strong in this area. The attendance and participation of delegations from all colleges, including those that are not yet CCE-accredited, is strenuously encouraged. Proposals from all delegations are discussed and voted on according to strict rules, to ensure that all are heard equally.

It was my special privilege to be invited to spend several hours in discussion with the then Executive Committee members of the WCCS. These were Dr Stan Hom (SCUHS graduate), Mr Dayne Ferrar (AECC student), Mr Rodrigo Guerrero (Murdoch student), Dr Sharni Lewis (Macquarie graduate), Dr Lauren Guerreo (CMCC graduate), and Mr Ryan Garcia (SCUHS student).

These young leaders expressed some frustration that WCCS did not seem to have more influence than they perceived in the profession, since it was a breeding ground for future leaders.



www.wfc.org/congress2013

PRESIDENT'S MESSAGE CONTINUED...

My perception was that this was exactly right, and that we can be confident that the future of our profession in their individual homelands and internationally is safe and bright in the hands of the WCCS delegates.

The next WCCS Congress will be held together with the WFC's Congress next April 10-13, 2013, in Durban, South Africa. As in Rio de Janeiro, Brazil last year, we and the WFC look forward to the energy, enthusiasm, creative ideas and future promise the WCCS delegates bring with them.

All of this is just one more reason why you should register now and attend the WFC's Silver Anniversary Congress. An outstanding academic and social program awaits you as mentioned elsewhere in this QWR. I look forward to seeing you there.

Dennis Richards DC, Grad Cert Phil Studies, FACC, FICC.

FUTURE EVENTS



APCDF Assembly and Symposium

Hosts: Japanese Association of Chiropractors

Place: Tokyo, Japan

Date: January 25-27, 2013

Information: Janet Ruth Sosna at dr_sosna@pacific.net.sg



EMMECF Annual Meeting and Seminar **Hosts:** Bahrain Chiropractic Association

Place: Bahrain

Date: January 25 – 27, 2013

Information: Go to www.emmechirofed.org



WFC's 12th Biennial Congress

Chiropractic Under the African Sun:

Developments in Chiropractic Principles and Practice

Host: Chiropractic Association of South Africa **Place:** International Convention Centre and

Southern Sun Elangeni Hotel, Durban, South Africa

Date: April 10-13, 2013

Information: www.wfc.org/congress2013

Registrations now open!



ECU Convention

Hosts: Spanish Chiropractors' Association

Place: Sitges, Barcelona, Spain

Date: May 9-11, 2013

Information: Go to www.ecunion.eu





WFC's Silver Anniversary Congress

It is now only 6 months until the World Federation of Chiropractic's Silver Anniversary Congress to be held at the International Convention Centre in beautiful Durban, South Africa from April 10 - 13, 2013.

"Titled *Chiropractic Under the African Sun* this Congress celebrates the first 25 years of the WFC," says WFC Past-President Dr. Mike Flynn, "and over and above our usual outstanding academic and social program there will be special events and entertainments. Features include:

- An outstanding academic program art, science and philosophy go to www.wfc.org/congress2013 for details.
- Optional discounted 1 and 2-day pre-congress workshops (only \$65 and \$130 respectively) by leading international lecturers Dr Lindsay Rowe (imaging), Dr Joyce Miller (pediatrics), Dr Chris Colloca (instrument adjusting), Dr Tom Hyde (FAKTR), Dr Kevin Jardine (taping and rehabilitation) and Dr Craig Morris (ProGolf workshop).
- A social program that includes a Thursday African Night, a Friday Welcome Beach Party for free sponsored and hosted by the City of Durban, and the WFC's Silver Anniversary Banquet and Dance on Saturday with South Africa's sensational allgirl Sterling EQ electric quartet as featured entertainment.
- Launch of a new official history of the WFC and the rise of the profession since the late 1980's, authored by Dr Reed Phillips. WFC Past-President Dr Louis Sportelli and Secretary-General Mr. David Chapman-Smith give keynote addresses on the global profession and where it is going.
- **Durban**, a cosmopolitan city of 4 million on one of the most beautiful beaches in South Africa, offers world class dining and entertainments. The **International Convention Centre**, site of the Congress and the recent World Climate Conference, is a state-of-the-art conference facility.
- This is your chance of a lifetime to combine a historic chiropractic meeting with some visiting South Africa and its majestic scenery and game parks. Registrations are open for all information visit www.wfc.org/congress2013

Platinum Sponsor:



Diamond Sponsors:









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Terrence Yap DC, Singapore Asian Region

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Deborah Kopansky-Giles DC, FCCS, Canada
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Gerard Clum DC, USA - ICA

Latin American Region
North American Region
North American Region

J Michael Flynn DC, USA - ACA - (Past-President)

Rick McMichael DC, USA - ACA

North American Region

North American Region

Dennis Richards DC, FICC - Australia (*President*) 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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Sarah Yabut Administrative Assistant

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Policies & Procedures *Chair*, **J. Michael Flynn** DC - USA

Strategic Planning *Chair*, **Dennis Richards**, DC - Australia

WFC NEWS



David Chapman-Smith WFC Secretary-General

History Book Project - on schedule for Durban Congress

"A labor of love" is a frequently used expression, and one that describes perfectly my most time-consuming occupation during the past 3 months. There has been much work but also pleasure in editing and selecting photographs for the book that will describe the history of the WFC and the international growth of chiropractic over the past 25 years.

The title of the book, written by Dr Reed Phillips, edited by Dr Gerry Clum and me, and to be launched at the Durban Congress next April, is *How the Chiropractic Profession Became International: the World Federation of Chiropractic 1988-2013*.

See the draft Table of Contents at the end of this QWR (page 19). The book reviews developments that led to formation of the WFC and then the explosive international growth of the chiropractic profession in the past quarter century.

In early September Dr Phillips and I were in the WFC offices in Toronto reviewing literally thousands of photos since the first efforts to form an international chiropractic federation in the 1960s – and selecting the several hundred that will appear in the book. Text and photos are now almost complete, and most chapters are with the book designer in preparation for printing.

This will be a hardback, full color, large, coffee-table book of some 400 pages that will be inspirational and of a high quality befitting the WFC and the profession. A complimentary copy will be sent to all individual and corporate associate members to thank them for their support. During the next month member associations will be asked for financial support, at varying levels depending on size of membership, and will receive a number of books in return for this support.

Thank you to the organizations that provided seed funding for this book project – **NCMIC**, the **International Board of**



DD Palmer with Dr Douglas Baker (left) and Dr Virgil Strang, President, Palmer College at the Centennial Conference

Chiropractic Examiners (IBCE) and Foot Levelers – and to Dr Louis Sportelli who first suggested the project.

Most grateful thanks also to all of you who have sent in anecdotes and pictures, and the country by country contact information that will appear with national flags in the first appendix to the book. And finally, profound thanks to researcher and author Dr Reed Phillips.

World Spine Day – October 16

The Bone and Joint Decades (BJD) has designated October 16 **World Spine Day** and, as last year, the WFC is awarding three prizes (US\$1,000, \$750 and \$500) for those who plan and report best community activities to celebrate the day.

Prizes are open to anyone – associations, schools, students, individuals – and the December QWR will report results.

Importantly, the BJD has this year invited the WFC to promote World Spine Day and international activities for all the BJD's membership. For this the WFC has developed the website www.worldspineday.org. Go there to find ideas and resources for your use. This website will be expanded considerably over the next 12 months in preparation for WSD 2013.

Perth Education Conference

The seventh biennial education conference sponsored by the WFC and the Association of Chiropractic Colleges (ACC), with a theme of *Translating Evidence into Practice*, has just been held in Perth, Western Australia from September 26-29.

Hosted by Murdoch University and the Chiropractors' Association of Australia (CAA), and co-sponsored by the International Board of Chiropractic Examiners (IBCE) and the Consortium of Chiropractic Institutions Asia Pacific (CCIAP), the conference brought together 130 delegates. They included representatives of chiropractic schools in 13 countries – Australia, Brazil, Canada, Denmark, France, Japan, Malaysia, New Zealand, South Africa, South Korea, Spain, the UK and the USA.

The conference looked at the increased need in this era for students and chiropractors to develop the capacity for critical



WFC NEWS CONTINUED...

reasoning and evidence-based clinical practice, and what chiropractic educational institutions were doing to promote these things.

In a powerful opening session three speakers represented and emphasized the three arms of evidence in evidence-based practice:

- Research evidence Dr Mellick Chehade, an Australian surgeon
- Clinical expertise Dr Jakob Lothe, President, Norwegian Chiropractors' Association
- Patient values and circumstances Gio Terni, from the Health Consumers' Council of Australia



Dr Jakob Lothe



Dr Christine Goertz

Dr Christine Goertz, Vice-Chancellor for Research, Palmer College of Chiropractic, then described the significant ongoing investment Palmer has been making for the past 5 years in training faculty and amending curriculum to incorporate evidence-based learning in the educational process at Palmer.

Others, such as Dr Charmaine Korporaal from the Durban University of Technology in South Africa and Dr Ana Paula Facchinato from Anhembi Morumbi University in Sao Paulo, Brazil, then described developments at their institutions.

At the conclusion of three days of lectures and workshops the conference agreed upon a series of consensus statements. Key conclusions were:

 The profession should, in its education and practice, fully incorporate an evidence-based approach

- This should be upon the understanding that there are three equally important arms to evidence – research, clinical expertise and patient values and circumstances
- The reliance upon evidence-based learning was just one part of achieving a wider goal of education – providing students with the capacity for critical reasoning.

Another highlight of the meeting was a tour of the impressive facilities of the School of Chiropractic and Sports Sciences at Murdoch University, led by Head of School Dr Brian Nook. Particular thanks to him, and to other members of the Planning Committee for this most successful conference – they are Dr Tim Raven, ECCE President, Dr Eric Russell, President, New Zealand College of Chiropractic, Dr Robert Scott, VP for Academic Affairs, Life University, Dr Michael Wiles, Acting President, Northwestern Health Sciences University, and Dr Kurt Wood, VP for Clinic Affairs, Palmer College of Chiropractic.

WFC Council Elections

The WFC Council, which has 12 members representing 7 world regions, is elected for a 3 year term. The current term expires at the end of this year, and on October 1 member associations receive first notice of elections that will be held in the November to December period.

All member associations that are in good standing, with dues paid, may participate in the elections, both in nominating candidates and voting. All details are in the notice. Any association requiring further information may contact WFC Executive Secretary Christina Davis, chief elections officer, at cdavis@wfc.org. The WFC Bylaws, which detail membership and voting rights, are at www.wfc.org under About WFC.

Silver Anniversary Congress – Durban, April 10-13, 2013

Have you registered and made travel plans for the Congress? Have you made game park or other touring plans before or after the meeting?

If you are attending the Assembly as a representative of your national association, or simply an observer to learn more of what is happening in the profession around the world, you need to arrive on or by Sunday April 7 – the 2 day Assembly begins Monday April 8.

Reasons why the WFC anticipates over 1,000 delegates for the main Congress, besides the outstanding main academic and social programs, include:

As for the Rio Congress, where this new feature was hugely successful, there are one and two day technique and clinical seminars at minimal cost from leading international experts just prior to the main program – for example on imaging (Lindsay Rowe), pediatrics (Joyce Miller), FAKTR TM (Tom Hyde), instrument adjusting (Chris Colloca), taping and rehab (Kevin Jardine) and a special golfing workshop (Craig Morris from ProGolf Health)

WFC NEWS CONTINUED...

Durban Main Events

Sunday, April 7 WFC Council Meeting

April 7 – 10 WCCS Congress

April 8 – 9 WFC Assembly

April 9 – 10 Pre Congress Seminars

April 10 FICS Assembly and Symposium

ICRF Regulatory Issues Meeting (International Chiropractic

Regulatory Forum)

April 11 – 13 WFC Main Congress

- FICS, the International Federation of Sports Chiropractic, has its symposium and Assembly join the profession's leading sports chiropractors on Wednesday April 10, and take workshops from some of them during the WFC Congress.
- The World Congress of Chiropractic Students (WCCS) is holding its annual meeting with the WFC Congress as in Rio there will be about 130 student leaders from throughout the world at the Congress and Banquet
- There will be a special session on chiropractic in Africa during the WFC Assembly on Tuesday April 9. This will feature many pioneers in Africa, such as Dr Selam Aklilu of Ethiopia, who has plans with other Ethiopian chiropractors for the first chiropractic school in sub-Saharan Africa, and Dr Marcus Manns of Ghana, who will describe the growing status of chiropractic in West Africa. Other pioneering chiropractors present will be from Botswana, Kenya, Namibia, Uganda and Zimbabwe, and of course South Africa.

All of these will be among the delegates for the main Congress – be there to meet colleagues from over 40 countries as the WFC celebrates its 25th anniversary, has special entertainments and awards at the Gala Banquet, and honors Dr Scott Haldeman upon his retirement as Chair of the Research Council.

FICS REPORT London Olympic and Paralympic Games

The September issue of the FICS News reports on chiropractic services at the London 2012 Games – both in the Games' Polyclinics for all athletes and with individual national teams. Here are extracts from the FICS News – for full reports go to the FICS News, available at Publications at www.fics-sport.org.



President's Message Sheila Wilson, DC, ICSSD

I am sure that you, like me, watched the London Olympics and Paralympics with awe. Team GB gave the British a stream of gold medals, and LOCOG, its volunteers and the world's athletes gave all of us a wonderful spectacle that we should never forget. For us as sports chiropractors the

special extra dimension of the Games was the presence of 28 chiropractors in the LOCOG Host Medical Services Team serving athletes in the three Polyclinics. This was a first at a Summer Olympics, and followed the similar inclusion of chiropractors at the Vancouver Winter Olympics in 2010.

This FICS News features first reports on chiropractic participation at London 2012, both in the Host Physical Therapy team in the Polyclinics and with individual national teams. There are



some clear and exciting messages in these reports, consistent with but expanding upon what we learned from Vancouver 2010 and the Guadalajara Pan American Games last year.

The first message is that everything works well, for individual athletes and sports chiropractors and for our profession, when the focus is on the needs on athletes not ourselves. We are there to serve athletes, not to be associated with elite athletes to promote out reputations. In the past mistakes have been made in this area.

The second message is that chiropractic services certainly do provide added value for athletes, and that this is something quickly appreciated by others in the sports medicine team if

FICS REPORT CONTINUED...



we work with and beside them. These reports from London have the common theme that sports chiropractic doctors must work in full cooperation and coordination with other in the medical team, and that this proves to be surprisingly rewarding and satisfying for those more accustomed to individual and independent practice.

The final message is that experienced sports chiropractors, such as those chosen to serve in London, have the discipline and maturity to work within rigorous team protocols, producing results that impress all stake holders from athletes and coaches and other health professionals through to organizing committees and international sports federations.

Congratulations to all of our colleagues who volunteered and gave their time and skill so impressively at the London Olympics. Their names are given in the reports. Although I know he prefers the focus to be whole Polyclinic team rather than him, particular thanks to Tom Greenway, Chiropractic Lead for the LOCOG Physical Therapy team.

Tom, the inclusion of chiropractors in the LOCOG Polyclinics and much of their success is a direct result of your outstanding leadership. We look forward to your report in person at the FICS Assembly and Symposium in Durban next April. With London 2012 you have given a lasting legacy to the profession.

London 2012 and Chiropractic – Observations and Conclusions

Tom Greenway, Chiropractic Lead, LOCOG Physical Therapies Team

Wednesday September 12, 2012 ended the 56 days that encompassed the Olympic and Paralympic Games of London 2012.

A total of 28 chiropractors provided the chiropractic care, across three polyclinics from 0645 until 2330 every day. This was as part of the LOCOG host medical services available to all athletes, and in the multidisciplinary physical therapy clinics.

The provision of physical therapies in an interdisciplinary format, including osteopathy, physiotherapy and sports massage as well as chiropractic, was very well-received. Recognition was given that London 2012 offered one of the best polyclinic services at any Olympic Games, with much credit being given to the physical therapies team.



Tom Greenway (left) with Osteopathic Lead Simeon Milton

From my perspective my biggest concern initially was standardizing the care provision across the chiropractic team as I was conscious of the fact we all work slightly differently. I was also very keen that we followed protocol to ensure that the chiropractic service that was being offered was fully integrated into the existing physiotherapy provision that the Olympic movement is used to.

What I have learnt from these Games is that chiropractors are excellent clinicians who can adapt quickly to situations, make friends easily and show the profession in the best possible way. Their ability to work by themselves running their own practices makes them hard working and very aware of what needs doing.

In this environment that quality alone was very useful and much appreciated by all. It also meant that they did not need much managing from me, which I am sure was appreciated by them all.

My hope is that we have demonstrated clearly that in this type of sporting environment chiropractic is an effective and well-utilized part of the physical therapy team. Where that takes the profession from here is down to others and the profession itself. However I think we need to embrace the opportunities that arise with both hands - and to continue to work as we did at the Olympic and Paralympic Games of 2012 in London.

A view from the Olympic Park Polyclinic

Submitted by Richard Brown DC, LLM, FEAC

Dr Richard Brown practices sports chiropractic in a multidisciplinary practice at his clinic in Stroud, Gloucestershire in the UK. He was one of the chiropractors who worked the first shift in the Polyclinic at the Athletes Village, during the week prior to the Opening Ceremony as athletes arrived, trained and prepared for the games. The following report contains extracts from an article that will appear in the next issue of the ECU's newsletter Backspace.

I started work at the Athletes' Village on Monday August 16, and the next day all of us in the Polyclinic were visited by Lord Sebastian Coe, LOCOG Chairman and, of course, former world record-holder in the 1500m and 1 mile. He made a point of telling me how important he felt that chiropractic's

FICS REPORT CONTINUED...





Dr. Brown in the Village with Lord Sebastian Coe, Chairman, London Organizing Committee for the Olympic Games. (Right) With the Canadian mascot.



Giving the Korean team's medical directors a tour of the Polyclinic.

presence was at the Games, and that his career would have been far shorter than it was had it not been for chiropractic.

The Polyclinic was awesome – a state of the art facility which had cost £21 million. Arranged over four floors, it housed the best that modern medical technology could offer. The medical team included sports doctors, paramedics, nurses, osteopaths, physiotherapists and many others – the most comprehensive multidisciplinary team and setting ever assembled by an Organizing Committee for an Olympics.

We were all part of the medical team; all wore the same kit and were all here to do a job. As athletes began to filter in, accompanied by inquisitive coaches, squad physiotherapists and national medical directors, we quickly realised that the eyes of the world were upon us.

Our role as chiropractors was primarily dictated by the recognition that both we and the osteopaths were 'the spinal guys'. Working closely with our physiotherapy colleagues, we assessed patients together, agreed plans of management, took cases to our medical colleagues and lived the multidisciplinary dream. We shared techniques, experienced each other's styles of manipulation and manual therapy techniques and generally got to understand each other better.

Being a competent chiropractor was one thing, being able to communicate with athletes from all corners of the globe was another! Our comfort zones were stretched as we quickly recalled our schoolboy (and schoolgirl) French, particularly in dealing with many of the West African athletes from former French colonies.

The whole Olympic experience was simply brilliant. Even getting up at 5am each day to climb aboard the Docklands Light Railway which would take me into Stratford did not seem too much of a chore! Briefings for the morning shift took place at 6.30am and despite bleary eyes, everyone was positive and cheerful.

The motto of the London 2012 Olympic and Paralympic Games was "Inspire a Generation". I think I speak for all chiropractors who played a part at London 2012 when I say we were inspired by events around us. We were inspired by athletes, by other health care professionals and by each other. We played a tiny part, but hopefully what we achieved by being there may inspire young chiropractors to recognise the value of working as part of a team.

The profession now has the opportunity for further integration into mainstream healthcare, but for this we must recognise there are rules to the game. Demonstrating an evidencebased approach to care, supporting research and recognising the value that others bring to the spine care marketplace are all critical factors to our evolution.

For me, personally, the rewards for being part of the London 2012 Olympic adventure were immense.

List of Chiropractors who served in Polyclinics

Olympics

Stratford Richard Brown

Carla How Matthew Rabin Ulrik Sandstrom Alex Steinbrenner

Donna Strachan

Dorney

Doug Clark Robert Scott Juliet Lock Andy Green Sara Brooks Paul Cheung

Weymouth

Fiona Jacobs Prab Chandhok Dik Skippings Peter Dixon Glenn Winslade Tim Button

Paralympics

Stratford Philip Baines Aidan Robinson Thomas Jeppesen Lauren Comley (Hill)

Chris Turner

Dorney Nick Metcalfe Juliet Lock

Stefan Nilsson Chris Turner Weymouth Rainer Wieser Kay Pearce Hazel Buglar



ASSOCIATE MEMBER REPORT

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.

Committee members Dr Mike Flynn, Dr Guy Karcher and David Chapman-Smith joined me and former WFC president Dr Gerry Clum in representing the WFC at the Florida Chiropractic Association's Annual Convention in August at the Peabody Hotel and Resort in Orlando.

Over 40 of the vendors there were displaying their "Corporate Member" placards, with many showing their "Multi-Year" member status available to those that have been associate members for five years or more.

There were over 3,000 doctors of chiropractic in attendance and several hundred vendors, making this the largest chiropractic gathering in the profession this year.

See the entire list of all your WFC corporate and individual associate members at www.wfc.org. While at the website check the Photo Gallery section to see many of our corporate associate members who were exhibiting at FCA Convention in August.



(left) Mr Don Petersen Jnr, Editor/Publisher Dynamic Chiropractic and Mr Peter Crownfield, Executive Editor.



Dr John Nab, Director of Professional Development, Standard Process and Sales Rep Stefany Brown.

Here are the corporate associate members who renewed in the second and third quarters of this year:

Platinum — **US\$10,000**

Chiropractic Diplomatic Corps International Board of Chiropractic Examiners Logan College of Chiropractic NCMIC Insurance Company Palmer College of Chiropractic Standard Process Inc.

Diamond — **US\$5,000**

3DRX

Life University

National Board of Chiropractic Examiners

Gold — US\$2,500

Northwestern Health Sciences University

Silver — *US\$1,000*

Dee Cee Laboratories, Inc. Life Chiropractic College West National Chiropractic Council New Zealand Chiropractic Board Parker University Step Forward Inc.

Bronze — US\$500

Belgian Chiropractors' Union Clear Institute

Elite Chiropractic Tables

Healthcare Recruitment Counselors LLC

Japan Federation of Chiropractic Professionals

National University of Health Sciences

Posture Pump

Str8-n-up

Tokyo College of Chiropractic

Vibe for Health

Thank you again to all our corporate associate members. Please visit these 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.

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

PUBLIC HEALTH COMMITTEE REPORT

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

The WFC Public Health Committee is composed of 12 chiropractic leaders representing the 7 WFC regions of the world. Including 2 new members, they are:

Africa: Charmaine Korporaal DC - South Africa

charmak@dut.ac.za

Asia: Terrence Yap, DC - Singapore

drterrenceyap@gmail.com

Rand Baird, DC, MPH (Chair) - Malaysia

DrRandBaird@yahoo.com

Eastern Med.: Efstathios Papadopoulos, DC - Cyprus

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Europe: Palle Pedersen DC - Wales/UK

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Latin America: Sira Borges, DC, MD - Brazil

siraborges@hotmail.com

North America: Gary Auerbach, DC - USA

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Deborah Kopansky-Giles, DC - Canada

 $\underline{kopanskygild@smh.toronto.on.ca}$

Medhat Alattar, MD, DC - USA

 $\underline{alattar_m@palmer.edu}$

Pacific: Inger Villadsen, DC - Australia

inger@hunterlink.net.au

Ex-officio: David Chapman-Smith - Canada

Please welcome new appointees Dr Charmaine Korporaal and Dr Palle Pedersen to our committee.

Doctors of Chiropractic everywhere are urged to volunteer their services to the public health officials and the public health associations in their own nations.

World Spine Day

October 12 to 20 marks the Bone and Joint Decade's Action Week for raising awareness of the burden of musculoskeletal disorders around the world. **World Spine Day** takes place on **October 16** each year.

Straighten Up and Move - the current theme for World Spine Day (WSD) is aimed at encouraging the development of healthy spine habits. The WSD website (www.worldspineday.org) provides general information about WSD. The WFC is working with these leaders for WSD:

Dr. Jennifer Nash

Special Projects Coordinator, World Spine Day

Email: jnash@worldspineday.org

Dr. Deborah Kopansky-Giles

BJD International Coordinating Council **Email:** dkopansky-giles@worldspineday.org

Again this year the WFC is sponsoring a competition! Plan creative projects for your clinics, schools, offices, communities and neighbors to raise awareness of the importance of spinal health. WIN PRIZES TOO! We want to know what you have done – and will award prizes! Tell us about your World Spine Day activities! Describe your best adventures of how you made these programs work in your communities and how well they were received; be sure to include photos. Like last year the WFC is offering these prizes:

- 1st Prize US \$1,000.00
- 2nd Prize US \$750.00
- 3rd Prize US \$500.00

Take all photos, write your activities down, and submit them by the deadline. The results will be in the next QWR.

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

WORLD NOTES

Bahrain



From January 25-27, 2013 Bahrain will host the Second Annual Congress of the Eastern Mediterranean and Middle East Chiropractic Federation (EMMECF). As

reported in the last QWR, Dr Amy Bowzaylo, formerly Deputy Director, Allied Health at the Saad Specialist Hospital in Saudi Arabia, is now practicing in Bahrain which established provisional licensure for the practice of chiropractic in March. Contact: Dr Amy Bowzaylo at abowzaylo@hotmail.com.

For more information on the EMMECF, and the various countries it represents in the Eastern Mediterranean and Middle East, and more information on the Bahrain Congress go to www.emmechirofed.org or contact Dr Phylactis Ierides of Cyprus and the EMMECF at Ierides@cablenet.com.cy.

Botswana



World Spine Care's Shoshong Project in Botswana, led by Clinical Director Dr Geoff Outerbridge from Ottawa, Canada, was launched in November 2011. Initial-

ly services were provided at a clinic at the nearby Mahalapye Hospital. Services have been available from a purpose built clinic in Shoshong since Wednesday, August 22.

Dr Outerbridge reports that by the time the first patient was ready for an exam 29 other new patients were booked and others had to be asked to return two days later. Assisting him as the Shoshong clinic opened was another volunteer chiropractor from Canada, Dr Becky Carpenter.

Reporting to the WSC Executive on September 7, Dr Outerbridge explained that the clinic was fully-booked until the middle of October. Most patients had been elderly women needing more extensive examination and more complex diagnosis than in Canada. There is much spinal stenosis and knee osteoarthritis – but little hip OA – "and lots of feet problems – I would assume from all the walking." The clinic is



Dr Carpenter treats patient in the Shoshong clinic with Aaron Uyapo translating.

busy, productive and pleasant, with patients who "are warm and quick to smile and laugh."

The Shoshong Project is a multi-faceted project combining primary assessment and treatment for the Shoshong community, follow-up care with specialized medical intervention where required, a significant research component, and a strong educational arm. For more news on the Shoshong Project and World Spine Care visit www.worldspinecare.com.



Dr Outerbridge introducing WSC to the village of Shoshong at the Kgotia (village meeting) the day before opening.



Temo Keorileng, translator and assistant, interviewing a patient.

Canada



Canadians Row for Silver

Submitted by Dr Mike Murray, Canada

For the 2012 London Games I was accredited with the Canadian Olympic Rowing

Team for a fifth time at the Olympics. The Canadian medical team had a full complement of practitioners, including an athletic therapist, physical therapist, registered massage therapist, medical doctor, and of course a chiropractor. In all there were 30 athletes to care for which kept our team hopping.

The team had an 18 day pre-Olympic training camp in Italy in order to acclimatize before heading into London on July 25. I also travelled to St. Moritz to treat several track and field athletes who were training at altitude prior to London.

The camps allow athletes to address any new or chronic injuries and hopefully resolve them before competition. They

also allow the medical staff to attend training sessions, observe the athletes from the motor boats, and discuss biomechanics and performance with coaches. This also means that athletes can have pre and post workout treatment session if need be, as treatment times are always centered on training.

I use a variety of techniques that I have taught in the IC-SSD program, and this year introduced the Lightforce Pro laser from LiteCure as an adjunctive therapy.

The Canadians collected silver medals in both of the marquee rowing events – the men's and woman's 8s - a testament to the strong Canadian rowing program. Now it is onward to Rio!!!

Source: FICS News September 2012.





The Canadian Men's 8s team in training and on the dock at the Olympics with Dr Mike Murray (center with glasses).



and her silver medal



Dr Murray with Janine Hanson Dr Murray with Dr Tom Greenway at the main Polyclinic.

Costa Rica



Costa Rica is one of the few countries in Latin America with legislation to recognize and regulate the chiropractic profession. Legislation was originally passed

in September 1999 but the Costa Rican College of Chiropractors (the Colegio) was only formally established in September 2006. The Colegio, which currently has 24 members, serves the combined functions of a professional association and a regulatory body.

Dr Karl Lind, a member of the Colegio's executive, has recently contacted the WFC to confirm subsequent improvement to the law and the legal rights of chiropractors, including:

- In 2008, designation of chiropractors as primary care physicians, and 1 of 9 categories of health professional in Cost Rica recognized as doctors. As a result chiropractors enjoy wide diagnostic and reimbursement rights.
- Earlier this year, a legislative amendment giving chiropractors exclusive rights to practice spinal adjustment and manipulation in Costa Rica.

Until this time there has been no chiropractic educational program in Costa Rica, but members of the Colegio are interested in promoting such a program. For the past 15 years Life University of Marietta, Georgia in the USA has had a partnership with the Costa Rican Olympic Committee and Dr John Downes, Director of the Sports Science Institute at Life University was the accredited chiropractor with the Costa Rican Track and Field team at the recent London Olympics. Life graduate Dr Yolanda Camacho Kortman of San Jose, the capital of Costa Rica, is a prominent sports chiropractor and administrator who is serving as Executive Director for FIFA's U-17 Women's World Cup in Costa Rica in 2014.

Contact: Dr Karl Lind at drbrady.quiro@hotmail.com.

Iran



Chiropractic is a part of the mainstream healthcare system in Iran, where chiropractors have broad legal rights to practice as primary health care providers.

These rights include conducting a comprehensive examination, ordering imaging and laboratory exams, and direct referrals to medical specialists.

To practice in Iran a doctor of chiropractic must have the following:

- A DC degree from a CCE-accredited college
- Completion of NBCE Parts 1-4, or equivalent in Canada
- A license to practice in either the US or Canada with good standing
- A minimum of 3 years of practice experience

With respect to continuing education, practicing chiropractors in Iran are required to accumulate a total of 25 CE credits per year. The Iranian Chiropractors' Association (IRCA) provides conferences and seminars which satisfy the majority of these credits. These include monthly scientific conferences with chiropractic and medical speakers, and annual conferences – the next such conference, scheduled for January 2013 is titled *Neurological Disorders: Diagnosis and Neurological Effects of Chiropractic Adjustment*.

The IRCA reports that a number of its chiropractic physician members are routinely invited to speak at major medical conferences such as those given by the Iranian Society of Physical Medicine and Rehabilitation, the Iranian Rheumatology Association and the Iranian Society of Radiology. Contact: Dr Mohsen Khamessipour at dr mosen@yahoo.com.

South Africa



Chiropractors from throughout the world are now registering for the WFC's Silver Anniversary Congress to be held in Durban next April, where they will find that

the chiropractic profession has made great advances in recent years and is now well-established and respected in the mainstream health care system.

One plenary lecture at the Congress is *The Integration of Chiropractic Services within South Africa's Health Care System* by Dr Chris Yelverton, Head of the Chiropractic Department at the University of Johannesburg since 2001. Dr Yelverton, who maintains a private practice in a multidisciplinary environment, has also served as chairman of the Professional Board of Chiropractic and Osteopathy, the regulatory board for chiropractic, since 2000.

Another South African speaking on the outstanding academic program is Dr Girish Mody, Professor of Rheumatology at the Nelson R. Mandela School of Medicine, University of Kwa Zulu-Natal in Durban. Professor Mody is one of eight expert speakers on the first day reviewing various aspects of evidence-based practice – his subject is *Tests for Rheumatological Disease and other Red Flags in Spinal Disorders: When, Why, Reliability and Value*.



2013 Congress Planning Committee. Front Row: Praveena Maharaj and Charmaine Korporaal. Back Row: Reg Engelbrecht, Caileen Walker, Michael van den Bos, Chris Yelverton and Brendon Bailes.

Professor Mody, a former president of the South African Rheumatism and Arthritis Association and of the African League against Rheumatism, currently serves as associate editor of the journal Clinical Rheumatology, has published over 60 papers on a wide spectrum of rheumatic diseases, and has been invited to present at numerous national and international congresses. Since 2002 he has



Dr Girish Mody

served as chairman of the National Action Network of South Africa for the Bone and Joint Decade, and he has promoted multidisciplinary musculoskeletal education in South Africa. At his medical school, spinal anatomy is currently taught by a doctor of chiropractic.

Another keynote medical speaker at the Congress is Dr Robert Gunzburg MD, PhD, an orthopedic surgeon from Antwerp, Belgium who has been Assistant Editor in Chief of the European Spine Journal since 1996. His subject is *Chiropractors as Primary Spine Care Experts: The Perspective of a European Surgeon*.



Dr Robert Gunzburg

For full details of the academic and social programs, registrations and all information go to www.wfc.org/congress2013.

Switzerland



Tug of War World Championships 2012

The International Federation of Sports Chiropractic (FICS – Federation Internationaled de Chiropratique du Sport) pro-

vides teams of appropriately qualified and experienced sports chiropractors for world championships and other major games sponsored by International Federations representing various sports – for example during the last year DanceSport, Karate, Sailing, Surfing and Tug- of- War. Here, from the most recent FICS News, is a report from FICS representatives Dr Alexander Ruhe of Germany and Dr Rainer Weiser of the United Kingdom following their volunteer services at this year's Tug-of-War World Championships organized by the Tug-of-War International Federation (TWIF) and held in Switzerland.





The Tug of War World Championships were held from September 6-9 in Appenzell, Switzerland. FICS was again invited to send a team of 2 doctors and we had the privilege of serving on that team.

The Local Organizing Committee made us feel very welcome and selected a good location for the spacious tent right next to the entrance to the competition field. As all 1500 athletes had to get past us at some point, this ensured optimal visibility and certainly contributed to the high number of patient visits we saw over the next days.



Dr Rainer Weiser (left) and Dr Alexander Ruhe with members of the South African team.

A total of 154 treatments were conducted in beautiful weather over a four day period, 93 of which were initial consultations. As observed at previous events, the of usage chiropractic services was greatest with the teams from Ireland, England and South Africa and there were many happy faces when they saw the FICS logo again.

That vast majority of presenting complaints in the acute stage could be attributed to overuse associated with the physical demands of the sport. A high percentage of athletes described a subacute or chronic previous history of these presenting complaints. Non-specific central low back pain, discomfort around the cervico-thoracic junction and muscular



Drs Weiser and Ruhe take a mock contact on TWIF General-Secretary Glen Johnson.

problems of the lower extremities accounted for most presenting complaints.

As can be imagined with just two chiropractors being present, we were present and treating for 10-12 hours every day. This event truly was a great experience, and the appreciation expressed by athletes and staff for our services was a very nice contrast to the "you can be happy to treat me" attitude sometimes encountered in professional sports.

The cooperation with coaches, physiotherapists and other medical staff remained excellent throughout the event and we have to thank our colleagues working at earlier TWIF events for laying this great foundation. The fact that athletes from the United States utilized the FICS services after being referred by their own team chiropractor, when he was unable to meet the demand, bears witness to the great spirit during the TWIF Championships.

Generally, the referral rate by team physiotherapists was high, which indicates that FICS chiropractors are truly perceived as partners in patient care.

We would like to thank the TWIF for the invitation, Dr Tim Ray and FICS for giving us the opportunity to participate in this great event, and the local organizing committee for their great logistical support throughout.

USA



The new documentary *Doctored*, produced by independent film maker Jeff Hayes and exploring the history of conflict between the chiropractic and medical

professions, opened in theatres across the USA in late September. In his September 20 review for the New York Times, movie reviewer Daniel Gold explains that the film "opens with tales from the days when chiropractors were dismissed as ... charlatans." He then asks:

"Why all the hating? Turns out it stemmed from a long-standing campaign by the American Medical Association that ended only when the <u>A.M.A. lost an antitrust lawsuit</u> and was found to have engaged in a conspiracy to 'contain and eliminate' the profession. Just another business dispute.

Relying on numerous testimonials about successful treatments (including from the athletes John Stockton and Picabo Street) and harsh critiques by doctors of Big Pharma and conventional medical practices, 'Doctored' issues indictments of a market-based health system predisposed toward prescription drugs and surgery when less invasive, less expensive methods might be, heaven forbid, more effective. Seeing a series of 'frozen shoulder' patients, unable to raise their arms, suddenly regain pain-free range of movement after spinal manipulation is powerful evidence of chiropractic's worth."

This and other reviews are overall positive and chiropractors have been fascinated to see much historical footage – including AMA leaders of the conspiracy in the 1960s and

the opening sequence featuring a television debate in 1982 between Dr Louis Sportelli and long-time critic of the profession Dr Stephen Barrett.

Doctors of chiropractic featured in the film include WFC Past-President Dr Mike Flynn of Houma, Louisiana, recounting how his father and family were persecuted in the 1970s

before chiropractic was finally recognized by law in Louisiana in 1974. The movie includes numerous interviews with medical doctors, critical of a US health care system focused on drugs, surgery, and money.

For more on *Doctored*, and how to buy or see it, go to www.doctoredthemovie.com.

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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

Chiropractic Diplomatic Corp – Philippines

www.chiropracticdiplomatic.com

Dynamic Chiropractic – USA

www.MPAmedia.com

Enzyme Formulations, Inc. – USA

www.loomisenzymes.com

Foot Levelers – USA

www.footlevelers.com

International Board of Chiropractic Examiners – USA

www.ibce.org

Logan College of Chiropractic - USA

www.logan.edu

NCMIC Insurance Company - USA

www.ncmic.org

Neuromechanical Innovations - USA

www.neuromechanical.com

Palmer College of Chiropractic – USA

www.palmer.edu

Standard Process Inc - USA

www.standardprocess.com

Corporate Diamond – US\$5,000

3DRX – USA

www.3drx.com

Future Health Software - USA

www.futurehealthsoftware.com

Life University – USA

www.life.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

Cleveland Chiropractic College – USA

www.cleveland.edu

Intellibed – USA

www.intellibed.com

Northwestern Health Sciences University – USA

www.nwhealth.edu

The American Chiropractor – USA

www.theamericanchiropractor.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

ChiroHealthUSA - USA

www.chirohealthusa.com

Chiropractic Economics – USA

www.chiroeco.com

Dee Cee Laboratories, Inc. - USA

www.deeceelabs.com

Erchonia Inc. - USA

www.erchonia.com

Human Touch - USA

www.humantouch.com

International Chiropractic Pediatric Association – USA

www.chiropractic.org

International Medical University - Chiropractic Program

- Malaysia - www.imu.edu.my

Life Chiropractic College West – USA

www.lifewest.edu

Lloyd Table Inc – USA

www.lloydtable.com

National Chiropractic Council – USA

www.chiropracticcouncil.com

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www.nycc.edu

New Zealand Chiropractic Board – New Zealand

www.chiropracticboard.org.nz

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www.parkercc.edu

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www.ScripHessco.com

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www.stepforward.com

Texas Chiropractic College – USA

www.txchiro.edu

The American Chiropractor – USA

www.theamericanchiropractor.com

The McKenzie Institute International – Chiropractic Branch

- New Zealand - www.mckenziemdt.org

Therapeutica Inc – Canada

www.therapeuticainc.com

Thumper Massager – Canada

www.thumpermassager.com

University of Bridgeport - College of Chiropractic - USA

www.bridgeport.edu

Corporate Bronze – US\$500

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

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HCMI Inc - USA

Integrated Assessment Services Inc. – Canada

Japan Federation of Chiropractic Professionals – Japan

Japanese Association of Chiropractors – Japan

Kinesio Taping Association International – 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

Str8-n-up-USA

The O.N.E. Research Foundation - USA

Tokyo College of Chiropractic (Formerly.RMIT University

Japan) – Japan

University of Western States (Formerly Western States Chi-

ropractic College) – USA

Vibe For Health – USA

 $Williams\ Healthcare\ Systems-USA$

Individual Diamond – US\$1,000

Bryner Peter, DC – Australia

Staerker Paul, DC - Australia

Toshifumi Kuwaoka – Japan

Individual Silver – US\$500

Chapman-Smith David - Canada

Clum Gerard W., DC – USA

Diem Christoph, DC - Switzerland

Dogget William, DC – USA

Flynn J. Michael, DC – USA

Guerriero Rocco, DC – Canada

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Lepien Rose, DC – USA

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Madigan Dana - USA

LeBlanc Chuck – USA

Zitterkopf Jacqueline – USA

The WFC apologizes for any errors or omissions in this list. Please report any errors or omissions to **Sarah Yabut** at syabut@wfc.org, and they will be corrected promptly.

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September 2012

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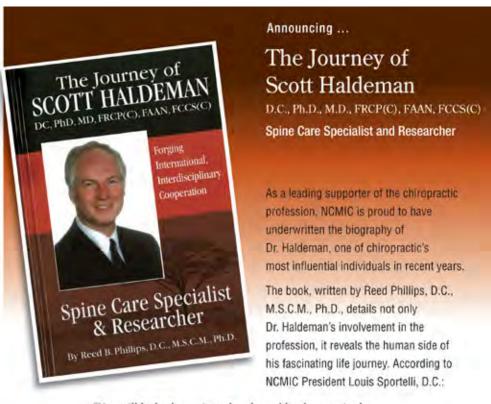
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