



WFC QUARTERLY WORLD REPORT

WFC Member Associations, WFC Associate Members, WFC Council and Past Councilors,
WFC Research Council and Committees, Regional and Affiliated Organizations



President's Message

This has been a banner year for the WFC. Our major event the WFC/ACC Education Conference held in Miami in October, was a complete success – as to quality of the program, attendance and financial result.

After much work plans are in place, and registration level is strong, for next year's main event – the WFC Congress/ECU Convention in Athens in May. Dr Greg Kawchuk, Chair, WFC Research Council, reports the strongest ever crop of original research submissions with 180 papers selected for oral (40) and poster (140) presentation.

With respect to the World Health Organization I was present at the WHO Assembly last May to see first-hand the very significant advances being made for the profession there. Our WHO/WFC Fellowship Program is strong in its third year and WHO is currently interviewing a short list of four chiropractic applicants for the year beginning September 2015.



Dr Stewart at last May's WHO Assembly in Geneva with WHO WFC Fellow Dr Anni Priesler of Denmark (left) and WHO Technical Officer Dr Molly Meri Robinson Nicol.

Continued on page 2

World Spine Day Competition 2014

Rand Baird, DC, MPH, Chair, WFC Public Health Committee

World Spine Day, a project of the Bone and Joint Decade/Global Alliance of Musculoskeletal Health endorsed by the WFC, was celebrated on 16 October and October is Chiropractic Month in the USA and elsewhere.

For the fourth year the WFC held a World Spine Day Competition. There were more and better entries than in the past, and big winners were from Hong Kong, Canada and the USA. The individual award was won by Dr Allan Oolo of Estonia. Here are details from the winning entries, which were both creative and successful in drawing public attention to the importance of spinal health. Thank you and congratulations to all entrants.

Chiropractic Doctors' Association of Hong Kong – First Prize, Associations

How do you reach a population that is too busy checking their phones to stay connected to the digital world? Design an app for their phones.

Centerpiece of the CDAHK's 2014 World Spine Day activities was a Posture Check App, the product of a collaboration between the distinguished City U Apps Lab of City University (over 20,000 students) and the CDAHK.

This app, introduced at a Discovery Park event on Sunday October 12, allows users to assess their posture, share to Facebook, get recommendations, and get connected to a chiropractor nearby. The interface is so simple a child can scan grandparents at home,

Continued on page 3

Contents

Athens Congress..... 5
 WFC News (Policy: Teaching Adjustment, WHO WFC Fellowships) 11
 Research Report 13
 WFC ACC Education Conference Report 14
 Meet Chuck Carver of InXpress 16

WCCS Report 16
 World Notes (Canada, China, Denmark, Estonia, France, Japan, Poland, South Africa, UK and USA) 17
 Associate Members 23

President's Message Continued...

On the year's most important internal matter, the search for a new Secretary-General, there was an outstanding and unanimous result with the appointment of Dr Richard Brown who comes to Canada to commence his work in July 2015.

Why is the WFC making such good progress? One reason, I believe, is that it has shown a level of integrity and professionalism that has maintained broad support from its members and all branches of the profession, including those in education and research.

However a fundamentally important reason is the generous financial support received consistently from year to year from key organizations. As 2014 ends it is important and right that I take time to recognize some of the WFC's key and most generous partners.

The WFC is greatly indebted to its largest members, led by the **Canadian Chiropractic Association (CCA)** and the **American Chiropractic Association (ACA)**. Dues received from the CCA and ACA this last year totalled nearly \$135,000 or about 20% of revenue from all sources other than meetings. However CCA and ACA provide leadership and support in many other ways – for example the CCA in the field of research and the ACA in generating support from its many affiliated organizations.



- **NCMIC** (President, Dr Louis Sportelli) has been a Platinum associate member for many years, with annual dues of \$10,000, but this is just the beginning of its invaluable support which includes \$30,000 for research awards at each congress, a grant at \$30,000 to commence the WFC History Book project, and recently \$40,000 to support this year's WHO/WFC Fellow Dr Nicole Homb.



- The **National Board of Chiropractic Examiners (NBCE)**, directly and via its **International Board of Chiropractic Examiners (IBCE)**, has been a platinum member since such membership was created in 1996 and has been the leading sponsor of the eight WFC/ACC Education Conferences.



- Many other organizations and individuals could be mentioned, but two corporations that have been generous long-term Platinum members and supporters are **Foot Levelers** (CEO, Kent Greenawalt, President, Dwayne Bennett) and **Standard Process** (CEO, Charlie Dubois). Foot Levelers provided the largest single donation for the WFC Identity Consultation in 2003-2005 and is one of the leading sponsors for next year's

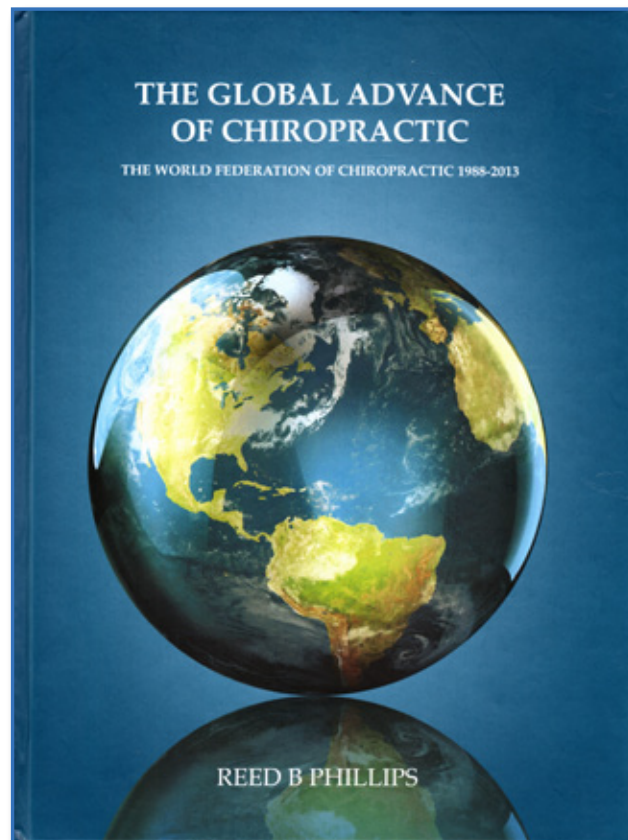


Athens Congress. Standard Process supports numerous projects, most recently development of the WFC's online Reading List and Researcher's Database that will be posted in January and February.

As 2014 ends, and on behalf of the WFC and everyone in this chiropractic profession that we all serve and love, I want to give particular recognition and express grateful thanks to all the above-mentioned organizations and their leaders. There are many others to thank also, but the achievements of the WFC are in very large measure because of you.

There is another engine behind our achievements that I must mention – our extremely able and hard-working staff at the secretariat. To David Chapman-Smith, Secretary General, Christina Davis, Executive Secretary, Khalid Salim, Manager of Administration, and Sarah Villarba, Administrative Assistant, thank you for another year of outstanding service. You are few, there is always much to be done, and you often go beyond the call of duty to do it. Thank you again.

As the WFC has done annually since 2008, instead of giving greeting cards we have made a donation to Sister Yengo's Children (www.sisteryengoschildren.org). To all, Season's Greetings.



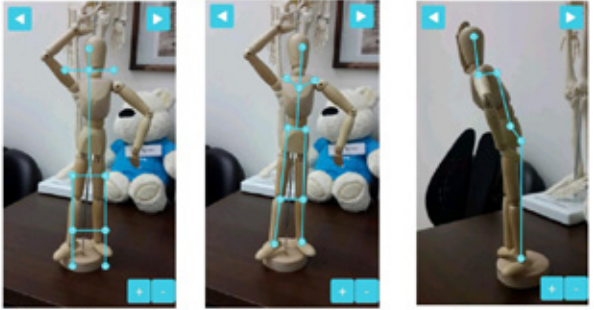
World Spine Day Competition 2014 Continued...

friends can scan each other on the go. This free app in Hong Kong's native Chinese language has been used widely. There were over a thousand downloads first month as the Posture Check App reached number 55 on the most downloaded list.

This new angle to approach the public did not mean the CDAHK overlooked traditional educational activities on WSD, which included:

- 800 Hong Kong residents attending an event at the Discovery Park Shopping Center where celebrities Michael Wong and Janet Ma discussed the importance of proper posture and showcased Straighten Up exercises
- Extensive media coverage through television, radio, social media and print press – including Apple Daily, Ming Pao, Oriental Daily, Metro HK, The Sun, Wen Wei Po, SkyPost and HKET.

Using Posture Check



2. View the photos and drag the numbered points to the appropriately labelled positions. (when you click on the points, a visual guide will remind you where it should go)

The “好知勢 – Posture Check” App

<https://play.google.com/store/apps/details?id=HK.edu.cityu.applab.posturecheck>



好知勢 Posture Check

Start

Record

Chiropractors


蘋果日報

Using Posture Check



3. Review Your Posture and then share, save and connect to a chiropractor!

Using Posture Check



好知勢 Posture Check

Start

Record

Chiropractors

Personal Info

Name

World Spine Day

Sex Female

Age 18-30

Height 156 cm

Weight 40 kg

Next

Pictures Taking

Front View Click the button to Capture

Side View Click the button to Capture

Next

1. Simply Fill Out Their Info And Take a front view photo and a side view.



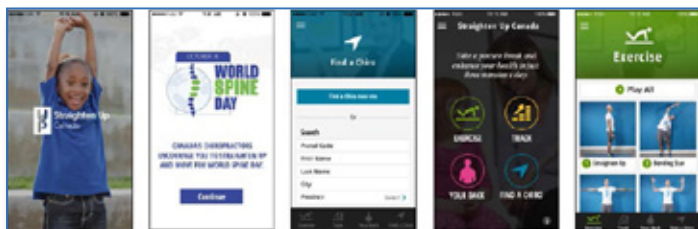
World Spine Day Competition 2014 Continued...

Canadian Chiropractic Association – Tied Second Prize, Associations

The Canadian Chiropractic Association (CCA), along with all its 10 provincial associations, supported World Spine Day (WSD) this year with the development of a national Straighten Up Canada app, the only free Canadian app that provides easy-to-perform posture exercises.

The app includes 12 individual exercise videos, a tracker feature that allows users to track their progress and set personalized reminders, social media sharing capabilities, the weekly CCA blog, Find a Chiro functionality to search for a chiropractor, and more. The Straighten Up Canada app is fully bilingual in French and English and offers video settings for adult and youth.

In celebration and support of World Spine Day, the Straighten Up Canada app featured a special WSD splash page that appeared immediately following the opening page of the app for the month surrounding World Day Spine. The splash page included the tagline *Canada's chiropractors encourage you to Straighten Up and Move for World Spine Day.*



To support promotions of the app and encourage CCA members to participate in World Spine Day, the CCA created a Member and Social Media Toolkit containing promotional images, sample communications, sample social messaging and more. Support for World Spine Day was heavily built into the sample communications and social messaging, along with the World Spine Day hashtag and website link to ensure members had the tools they needed to promote this initiative.

The CCA also built a www.straightenupcanada.ca webpage where users can download the app, or watch the exercise videos. This page showcases the World Spine Day logo with a link to www.worldspineday.org.

The launch of the app was a great success with the CCA media campaign resulting in **over 4 million impressions**. There were appearances cross country on TV stations such as Global Morning, Global News at Noon, CTV Morning Live, and more. To view some of the cross country media coverage please visit the CCA's Facebook or Twitter pages.



Children Chiropractic Foundation Limited – Tied Second Prize, Associations

Last year's WFC First Prize winner, the Children Chiropractic Foundation Limited in Hong Kong, again arranged a large and impressive celebration of World Spine Day. This included extensive media coverage, spinal screenings and posture analysis for kids, 45,000 students from 125 schools performing Straighten Up exercises and a World Spine Day Carnival attended by government officials, education leaders, celebrities such as Miss Hong Kong and over 3,000 children.

Continued on page 6

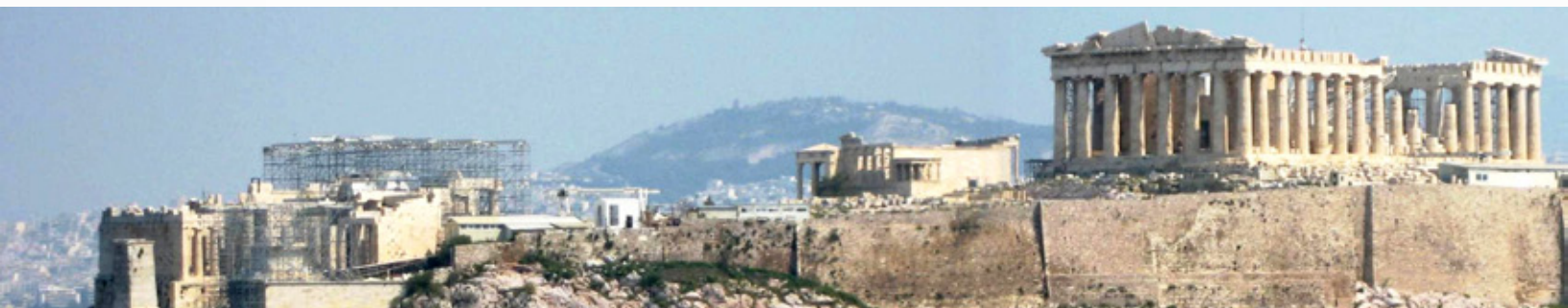




13TH WFC CONGRESS ECU CONVENTION MAY 13 - 16, 2015

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www.wfc.org/congress2015



World Spine Day Competition 2014 Continued...

Hong Kong Chiropractic College Foundation – First Prize, University/College

For World Spine Day Hong Kong Chiropractic College Foundation (HKCCF) organized a public event at the Wu Kwai Sai Youth Village “0-80 Spinal Hygiene Day” and attended by over a thousand participants. The event had been promoted by magazine and newspaper articles and videos from four entertainers.

There were health talks on five different spinal problems given by chiropractors – learning diaphragmatic breathing to prevent neck pain and headache; fixing excessive foot pronation in children; hunchback in youngsters and related problems; myths of sciatica; and prevention of osteoporosis.

Half of the people engaged in putting together a 1,444-piece puzzle for a 20m x 20m picture with the message Spine is the Foundation of Health. Others learnt and did exercises at a football field led by 30 coaches from the Hong Kong Stretching Exercise Association.



World Congress of Chiropractic Students, Life West, USA – Second Prize, University/College

The WCCS Life Chiropractic College West Chapter was successful in its goal of reaching a hundred thousand people or more on a small budget on World Spine Day. Its multi-faceted innovative campaign to engage people included:

- An aerial advertising service in which an airplane with a banner World Spine Day Lifewest.edu flew over the city of San



OCTOBER 16
WORLD SPINE DAY

www.worldspineday.org



*Dr Jennifer Nash
WSD International Organizing Committee*

World Spine Day’s “*Straighten Up and Move*” theme was a huge success this year!

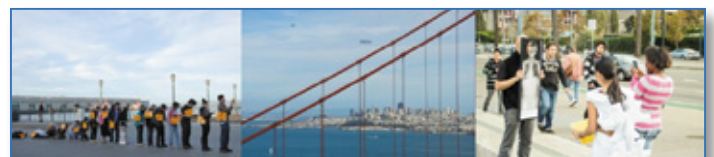
People from around the world shared their “spine selfies” via social media; Facebook “likes” more than tripled from last year and the amount of activity generated using #WorldSpineDay was incredible! Those promoting and following WSD activities online included chiropractors, physiotherapists, occupational therapists, physicians and people whom spine disorders have significantly impacted.

The WSD International Organizing Committee will be reconvening soon to finalize the theme for WSD 2015- keep an eye out for more information!

Please send any additional photos from your WSD event to info@worldspineday.org with a description - photos may be used on the WSD website and/or social media feeds in future!

Francisco and the surrounding area for two hours during rush hour traffic. Over 800,000 media impressions were made.

- Overlapping with the aerial advertisement, an event at the Embarcadero in San Francisco, a tourist attraction and business center, at which over 500 people were engaged in foundation training exercises, Straighten Up and Move posture exercises and a 21-person human exhibit demonstrating progressive stages of spinal degeneration and poor posture. This exhibit was conducted every ten minutes between exercise groups and each student in the human exhibit held a sign with a fact or statement pertaining to spinal health or posture.
- Screenings and exams were offered to new and prospective patients at the Life West Health Center.
- A diverse media presence. Flyers and advertisements were posted around the Bay area and WSD was used as the primary header at the Life West website from October 15-31. The press release for the events was picked up by two local radio stations.



World Spine Day Competition 2014 Continued...



In the words of Justin Jobelius, WCCS Life West President, “We really enjoyed connecting with the public on a topic so dear to our hearts – spinal health and well-being. World Spine Day provided an awesome opportunity for us to develop innovative strategies to communicate this message to the greater public.”

Dr Allan Austin Oolo, Estonia – First Prize, Private Practice/Clinic

To coincide with World Spine Day and during October, Dr Oolo, known to many as the founder of Trigenics, arranged three activities. The first was a student educational video written and directed by him and titled *Straighten Up*, produced with support from the Estonian Ministry of Health and Research. This was sent to every school in Estonia and Dr Oolo’s goal is that the video will be played annually in all schools on Estonian World Spine Day. <http://spinecampaign.kiropraktikud.ee/click-and-learn/>.

Dr Oolo appeared on the Estonian national tv show Ringvaade answering the question *What happens when you see a chiropractor?* Finally, Dr Oolo was featured as the cover story in the national Estonian magazine Jooksma (Runner) in October. Advice is given to runners on how they should take care of their backs and what exercises they should be doing for a healthy spine and body.



WFC WSD Competition Winners

PROFESSIONAL ASSOCIATIONS:

First: **Chiropractic Doctors’ Association Hong Kong** (US\$500)

Second Tied: **Canadian Chiropractic Association** (US\$250) and **Children Chiropractic Foundation** (US\$250)

CHIROPRACTIC UNIVERSITY/COLLEGE:

First: **Hong Kong Chiropractic College Foundation** (US\$500)

Second: **World Congress of Chiropractic Students Chapter, Life-West, USA** (US\$500)

PRIVATE PRACTICE/CLINIC:

Allan Oolo Austin, Estonia (US\$250.00)

HONORABLE MENTION:

NY Medical Group in Hong Kong
Chiropractic Association of Ireland, Ireland
International Medical University, Malaysia
University of Western States, USA

Alberta College and Association of Chiropractors, Canada

AECC Graduate Wins Community Service Award for WSD Activities

Anna Papadopoulous, daughter of Dr Stathis Papadopoulos of Cyprus (left), received her AECC Mayor’s Award for Community Service at her November graduation.

As part of the WCCS I joined the WCCS International Media Committee in Durban in 2013 where a proposal was passed on promoting and encouraging all chiropractic institutions to host World Spine Day (WSD) activities.

It was my aim to organize WSD events at my college AECC, both for the community and my fellow students. Prevention is better than cure and this is of paramount importance to bring across.



World Spine Day Competition 2014 Continued...

The college was very supportive of the initiative, the first WSD event for the AECC and Bournemouth.

We took the opportunity to give back to the community and say thank you for their support both to the college as well as the clinic by organizing a full day of free events where we could celebrate a healthy body and a healthy mind.

The day began with a yoga class open to the public, followed by chiropractic consultations in the clinic carried out by the final year students. Members of the public could discuss issues that concerned them about their overall health including specific musculoskeletal complaints.

Concurrently all students received a talk providing them with the latest research and studies to raise awareness about musculoskeletal problems in society, and how chiropractors can contribute. This talk was followed by spinal hygiene workshops in all chiropractic technique classes.

In the afternoon members of the AECC WCCS performed a spine parade in the town, and had the opportunity to give out educational leaflets and demonstrate spinal exercises to the community.

Submitted by: Anna Papadopoulou, November 2014 graduate, AECC.



Future Event



WFC's 13th Congress and 2015 ECU Convention

Hosts: Hellenic Chiropractors' Association

Place: Athens Hilton Hotel, Athens, Greece

Dates: May 13 – 16, 2015

Information: www.wfc.org/congress2015

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



WFC COUNCIL 1993, LONDON

THE GLOBAL ADVANCE OF CHIROPRACTIC: WFC 1988-2013

PHILLIPS

WFC

THE GLOBAL ADVANCE OF CHIROPRACTIC

THE WORLD FEDERATION OF CHIROPRACTIC 1988-2013



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WORLD FEDERATION OF CHIROPRACTIC

FÉDÉRATION MONDIALE DE CHIROPRAQUE

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The official history of the World of Federation of Chiropractic, charting the new acceptance and international growth of the profession during the last generation.

This 260-page hard cover illustrated history with over 600 photographs is a must-read for anyone passionate about the chiropractic profession. It includes:

- The attempts to establish a world federation in the 1960s.
- The developments leading to the formation of the WFC in 1988.
- The amazing international growth of chiropractic and the WFC in the 1990s and 2000s.
- Explanation of the important relationships with other international organizations including the World Health Organization – and why this is important.
- Current status, future directions and much more.

Read sample Chapters 1 & 2 – at www.wfc.org.

Author: Reed Phillips DC, PhD

Editors: Gerard Clum DC and David Chapman-Smith LLB

Sponsorship for this Project:



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Laurie Tassell DC - Australia	Pacific Region

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

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Greg Kawchuk DC PhD (<i>Chair</i>)	Canada
Christine Goertz DC PhD (<i>Vice-Chair</i>)	USA
Iben Axén DC PhD	Sweden
Pierre Côté DC PhD	Canada
Mitch Haas DC MA	USA
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Bone and Joint Decade <i>Chair, Deborah Kopansky-Giles</i> DC, FCCS - Canada	Strategic Planning <i>Chair, Dennis Richards</i> , DC - Australia



WFC News

David Chapman-Smith, WFC Secretary-General

WFC Policy – Teaching Adjustment/Manipulation to Others

From the time that the WFC was formed many member associations, particularly those from countries where the profession was not yet regulated by law and anyone could claim to be a chiropractor, asked the WFC for policy and protection against chiropractors arriving from other countries to teach any course related to chiropractic principles or practice to non-chiropractors.

Until 2011 the WFC had a broad policy against any such courses. This had the advantage of being clear and uncomplicated. It had the limitation of being open to criticism as being too broad in a world where there is much inter-professional education.

As a result [new policy](#) was recommended by the Council in 2009 and passed by the Assembly in 2011. This maintained the former policy with respect to joint adjustment, defined to include both manipulation and mobilization, but not with respect to other chiropractic skills as long as there was “nothing in promotion and delivery of the education and/or in any credits or certificate given that indicates or implies that the education provides skills, competencies or qualification in chiropractic.”

Many member associations continue to rely upon the WFC’s existing policy. Recent examples involve incidents in Spain and Taiwan in 2013 and 2014 where chiropractors from North America and Australia planned to teach joint adjustment to physical therapists who would likely claim to be practicing chiropractic since the practice of chiropractic is not regulated in those countries. After intervention from the WFC, in partnership with the national associations, the planned courses were cancelled.

However, some in the profession claim that the WFC policy is still too wide and unfairly restricts academic freedom and their rights and obligations. Examples are some of those manufacturing and selling adjusting tables and instruments to other licensed health professionals and wanting to provide supporting education on safe and effective use.

This has caused the WFC to re-examine its policy. It has consulted widely with all stakeholders including its member associations. It



Invited speakers Dr Hsuan-Pin Chang, Taiwan (speaking), Dr Carlos Ayres, Peru (left) and Dr Chris Colloca, Neuromechanical Innovations, USA at the Policy Forum in Puerto Rico in May

held a special membership forum on May 2, 2014 at the time of its annual Council Meeting held in Puerto Rico This Forum was most valuable in clarifying the issues, and the arguments for change or no change to the current policy. There was a report on that in the June issue of this QWR.

The end result is that the WFC Council has now decided against recommending any policy change. The current policy has clear intent, and is strongly supported by member associations regardless of whether the practice of chiropractic is regulated by law or not. Although the WFC has no legal power to stop anyone teaching anything, the policy is achieving real results and does seem to be respected by most international lecturers when brought to their attention. It is providing protection to both the public and the profession.

WHO/WFC Fellowship Report

See this November 30 received from Dr Nicole Homb the current WHO/WFC Fellow for the term September 2014 to August 2015.

I am now a third of the way into the WHO-WFC Collaborative Fellowship Program, and am happy to report on my work and experiences with the Classifications, Terminologies and Standards (CTS) Unit at WHO Headquarters in Geneva, Switzerland. Throughout this time, I have been involved in a diverse array of assignments associated with the maintenance, updating and revision of the WHO-Family of International Classifications (WHO-FIC), principally the International Classification of Diseases 11th Revision (ICD-11).

Having previously worked with the CTS Unit during a 5-month internship in 2012, I was fortunate to be able to hit the ground running at the commencement of my fellowship in August. I quickly became involved with a new project—the ICD Transition Study. The study is part of the overall ICD revision process and supports future ICD-11 implementation by studying transition requirements in WHO Member States. The results of the study will inform the development of application and training tools to facilitate a more seamless and timely transition process.



Dr Homb at work at WHO.



(From right) Dr Homb (USA) and previous Fellow Dr Anni Priesler (Denmark) with other delegates at WHO FIC Meeting in Barcelona.

Working closely with Nenad Kostanjsek, we developed the study framework and conducted several preparatory interviews with WHO-FIC Collaborating Centres in different countries in order to frame the transition requirement issues. My involvement with this study led to the opportunity to co-present our work at the 2014 WHO-FIC Annual Network Meeting in Barcelona, Spain in October. We also displayed a poster of our work which you are able to access at the following link: <https://twitter.com/WHOICD11/status/523060732624388096>.

The theme of this year's WHO-FIC Annual Network Meeting was *Driving improvement in healthcare: from data to eHealth tools*.

With over 200 participants, the intensive 7-day meeting consisted of reports and discussions of Committees and Reference Groups, the WHO-FIC Advisory Council, the Small Executive Group and Topic Advisory Groups. Attending these sessions allowed me to gain a greater appreciation of the work performed by the respective groups within the Network relative to the Strategic Work Plan. This helped me to contextualize my own work within a broader perspective.



Poster presentation at WHO FIC

I am grateful to have the opportunity to join the WHO-FIC Network in its mission "to improve health through the ongoing development, maintenance and promotion of an integrated suite of reference health classifications and related products that produce information of value and utility across the world."

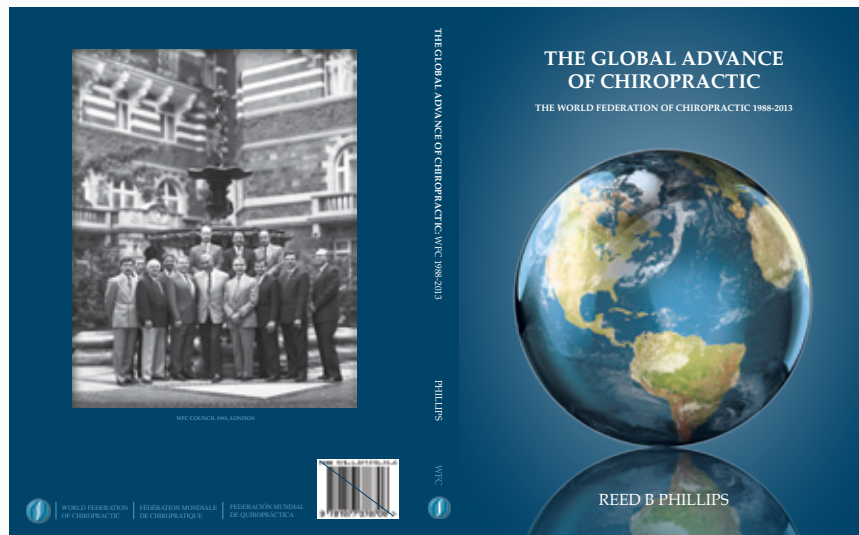
Many thanks to all who have made my fellowship possible—WHO (Dr. Molly Meri Robinson Nicol and Dr Bedirhan Üstün), WFC, and those who have provided generous funding - NCMIC, Canadian Chiropractic Association, Palmer College of Chiropractic, Standard Process, and members of the Association of Chiropractic Colleges.

Global Advance in Chiropractic – Special Offer with Associate Membership

Have you ordered your copy yet? I have been taking 10 copies (a suitcase full – these are big) to recent meetings in USA where people are surprised at the quality and content, and all copies are sold within the hour.

All WFC corporate and individual associate members have been sent a copy as a way of thanking them for their much appreciated support for the WFC. Are you currently a WFC associate member, if so do you know someone who should be? **Under a current special offer all new associate members will receive a copy of *The Global Advance of Chiropractic* for free by way of thanks.**

For all information – including sample chapters of the book, order forms and associate member application forms go to www.wfc.org.



Research Council Report

Greg Kawchuk DC, PhD, Chair, Research Council



The recent months have been busy ones for the Research Council (RC) as the Athens Congress next May is on the near horizon, submissions of original research had a deadline of September 30, and RC members have been judging a record number of 213 submissions.

Research Council Membership

Most notably, Dr. Charlotte Leboeuf-Yde has stepped down from the Research Council after most productive service to the WFC during the past four years. Charlotte is triaging her work load and unfortunately for us, other duties have had to take priority. Although her time as a formal member of the RC was relatively short, Charlotte has given countless hours to the WFC over many years. Next time you see Charlotte, please take a moment to thank her.



Dr Charlotte
Leboeuf-Yde

As we wish Charlotte well, we welcome her very capable replacement Dr. Iben Axén of Sweden, who will be with the RC for the remainder of Charlotte's term and then for an additional standard term of 8 years.



Dr Iben Axén

Iben Axén DC, PhD a 1990 graduate of the Anglo-European College of Chiropractic in the UK, and originally from Norway, has been in private practice in Stockholm, Sweden since 1990. She earned her PhD at Karolinska Institute in Stockholm in 2011 and currently holds a post-doctoral position shared between Karolinska and the University of Southern Denmark.

Her research centres on chiropractic care for low back pain (LBP). She has published work regarding predictors of treatment outcome, the clinical course and episodes of LBP and of subgrouping patients. Further, she is involved in the Nordic Maintenance Care Program, including the use of, indications for and outcomes of prevention. Currently, she is leading an RCT regarding preventive care (chiropractic maintenance care) for recurrent and persistent LBP.

Athens Congress

The 2013 abstracts submitted represented not only a record number but also continued increase in quality. Given that, the RC is excited about two new developments that will allow us to accept as many deserving abstracts as possible. The first development is the creation of 8 additional platform presentation slots bringing the total to 40. The second is the doubling of our poster presentation capacity by having two poster rounds - Day 1 and then different Day 2 posters. This gives more opportunities for scientists to attend the meeting, present their work and network with colleagues.

Suggested Reading List

Our colleagues often ask us to recommend papers for various forms of chiropractic advocacy. Wouldn't it be nice to refer these requests to an existing resource? That's the vision for this project - a website that houses a suggested best reading list curated by the profession and accessible to all.

Our goal is to provide a list of 10 papers, with a summary of each and a link to the full paper, that would give any reader a solid appreciation of a specific chiropractic topic. Our first 20 topics include, for example Conditions/Patients (headaches, pediatrics, sports, wellness), Mechanisms (biomechanical, neurophysiological), Profession (economics, interprofessional), Safety.

As you can imagine, a current systematic review of each topic would be ideal, and we hope to get there one day with more funding, people and time. For now, we are taking initial steps to get this concept up and running so that people can get reading! Expect to see the first lists up on the WFC website by January 31, 2015.

Researchers Database

As the number of researchers in profession continues to grow, there is an increasing need to know more about them and their work, and the global extent of chiropractic research. To answer that need, the WFC has had a project to create a database of chiropractic researchers that is accessible to all.

The project was jumpstarted by asking chiropractic researchers to join a specific LinkedIn group, the International Chiropractic Research Network or ICRN. Presently, there are 145 members in the ICRN, each having met the minimal criteria for membership which includes authorship on a paper published in a peer-reviewed journal. The group is serving a unique function in bringing together chiropractic researchers to discuss common interests, share problems and debate recent issues within the profession. The group has its own postings, discussions and job listings as well as advertisements for recruiting students and faculty.

From this foundation the next step, with permission and now nearing completion, is to create a Researchers Database. This is an online database of researchers, their topics and affiliations that can be searched from both inside and outside the profession. It has been seeded with information from LinkedIn, should be ready for online testing in January, and be available by the end of February. Expect to see an invitation in the near future to either join the database or to visit it to see how far and wide our research efforts have grown in recent years.

Finally, I want to acknowledge and thank the WFC's two sponsors of the Researchers' Database and Suggested Reading List projects. There has been invaluable support and sponsorship from NCMIC (President, Dr Louis Sportelli) and **Standard Process** (President and CEO Charlie Dubois, and Director, Professional Development, Dr John Nab).

WFC ACC Education Conference

October 29 – November 1, 2014, Miami, Florida, USA

Chiropractic Education for a Changing Healthcare Environment was the theme of this year's education conference held by the World Federation of Chiropractic and the Association of Chiropractic Colleges (ACC) in Miami at the end of October, and jointly hosted by the American Chiropractic Association (ACA) and International Chiropractors' Association (ICA).



ACC President Dr Brian McAulay opens the conference

Delegates heard from experts within and outside the profession that chiropractic was well-positioned for substantial growth, but that success would depend upon whether doctors of chiropractic could deliver superior patient results and satisfaction at a competitive cost in the prevention and management of common neuromusculoskeletal disorders. Increasingly, health systems are requiring and rewarding delivery of value, rather than paying attention to the professional designation of the provider. This provides new opportunity for chiropractors.



Dr Christine Goertz, Vice-Chancellor for Research and Policies, Palmer College, introduces Mr. Lipstein and Dr Jesse.

First opening keynote speaker was Steven Lipstein, Vice-Chair of the Board of the Patient-Centered Outcomes Research Institute (PCORI), the federal advisory body on current healthcare reforms in the USA and CEO of BJC Healthcare, a multibillion dollar hospital and healthcare system in the Midwest. Second was Dr Robert Jesse of the Veterans Health Administration (VHA). Dr Jesse, who also serves on PCORI, oversees the VHA healthcare and education system. Main points from him were that care was not just patient-centered but rather "patient-driven" in the VHA, and that interprofessional education, cooperation and care were now of central importance.



Steven Lipstein

"It was very encouraging to hear from senior policy experts about the developing opportunities for chiropractors in the VHA and health systems generally, given an increasingly level playing field based on value," said Dr Brian McAulay, President of Parker University and the ACC.

"This was a terrific program," said Dr Wayne Wolfson of Florida, who serves on the NC-MIC Board, "and it was great to hear the insider views of Mr Lipstein and Dr Jesse on future healthcare and reimbursement."



Dr Robert Jesse

The opening session heard of high levels of integration of chiropractic education and clinical services in current mainstream healthcare in Denmark, Canada and the VHA system in the USA. Speakers, respectively, were Dr Jan Hartivgsen of the University of Southern Denmark, Dr Silvano Mior of the Canadian Memorial Chiropractic College, a consultant

to the Ontario Ministry of Health and Long Term Care, and Dr Anthony Lisi, VHA Director of Chiropractic Services.

Speakers from various other countries, such as Australia, Brazil, Chile, Puerto Rico, Switzerland and the UK, described the interprofessional, integrative and evidence-based models of chiropractic care that exist in their communities. Dr Edgar Rivera-Ortiz from Puerto Rico, a recent Parker graduate, spoke of opening his private practice and soon being invited to work in the local hospital, where interprofessional cooperation and ability to use common language have led to permanent chiropractic services welcomed by patients and medical staff.

"Many invited speakers at this conference, such as Dr Ian Paskowski from the Beth Israel Deaconess Hospital in Massachusetts and Dr Carlo Ammendolia from Mount Sinai Hospital in Toronto, Canada, have shown that today's students must be prepared for interprofessional practice and an expanded world of opportunity for the profession," said WFC President Dr Greg Stewart who practices in Winnipeg, Canada.

The third day of the conference considered new career options other than clinical practice for chiropractors, and steps educational institutions should take to prepare students for these. On opportunities in general education, Dr Kathy Dooley of New York explained how she was teaching anatomy at the Albert Einstein Medical School and three other colleges.

Dr Robert Mootz, Medical Director for Chiropractic, Washington State Department of Labor and Industries spoke of positions in policy, as did Dr Brian Justice, in charge of development of spinal care pathways at Excellus Blue Cross/Blue Shield in New York, and others. Dr André Bussieres of McGill University and the University of Quebec in Trois Rivieres (UQTR) in Canada reviewed the extensive openings for chiropractic researchers at Canadian universities.

One of the 13 specific consensus statements agreed at the end of the meeting was that "the utilization of patient reported outcome measures (PROMS)", such as the Bournemouth, Oswestry and Roland Morris disability questionnaires, should be incorporated within chiropractic curricula and practice because they "have an important role to play in a changing health care environment." The conference had heard from many speakers that PROMS were important to patients and payers, for measurement of progress and results and to support ongoing care.

Dr Josh Woggon of the CLEAR Scoliosis Institute, in private practice and one of many delegates who have written in praise of the conference and its outstanding line up of speakers, says quite simply – "One of the greatest and most rewarding events I have ever attended."

For the [full consensus statements](#) (see next page) and [more photographs](#) visit Events/Education Conferences at www.wfc.org.

Thank you to the Conference Sponsors:

Activator Methods
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International Board of Chiropractic Examiners
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WFC/ACC Education Conference 2014

Miami, Florida, USA

29 October – 1 November 2014

CHIROPRACTIC EDUCATION FOR A CHANGING HEALTHCARE ENVIRONMENT

Consensus statements

Patient-centred care, population health, improved clinical outcomes and delivery of value are the principal drivers of a changing healthcare environment. Interprofessional, integrative and evidence-based models, are becoming increasingly common. In consideration of this, the 2014 WFC/ACC Education Conference agrees the following:

Patients are at the heart of what we do

1. The welfare of the patient is paramount. Chiropractic curricula should be responsive to meet changing patient needs and expectations and the requirements of modern healthcare delivery.
2. Effective patient management strategies may be enhanced by chiropractic educational programmes having affiliations with established public and private universities. Such links can develop opportunities for interprofessional education and collaborative practice.
3. To facilitate interprofessional education and effective collaboration between health care teams, chiropractic educational programmes should enable students to adopt language that is clearly understood by all stakeholders.
4. The value of public health and health promotion initiatives should be emphasised. By doing so, chiropractic students may be better equipped to work effectively and collaboratively to deliver improved quality of life outcomes for patients and their communities.
5. Patient reported outcome measures (PROMS) have an important role to play in a changing health care environment. The utilisation of such instruments should be incorporated within chiropractic curricula.

Students should be appropriately prepared for a changing healthcare environment

6. Educational models should focus on preparing students for evidence-based practice within the context of a biopsychosocial model.
7. Chiropractic educational programmes should develop students with appropriate skill sets that enable them to participate in career opportunities other than clinical practice, such as opportunities in academia, research and health policy.
8. To improve the quality of clinical outcomes, chiropractic educational programmes should prepare students with knowledge, skills and behaviours to be flexible and adaptable when caring for diverse patient populations.
9. Chiropractic educational programmes should equip students to understand demographic, technical and financial challenges in an evolving healthcare environment.

Faculty should be supported in the delivery of evidence-based educational programmes

10. Chiropractic educational institutions should support their faculties in the provision of innovative models for the development of knowledge, learning and skills. These should focus on facilitating scholarly activity, interprofessional education and teaching within the context of emerging health care models.
11. Faculty should be familiar with assessing and delivering education suited to the community in which chiropractic may be practised. This will take account of patient demographics, disease profiles and skill sets required to work effectively within a variety of environments and health care teams.

Quality assurance will drive improvements in chiropractic education

12. Chiropractic educational institutions are encouraged to work consistently and collaboratively with quality assurance and accreditation agencies to improve quality measures and enhance the delivery of curricula to meet the needs of a changing healthcare environment.
13. Examining and licensing bodies should work collaboratively with quality assurance organisations and educational institutions to facilitate integrated, interprofessional healthcare learning models.



Meet Chuck Carver of InXpress



InXpress is a franchised business that has been in operation for 16 years. I saw the opportunity to employ their very sound business model and apply the benefits to the companies that serve the Chiropractic profession. Specifically, my business goal is to become the logistics provider of choice for the Chiropractic profession.

The concept is simple and powerful: world class carriers do the pick-ups and deliveries while our customers get the pricing and service that is usually reserved for Fortune 500 companies.

Prior to starting InXpress, I served as both Vice President and General Manager of one of the largest companies in Chiropractic. While running the International and domestic sales efforts for this company, I saw first-hand the impact that transportation costs can have on the business- especially for international markets.

As the profession continues its dramatic growth all over the world, I vowed to find a way to help the companies that support this great profession. Especially of interest was the growth overseas of the Chiropractic profession. The InXpress business model and pricing seemed a perfect fit to meet my personal and business goals.

InXpress helps small to mid-sized companies save time, hassle and money on shipping. My partners and I ship over 30,000 shipments per week so we have buying power that we can pass on to our customers. With a focus on small parcel International shipping in particular, my goal is to help these companies reduce their costs and grow their overseas business.

I have received Chiropractic care since I was 16 and have personally experienced the power of the profession. As I am not a DC, helping the profession grow internationally and partnering with

the WFC just seemed a perfect fit for my talents. I'm blessed that I can support the WFC's mission and look forward to helping to spread Chiropractic to over 220 countries!

InXpress

InXpress is a freight consultancy company. We help growing businesses save time, hassle and money on shipping.

InXpress Services:

- **International small parcel shipping** - my partners and I ship over 26,000 parcels per week so we have buying power that we can pass on. If a small to mid-sized company is using UPS or FedEx for these services, I can save them money and improve their service.
- **UPS/FedEx Auditing service**- We get you refunds when they're late.
 - Typical Refunds of up to 5%-6%.
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- **Domestic and International freight**- InXpress' shipping volume and multiple relationships save money
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 - Air Freight
 - Multiple quotes per shipment saves you time and hassle

Contact us at www.inxpress.com.

The WFC thanks InXpress – its newest corporate associate member – for its support. If you need a carrier please consider InXpress.

WCCS report



Dr Luke Schmidt

To advance and unite the global chiropractic profession through inspiration, integrity and leadership. This is a mission that every member of WCCS has come to know and can recite fairly easily. How we act upon these words defines us as individuals, and more importantly, as an organization.

It is with great pleasure that I announce that the WCCS has extended an invitation to the WFC to present at the 37th WCCS Annual General Meeting, held at Life University in Atlanta, in April 2015. Over the past few years,

the WFC has opened many doors for the WCCS and we would like to publicly thank the WFC for those opportunities.

As the largest chiropractic student organization, it is now our time return the respect that the WFC has shown our organization. The WCCS

appreciates the value of a well-deserved mutual respect between our two separate organizations. With that being said, we welcome the WFC and look forward to having you present to us in Atlanta!

Our AGM will be held from April 3-10, 2015. The WCCS Board of Directors and the convening team (lead by Michael Hollerbach) have been working tirelessly to make this one of the biggest AGMs to date. We have extended invitations to non - WCCS member chiropractic colleges in order to grow our membership as well as other professions' student organizations (to observe). We have kept the purpose of the WCCS in our sights and have aimed to achieve these purposes.

The WCCS is continuously growing from strength to strength and we hope to continue in this manner in the future!

Dr Luke Schmidt, M. Tech. (Chiropractic) University of Johannesburg
President | Board of Directors | World Congress of Chiropractic Students

Canada



The University of Toronto (UT) recently announced the opening of the Centre for Integrative Medicine (CIM), the first of its kind in Canada and described as the blending of mainstream and CAM therapies in a holistic manner. The CIM is co-sponsored by the Dean of Medicine (Catharine Whiteside) and Dean of Pharmacy (Heather Boon) and will have 3 interprofessional arms: Research, Education and Clinical. Through an affiliation with the CMCC, and with Dr Deborah Kopansky-Giles as a consultant, chiropractic services will be one of the first included in this IM program and its clinical pilot at Scarborough Hospital in Toronto.

CMCC has now developed formal academic relationships with the University of Oshawa Institute of Technology, University of Winnipeg, and University of Toronto, allowing for cross-appointments for faculty and students.



Dr David Wickes, CMCC President signs an official memorandum of understanding with the University of Toronto, with Heather Boon, Dean of Pharmacy (left) and Professor Catharine Whiteside, Dean of Medicine (right).

Canada's number of university-based chiropractic research chairs continues to grow. A second research chair has been announced at UQTR (University of Quebec at Three Rivers) - Dr Mathieu Piché - and a new chair has been created at Memorial University in Newfoundland. This brings the total to 17.

Many provinces in Canada are currently developing Spinecare Pathways and chiropractors are playing leadership roles in their development. These include Alberta, Saskatchewan, Nova Scotia and Ontario. Dr Greg Kawchuk of the University of Alberta, and Chair, WFC Research Council, has received a PRISH (Partnership for Research and Innovation in the Health System) award of \$750,000 to develop a low-back pain demonstration project.

In Ontario in late November the Ministry of Health and Long-Term Care (MOHLTC) recently announced \$2.3 million in funding to support 7 primary care LBP demonstration projects, 6 of which will feature inclusion of chiropractic services. The new Minister of Health Eric Hoskins MD, when making this

announcement, prefaced his comments with "a chiropractor saved my life". The MOHLTC has recently appointed a Neck and Low Back Pain Quality Based Pathway Clinical Expert Advisory Committee which includes chiropractic membership. This group will propose a pathway and a toolkit to the government by the end of the summer 2015.



Dr Mathieu Piché

Dr. Pierre Côté, another Canadian member of the WFC Research Council, has been invited to participate in the authoring of a paper by the BJD International for the World Health Organization (WHO) on Healthy Ageing.

Finally, the Canadian Chiropractic Association (CCA – www.chiropractic.ca) is planning a National Convention in Niagara Falls in September 2015.

Submitted by: Dr Deborah Kopansky-Giles

China



China is one of the last great frontiers for chiropractic. Other than Hong Kong, the country has few chiropractors.

A major recent development is the decision of the Baptist University of Hong Kong (BUHK), which has campuses in Hong Kong and mainland China, to establish the first chiropractic educational program in China. The BUHK, which plans to enroll first students in September 2015, is developing its program with the support of the Hong Kong Chiropractors' Association (HKCA).

A WFC delegation visited BUHK at the time of the WFC Council meeting in Hong Kong in June 2012, and BUHK leaders visited educational institutions in North America and the WFC Secretariat in Toronto in November.



BUHK leaders meet with HKCA President Dr Henry Chan and WFC Secretary-General David Chapman-Smith at the WFC Secretariat.

On an invitation to the WFC from the Taihu World Cultural Forum (Taihu Forum), and sponsored by the Chinese government, Dr Terrence Yap of Singapore, WFC Council representative for

Asia, represented the WFC and the chiropractic profession at the Taihu Forum held in Macau, China on November 13-14.

The Forum addressed the role of traditional and complementary forms of medicine. In his address titled *An Introduction to Chiropractic: A Traditional Healthcare Profession Originating in North America*, Dr Yap spoke of the origins and growth of chiropractic and its potential role in China alongside traditional Chinese medicine (TCM).

Also representing the chiropractic profession was Dr Anli Dong, a Sherman College graduate practicing in Beijing, one of the few Chinese nationals in chiropractic practice in mainland China. Dr Yap reports strong interests in chiropractic. TCM has strength in acupuncture and herbal medicine but less strength in Tuina or manual healthcare.

Life University has a well-established clinic and presence in Beijing, two chiropractic associations in Hong Kong have growing numbers and strength, and with the BUHK commencing education chiropractic is set to arrive in a meaningful way in China.



Dr Terrence Yap speaks at the Forum.



On right is Dr Anli Dong of Beijing.

Denmark



Henrik Hein Lauridsen Honored

Assistant Professor Henrik Hein Lauridsen, head of study for clinical biomechanics at the Institute of Sports Science and Clinical Biomechanics, has been presented with the Chiropractic Honor Award by the Lone Kousgaard Jørgensen, Chair, Danish Chiropractors' Association, at the DCA's 2014 Annual Convention on November 8.



Henrik Hein Lauridsen



He was nominated for the award by Jacob Toft Vestergaard, Mikael Busse, Søren O'Neill and Erik Poulsen, who wrote the following in their nomination:

"Henrik Lauridsen is synonymous with chiropractic education and training and... is undoubtedly one of the main reasons why the University of Southern Denmark is now working to the highest international standards and is ranking among the best in the world.

Both among his colleagues and in academic circles, Henrik is held in high esteem. Not least, Henrik is popular among his students. No matter how busy he is preparing or attending meetings, carrying out research activities or doing paperwork, he always finds time for his students – our future colleagues and the future of our profession.

By virtue of his work and his immense commitment and dedication, Henrik is one of our profession's most significant representatives in terms of realising the vision for our line of work and our international activities." At the award ceremony Lone Kousgaard Jørgensen said "Henrik, we know you as an extremely strong, deeply committed and hard-working man. You always set the bar very high, devising detailed strategies and systematising your work to perfection – and you always achieve excellent results.

Henrik, you have helped to put Danish chiropractic on the world map, and we are really proud of you and all the things you have achieved. You educate chiropractors for the healthcare system of the future with a great focus on collaboration and dialogue across disciplines. Thank you for your fantastic contribution!"

Submitted by: Christian Ankerstjerne

Estonia



The Estonian Chiropractors' Association, with three members and led by Gerly Truuvaart of Tallinn, is the newest member of the European Chiropractors' Union, accepted as a member at the ECU General Council Meeting in Stockholm in November.

The first chiropractor to establish a practice in Estonia, some 20 years ago, is Dr Allan Austin Oolo seen below with the President of Estonia, Toomas Hendrik Ilves. For more on Dr Oolo and his submission to the WFC's World Spine Day contest see page 6.



France



IFEC Turns 30

France's school of chiropractic, the Franco-European Institute of Chiropractic (IFEC), now with 800 students at its two campuses in Paris and Toulouse, had its 30th anniversary this year. This was celebrated in high style in Paris on Saturday evening November 22, with the graduation of 85 students followed by an elegant dinner then dancing for more than 750 guests.

Master of Ceremonies was IFEC President Dr Olivier Lanlo, an IFEC graduate himself. The congratulations of the French Association of Chiropractors (AFC) were given by President Dr Philippe Fleuriau, also an IFEC graduate. Other graduation and dinner speakers included Dr Oystein Ogre, ECU President, Dr Richard Brown, ECU Secretary-General and David Chapman-Smith, WFC Secretary-General.

With full legal status now achieved, and a large and mature chiropractic educational program, the chiropractic profession is now firmly established in France. It is facing competition, however, from a large osteopathy profession. There are approximately 1,000 chiropractors, but 20,000 osteopaths.

"I was very impressed with IFEC," says WFC Secretary-General, who toured the Paris Campus with Dr Lanlo and the IFEC Principal for the Toulouse Campus, Dr Mario Millan. "From modest beginnings it has grown to impressive size and quality. The focus on research, and on giving graduates the skills and attitudes for success within mainstream healthcare in France, bodes well for the future of the profession. I was impressed, for example, that



(from right) Olivier Lanlo, IFEC President, Philippe Fleuriau, AFC President, David Chapman-Smith and Mario Millan, IFEC Principal, Toulouse Campus seen at the Paris Campus in November.

IFEC sponsors 40-50 students to attend the ECU Convention each year, exposing them to the wider chiropractic profession and its leaders in research and practice."

Japan



On the Road to Regulation

In the September QWR the WFC reported on the new Safety Training Program and the Japanese Chiropractic Register (JCR) promoted by the Japanese Association of Chiropractors (JAC) to establish standards of chiropractic qualification and practice that would be recognized by the government, providing an important step towards recognition and regulation. Currently the practice of chiropractic remains unregulated in Japan.

JAC President Dr Kei Takeyachi now reports that on October 16, 2014 there was an important meeting at which the Ministry of Health, Labour and Welfare (MHLW) received the list of JCR registered chiropractors for the first time and discussed issues of regulation.

Dr Takeyachi was present as an observer as Dr Yoshihiro Muakami, Chair, JCR council met with Dr Jun Kitazawa, Chief, Medical Professions Division, MHLW, Mr. Masaaki Shiromoto, Deputy Director of Medical Professions Division, MHLW and Mr. Masao Akamatsu, former Vice-Minister of the MHLW.



(from left) Mr Shiromoto, Dr Jun Kitazawa, Dr Yoshihiro Muakami and Mr Akamatsu.

TCC 20th Anniversary

The Tokyo College of Chiropractic, formerly RMIT University Chiropractic Unit Japan and Japan's one accredited chiropractic college, marks its 20th anniversary next year. In March 2015, an international clinical education meeting will be held by TCC and several schools from Australia, Malaysia, South Korea, Canada, Spain, Mexico and Japan will attend the meeting.

Poland



First Chiropractic Education begins in Central Europe

Dr Artur Mazur, President of the Polish Chiropractic Association (PCA), announced in November that the first school of chiropractic in Poland will open in Gdansk next July. This will be an historic moment, as this will



Dr Artur Mazur

be the first chiropractic education program in all of Central or Eastern Europe.

The school will be at the Gdansk University of Physical Education and Sport (AWFiS) with the Anglo-European College of Chiropractic in the UK as an academic partner. Professional support will come from the PCA and the European Chiropractors' Union (ECU), both of which have been strong partners in development to this stage. As with first programs in other countries in recent years, and in accordance with the WHO Guidelines and WFC policies, chiropractic education will be introduced in two stages.

Initially there will be a 3 year part-time program for students who already have a health sciences background, such as medical doctors, rehabilitation specialists and physiotherapists. Following that there will be a standard full 5 year MSc program as in other European accredited schools of chiropractic.

“Our association has many people to thank for making this exciting new program possible,” said Dr Mazur. “Particular thanks must be given to the leaders at AWFIS and AECC, our two strong academic partners, and ECU President Dr Oystein Ogre.”

“This is a most encouraging development for the profession,” said Dr Ken Vall, former AECC Principal and one of the two European representatives on the WFC Council. “Chiropractic has a significant human resources problem in Poland and Central Europe, and a new university-based program such as this, with a strong partner such as AECC, is exactly what is needed.”



AWFiS Rektor Prof Waldemar Moska (center), Dr Øystein Ogre, ECU President (center left), Dr Artur Mazur (right) and other representatives of the PCA and AECC at AWFIS as the new program is announced.



A recent graduation at AWFIS

South Africa



CASA Files Action with Competition Commission



Dr Reg Engelbrecht

Chiropractic on an individual and private basis is well accepted by most other health care disciplines in South Africa today. There is a fair amount of interaction and cross-referral and chiropractors are often invited to participate in or attend medical conferences. At face value this is encouraging.

However chiropractors are not permitted by legislation to treat patients in hospitals or state clinics or even to share rooms with medical doctors or persons registered under the Health Professions Council (HPCSA).

This is because they are registered under the Allied Health Professions Council (AHPCSA). This discrimination is further impacted by benefits for patients under medical schemes. Most schemes do reimburse for chiropractic care, but benefits are limited compared with those for medical care. Under-privileged patients who cannot afford a medical scheme either have to accept private fees or resort to state hospitals or clinics where no chiropractic care is available.

The Competition Commission is a government appointed statutory body empowered to investigate, control and evaluate restrictive business practices, abuse of dominant positions and mergers in order to achieve equity and efficiency in the South African economy. The Chiropractic Association of South Africa has thus submitted a request to the Competition Commission in an effort to rectify the current situation with our profession. Points raised include:

1. The current situation presents a major barrier for effective competition in health care. The unavailability of adequate chiropractic services in hospitals and rural clinics has resulted in musculoskeletal conditions being neglected to a greater degree than necessary.
2. At present chiropractic care is generally accessible only to those who can afford private care or who are covered by a medical scheme. Even for patients covered by a medical scheme, due to the fact that they are routinely sent directly to physiotherapists who then exhaust their medical aid, subsequent chiropractic treatment is then restricted because of the financial burden on patients who often stop treatment prematurely
3. This presents a major barrier in particular to the poor and underprivileged people of our country. Because chiropractic care can bring about improved health outcomes at lower cost, it makes basic economic sense to implement a system of chiropractic care at primary contact level in state hospitals and rural clinics.
4. Furthermore chiropractic students and graduates must by law complete a period of internship prior to full qualification and official registration. These young professionals could fulfil

many State and patient needs and bring a most valuable health care service to this sector of our population.

In its submission CASA requests that both the Allied Health Professions Act and Regulations, and the Health Professions Act and its Regulations, be suitably amended to allow for full and unrestricted autonomous professional practise and cooperation between registered chiropractors and other appropriately registered practitioners.

Submitted by: Dr Reg Engelbrecht, CEO, CASA

United Kingdom



BCA Vision

In the latest issue of the British Chiropractic Association news journal Contact BCA President Dr Matthew Bennett reviews the new BCA vision and strategic plan for the future. Here is his introduction and comment on vision.



Dr Matthew Bennett

The BCA has a proud history. We formed in 1925 to defend ourselves against attacks from the General Medical Council. In 1932 we founded the ECU with other countries and, in 1964, we helped establish AECC. We were instrumental in bringing forward the *Chiropractors Act* in 1994 and, in 1999, we led the way to form the College of Chiropractors, which is now a Royal College.

Those are the fantastic achievements of our forebears. The question is, what will the next generation say about us?

“Every morning in Africa, a gazelle wakes up. It knows it must run faster than the fastest lion or it will be killed.

Every morning a lion wakes up. It knows it must outrun the slowest gazelle or it will starve to death. It doesn't matter whether you are a lion or a gazelle: when the sun comes up, you'd better be running”.



Satjit Singh, BCA CEO

The challenges of tomorrow cannot be solved by repeating what we did yesterday. It is interesting to note that, of the original FTSE in 1935, only four companies are still listed in the top hundred and the rest have slipped into obscurity. The fact that the BCA has been around for nearly 90 years does not mean that we will be around for the next 90. We have to look 10, 20 or even 50 years ahead. We have to be bold and imaginative and, when the sun comes up, we had better be running.

Who are we?

We often define ourselves by our differences, by our techniques, our college, our philosophy, who we treat or how often we treat them.

What is the one thing we all have in common? **We are all spinal care experts.**

In our profession, we have many different definitions of what we do. Our paradigms of practise are a source of endless debate going back a century or more. No-one other than another chiropractor is interested in whether we should put 'neuro' in front of 'musculoskeletal specialists' to describe what we do. No-one other than a chiropractor is interested in the nuances of subluxation theory.

So, how do we describe what is it that we all do in simple terms, in just a few seconds without the use of long words?

One thing that we all have in common is our skill in examining, diagnosing and treating spinal problems. This in no way describes everything we do nor limits scope of practice. The strength of this is in its simplicity.

Our reason to exist

Council then debated long and hard about our mission, our reason to exist.

This is simple – **To support our members and promote the chiropractic profession.**

This is, has been and should be at the heart of absolutely everything we do. I can promise you that with me as President, Council, Sue Wakefield previously and now Satjit Singh have been and continue to be completely focused on these things.

Our vision

A vision should not only set out where we want to be and what is desirable but also what is possible. A vision should be bold and should be slightly scary.

We think a worthy vision is to become: **The trusted leader in spinal care**

Why not? There is a debate in the medical profession about who should lead spinal care, the orthopaedic surgeons or the neurosurgeons. The rheumatologists and pain consultants also feel they should have a stake. Physiotherapists and osteopaths do all sorts of things, often very well, but only one profession does spinal care really well – us.

Incidentally this goal is very similar to The World Federation of Chiropractic vision statement. It is a vision shared around the world by chiropractors from different backgrounds, colleges and styles of practice.

USA



2017 WFC Congress/NCLC/ACC RAC – Washington DC

The 2015 WFC Congress is in Athens, Greece.

On a proposal from the American Chiropractic Association (ACA) and the Association of Chiropractic Colleges (ACC), the WFC's 2017 Congress will be held at the Washington Hilton Hotel in Washington DC from March 15-18, 2017 and will combine:

- The WFC's 14th Biennial Congress
- The ACA's 2017 National Chiropractic Leadership Conference (NCLC)
- The ACC's 2017 Research Agenda Conference

Captain Munnerly's a Believer

This article is reprinted from the December FICS News, itself re-printing an article from USA Today which demonstrates the public relations value of the increased use of sports chiropractic by professional and elite athletes.

Alternative Medical Options Now Sought Throughout NFL

The Minnesota Vikings' veteran cornerback thought he'd miss up to a month after injuring a hamstring in training camp this year. Then he visited "Dr. Josh", who worked on the injury once and left Munnerlyn thinking he'd just witnessed a miracle.



Josh Sandell, DC, DACBSP, ATC, CSCS, ICCSP, Sports Medicine Specialist, Minnesota Vikings Football.

"It was crazy. I'd never had it done before, but it got me back on the field in a week," Munnerlyn told USA TODAY Sports recently. "Didn't use nothing. No machine. All hands. 'Wow. Is this the Son of God?'"

Josh Sandell is not a medical doctor. He's a licensed chiropractor who describes his area of expertise as the functional aspect of sports medicine, and the response to his techniques had enough players talking that the Vikings hired him this past spring.

More and more, NFL teams are looking outside the usual structure of doctors and athletic trainers, hiring chiropractors, acupuncturists, nutritionists and other specialists to help keep players healthy, in part because players were seeking such treatments on their own.

In a league where most contracts aren't guaranteed, there's incentive for players to try anything and everything to stay on the field. The more teams know about who's working on them, the better, even if not everyone is sold on the medical value of every nontraditional treatment option.



Minnesota Vikings cornerback Captain Munnerlyn (24) intercepts a pass.(Photo: Bruce Kluckhohn, USA TODAY Sports)

ALTERNATIVES NOT NEW

It makes sense NFL teams would be open to non-pharmaceutical solutions at a time hundreds of former players are suing the league over alleged painkiller abuse, triggering a Drug Enforcement Administration inquiry. But Matava said the shift has been occurring for five to 10 years.

Matava said he'd guess every team now has a chiropractor as part of their medical staff, among other specialists with traditional degrees and training who have been vetted by team physicians.

"They're seeing the limitations and the constraints that are being put on them: 'OK, it's not just enough to dull your pain anymore,'" Sandell said. "If you take away the numbing ability, you're kind of forced to find alternatives to get that player better."

Sandell said he has referred more than 200 professional athletes for mesenchymal stem cell therapy through Orthology, the wellness center where he is chief clinical officer. He also believes in Prolozone (a form of oxygen injection used to reduce pain) and pulsed electromagnetic field therapy, among other less conventional treatments.

But Sandell's main tools are his hands, which help him find the broken link in the chain – the injured or abnormal tissue that is causing pain. He says he remodels the tissue, uses the nervous system to coordinate muscle activation patterns and restores proper mobility to the joints.

In essence, he's manipulating body systems to affect other body systems. Players receive the type of rehabilitation they'd get if they'd had a stroke, Sandell said, only instead of learning to walk again, they're learning to move like athletes again.

"You would never make that correlation, but I'm telling you, it's a game-changer," Sandell said. "And all these procedures potentiate one another – more effective when used together than they are by the individual cells."

The Vikings don't allow Sandell to refer players or use advanced treatment options at their facility, he said. But he works on players there multiple times weekly, travels on the road and has a full house at his office down the street on players' off day as well.

Word has spread around the league. Jacksonville Jaguars receiver Cecil Shorts, who met Sandell through Arizona Cardinals receiver Larry Fitzgerald, credited him with a rapid return to play from hamstring injuries. Sandell said other NFL teams have released players to his care, too.

"In my mind," Shorts told the *Florida Times-Union* in October, "he's a genius."

"We're just trying to get back out there as soon as possible. But at the same time, you want to be healthy," Munnerlyn said. "I told (Sandell) his hands are a blessing. It seems like when he touch you, man, he's healing you. I always joke with him like, 'Man, I need those hands.'"

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