

# ACA and ICA Establish Public Awareness Alliance

Dynamic Chiropractic Staff

ICA President Dr. Robert Braile: "While the ICA and ACA may have had many differences in the past, one point on which we can agree is that a national chiropractic public awareness program is long overdue."

ACA President Dr. Kurt Hegetschweiler: "By pooling the resources of both ACA and ICA, we hope to undertake the type of national campaign that will shed light on this important area."

When the American Chiropractic Assoc., the International Chiropractors Assoc., and nine other chiropractic organizations convened last November in Oak Brook, Illinois for a leadership summit,<sup>1</sup> the governing boards of the ACA/ICA agreed to an aggressive national public awareness program concerning chiropractic education, licensing standards, and the quality of care provided by DCs. The vehicle for that PR campaign by the national chiropractic organizations was to be the "creation of the Alliance for Chiropractic Progress within 60 days."

The unprecedented partnership of the ACA/ICA has now brought forth the announcement of the establishment of the Alliance for Chiropractic Progress (henceforth referred to as the Alliance). A work group meeting of the Alliance is scheduled for May 24-25 in Arlington, Virginia, home to both national chiropractic organizations.

The Alliance will be governed by the boards of both the ACA and ICA, who will appoint a steering committee to determine the direction of the public awareness program. The steering committee will consist of three ACA and ICA representatives with one vote each, and the concomitant legal counsels and appropriate staff members from each association. All decisions of the steering committee must be approved by the board of governors of the ICA/ACA.

ICA President Robert Braile, DC, gave some insight about how both organizations decided to work together. "While the ICA and ACA may have had many differences in the past, one point on which we can agree is that a national chiropractic public awareness program is long overdue. We are confident that the Alliance's efforts will please representatives from all facets of the chiropractic community."

ACA President Kurt Hegetschweiler, DC, is like-minded. "Through focus groups conducted last year by the ACA, we determined that chiropractic education is an area in which public awareness is severely lacking. By pooling the resources of both ACA and ICA, we hope to be able to undertake the type of national campaign that will shed light on this important area."

The Alliance work group will include representatives of the steering committee, and all other interested chiropractic organizations, associations and vendors. Some of the group's priorities will include fundraising and marketing efforts, product creation, and soliciting support from other sources. The group will also plan strategies of the public awareness campaign.

In addition to the steering committee and work group, an Alliance chiropractic support group will

be developed to help energize the Alliance's activities. This group will include organizations and vendors already participating in the Alliance who wish to serve as sponsors for the effort. These supporters will be heard and recognized, and their influence (as well as their financial support) will be essential to the Alliance's success.

Lowry R. Morton, DC, ACA chairman of the board, is aware of the funds require to undertake such a campaign. "The implementation of a public awareness program that will be seen and heard consistently by health care consumers nationwide will require significant financial support, said Dr. Morton. "In order for a campaign of this nature to be successful, we must be prepared to dig deep into our pockets ... to spread the chiropractic message effectively."

R. James Gregg, DC, ICA chairman of the board, sees the Alliance as a chiropractic call to arms. "The Alliance will be calling upon every organization in the chiropractic profession to assist in this critical endeavor, and we hope that everyone who is able will answer the call. It is time to put aside our differences and join together in this crucial campaign to fight for the future of our beloved profession."

### *Reference*

1. ACA-ICA recommend public awareness alliance. DC, Dec. 16, 1996, p. 1,22-23.

APRIL 1997