

## **The World Is Run by Those Who Show Up!**

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The next time you find yourself criticizing a particular chiropractic leader, ask yourself the following question:

How did that person get in that position in the first place?

With rare exception, you will find that they did it by expending time, energy and resources. They came to the meetings, volunteered on committees, took on tasks, made donations, and did whatever they had to do to gain the recognition required to prove themselves worthy of a position of responsibility.

In the end, it all comes down to showing up, paying your dues and doing the work.

For over a decade, I have been harping on the fact that chiropractic has failed to tell its own story. We have failed to "show up" in the minds - and consequently, the lives - of most people in the United States. This has been true for so long that much of the public holds misconceptions about what chiropractic is and how it can enhance their health.

This has been an issue among most chiropractic leaders for as long as I can remember. And while some have tried to do what they can, most efforts have produced minimal results, only to be abandoned. We have consistently failed to pay our dues long enough to see the benefits.

You don't have to watch television for very long to understand the impact of message consistency. There is a reason why you see the same commercial three to four times during a half-hour sitcom. Marketers know that if you hear their pitch (even if it's only semi-believable) enough times, you will believe it and it will change your habits.

Chiropractic's message is important, affects the nation's health and is supported by research. Yet it goes unspoken.

Kent Greenawalt, the president of Foot Levelers, has begun a public relations campaign to tell chiropractic's story. It will cost millions of dollars each year to tell our story consistently, but this is what is required. These are the "dues" we must pay if we hope to "show up" in the public's health care decision-making process.

The first ones to donate are the vendors; those companies that support your practice with their products and services. They will lead the way financially.

But their money will not be enough to do the job right. It will require all of us to do our part. Money and time will be the ingredients to make the Campaign for Chiropractic an ongoing success. The campaign will supply the national exposure and support that will allow you to make a difference in your community. To tell our story effectively, we must work locally as well as nationally.

In short, you will need to get involved.

Beginning with this issue, page 4 of *Dynamic Chiropractic* will be dedicated to carry information about the Campaign for Chiropractic. This is only part of our commitment to the campaign and to you. These articles will keep you informed and let you know what you can do to be a part of this important campaign.

As you can see by the photograph on the front page, the chiropractic leadership is committed. As you will read in future issues, the vendor community is committed. The biggest questions are:

Are you willing to "show up" and make a difference? Are you willing to spend some of your time and money to let people in your community know about chiropractic in a way that will encourage them to seek your care?

What will it take to make this happen? Participation.

The more we get, the more successful we will be.

We will tell our own story. We will inform the people of the United States about the benefits of chiropractic. We will make this work.

Be watching for more details on how you can get involved.

*DMP Jr.*

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