

Focusing on Nutrition

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Everyone knows that nutrition plays a vital role in our health, but gaining a clear understanding of nutrition is sometimes difficult. There are fallacies, fads, facts, and that annoying gray area in between. Because we are all different, our specific nutritional needs are also different.

Strictly speaking, nutrition is not chiropractic. But according to recent survey results from the national board, almost 90 percent of practicing U.S. doctors of chiropractic offer "nutritional counseling, therapy or supplementation" to their patients.¹ Additionally, an e-mail survey we conducted late last year showed that approximately 75 percent of chiropractors offer nutritional products to their patients. (This difference suggests that approximately 15 percent of DCs offer nutritional counseling to their patients and refer them elsewhere to get the supplements they need.)

According to the NBCE survey, over one-third of all chiropractic patients receive these services from their doctor. Considering the millions of chiropractic patients, the chiropractic profession quite possibly has the greatest nutritional impact of any health care profession in the United States. This survey also clearly demonstrates that most DCs believe good health care includes a focus on nutrition. But there really isn't a solid source for nutritional information that will help a doctor stay up to date.

While publishing the *Chiropractic Research Review* (www.ChiropracticResearchReview.com) for the past seven years, it became apparent that there is a great deal of research and information being published regarding nutrition. Rarely does a week go by without seeing at least one scientific study showing the benefits of a particular vitamin, food, herb or dietary approach. The world of nutrition is constantly evolving as new study results add to the existing informational database. This makes nutrition an exciting discipline, but also a challenging one to stay current on.

These are just some of the reasons why we have launched *Nutritional Wellness* (NW) at the beginning of 2005. *Nutritional Wellness* is designed so doctors can learn more about nutrition (whole foods, herbs, homeopathy, and other natural nutritional products), understand how it philosophically fits within the scope of their practice, and therefore, help improve the health of their patients. The publication is a hybrid between a newspaper and a magazine. It is newspaper in size, but magazine in feel and content. It is designed for quick reading, but the articles are written in a way that brings depth of understanding to the reader.

Our e-mail survey last year clearly showed that DCs want more reliable information about nutrition. They want to know about the research supporting the use of different herbs and supplements. They want to know what results their patients can expect when they recommend these supplements. They want more information than they are currently getting.

Nutritional Wellness is designed for the DC who is newly interested in nutrition, as well as for those who have been incorporating nutrition into their practice for decades. NW includes articles designed to expand the doctor's current awareness and develop a more complete clinical foundation. Unlike Dynamic Chiropractic, NW is not about news; it is about information pertaining

to nutrition. The publication is educational in nature.

Nutritional Wellness is free to any doctor of chiropractic who would like to receive it. There are three easy ways to arrange for your free subscription:

1. Call toll-free 800-752-6012
2. E-mail subscription@nutritionalwellness.com
3. Visit www.nutritionalwellness.com

The only requirement is that you must be a licensed doctor of chiropractic in the U.S.

Nutritional Wellness is published quarterly in 2005. The next issue is already headed for the printing press. If you would like to receive that issue, we must receive your subscription request by May 19, 2005.

NW is a different publication for us. As always, we value your input. Once you have reviewed a copy of the publication, please contact me directly (don@dcmmedia.com) and let me know what you think. We are always interested in your comments and suggestions.

Reference

1. *Job Analysis of Chiropractic 2005*. Greeley, CO: National Board of Chiropractic Examiners, January 2005.

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MAY 2005