



Another Anti-Chiropractic Campaign in Connecticut

Editorial Staff

In Spring 2005, New Haven, Conn., became the center of attention for the chiropractic profession when an extremely negative billboard appeared in a popular area of the city, less than 20 miles from the campus of the University of Bridgeport College of Chiropractic. In large red and black letters, the billboard contained a disturbing message - "Warning: Chiropractic Adjustments Can Kill or Permanently Disable You" - while referring passersby to Neck911USA.com, an anti-chiropractic Web site run by an allegedly "international" group of volunteers concerned about manipulation of the neck by doctors of chiropractic.

Thanks to the efforts of the Connecticut Chiropractic Council, the Connecticut Chiropractic Association and other supporters of chiropractic, the billboard was removed only a few days after it appeared.

Advisory: Advertisement

Have You Been Injured By A Chiropractic Adjustment?

**A message from the:
Chiropractic Stroke Victims
Awareness Group**

**Our mission is to warn people of the risks involved
with chiropractic adjustments and to help victims,
like us, and their families try to get back some degree
of normalcy in their lives.**

**Unfortunately, chiropractic adjustments are not
completely safe and without risk. We are the proof.**

**If you or a loved one has been affected,
We Want to Hear From You.**

**859-519-8826
chirostrokeawareness@gmail.com**

Made Possible by the Chiropractic Stroke Victims Awareness Group

Enter the "Chiropractic Stroke Victims Awareness Group." On Dec. 1, 2005, an advertisement from the organization appeared in the *Hartford Courant*, the state's largest newspaper. The ad stated, among other things, that the group's members were "the proof" that chiropractic adjustments are not safe, and included both a telephone number and e-mail address for people to contact them:

At approximately the same time as the print ad appeared, an anti-chiropractic billboard was posted

in downtown Hartford, close to Route 91, one of Connecticut's busiest highways. The billboard read:

INJURED
By Unsafe
Chiropractic Adjustment?
e-mail us: ChiroStrokeAwareness@gmail.com
Paid for by the Chiro Stroke Victims Awareness Group

Whether there is a relationship between Neck911.com and the Chiropractic Stroke Victims Awareness Group remains unclear at present. In August 2005, *Dynamic Chiropractic* identified the person behind the Neck911 billboard as Dr. John Kinsinger, an anesthesiologist from Edmond, Okla., and a vocal critic of chiropractic manipulation. The person believed to be responsible for the ChiroStroke billboard and ad is a woman in her mid-20s who allegedly suffered some form of neurological trauma resulting from chiropractic manipulation, according to sources who spoke to *Dynamic Chiropractic* on the condition of anonymity.

Clarifying Chiropractic

Thanks to more than 100 years of research and treatment, chiropractic health care is now the third largest primary health care profession in the western world. So why are its benefits one of America's "best kept healthcare secrets?"

Our bodies are amazing systems of muscles, bones and nerves. But when they stop functioning properly we have problems, obvious conditions such as sore backs to headaches to carpal tunnel pain to name a few. For most people, the question is when and where to turn for help.

The chiropractic profession offers a primary step in health care before, after or in conjunction with medication and surgery. It is a natural based, conservative health care discipline, which means chiropractic treatment does not involve drugs or surgery. Chiropractic has long held the belief that a properly functioning nervous system is vital to your health and wellness.

As a highly qualified component of mainstream healthcare, chiropractic physicians receive their Doctor of Chiropractic degree after successfully completing 4500 hours in science and clinical studies. National and state level board examinations ensure that the

graduated Doctors of Chiropractic continue to meet rigorous competency levels.

The principle chiropractic treatment is joint adjustment or manipulation. Management may include the use of physiologic therapeutics, exercise programs, nutritional counseling, patient education, activities of daily living, industrial consulting, lifestyle modification, and the use of braces, supports and orthotics. Chiropractic emphasizes health promotion and early return to activities for injured patients.

Today's chiropractors integrate a practice that blends family health care and a concern with the basic maintenance of wellness, with treatment of athletic and work related injuries. Their proven safety record and focus on education and patient empowerment, as research now shows, are important factors in the success of chiropractic management and the high level of patient satisfaction reported.

To learn more about chiropractic physicians and what role they can have in your health care, please go to our website www.chiropractic.org



Connecticut Chiropractic Association

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Chiropractic Profession Responds

Response to the ChiroStroke campaign has been swift. On Dec. 6, 2005, the American Chiropractic Association sent a strongly worded letter to Jack Davis, the *Courant's* president and CEO, critiquing the ad and asking that the paper reconsider running any further advertisements by the organization. The Connecticut Chiropractic Association, meanwhile, responded by running an advertisement of its own in the Dec. 13, 2005 issue of the *Courant*. Titled "Clarifying Chiropractic," the ad promoted the benefits derived from chiropractic care, and touted the profession's "proven safety record and focus on education and patient empowerment."

To date, the profession's efforts against the ChiroStroke group have been mixed. On Dec. 16, 2005, Davis issued a response to the ACA's letter, stating that he found the advertisement "an acceptable communication." He added that the *Courant* "would likely run it or a similar message in the future" if the Chiropractic Stroke Victims Awareness Group chose to do so. In addition, Lamar Advertising, which owns the billboard near Route 91, has (as of Jan. 9, 2006) refused to remove the ChiroStroke ad.

The CCA and CCC are in the process of developing and implementing a positive public awareness campaign to educate the public about chiropractic and its benefits. In the meantime, both organizations are encouraging DCs, staff, patients and family members to do the following:

- Contact Lamar Advertising at (800) 822-7722 or (860) 246-6546, or via e-mail at dgiordano@lamar.com, to complain about the billboard and its message.
- E-mail the Chiropractic Stroke Victims Awareness Group (chirostrokeawareness@gmail.com) and submit pro-chiropractic messages from patients and family members.
- Contact Kristin Kasabucki, the CCA's executive director, at (800) 966-2225, or Sol Aordkian, DC, of the CCC at (800) 353-3332 to show support and help in the public awareness campaign.

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