

World Spine Day Embraced by the World

THE STRAIGHTEN UP CURRICULUM TRULY IS SPREADING AROUND THE U.S AND THE GLOBE.

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Straighten Up America, in conjunction with World Spine Day, truly has become an international program, appearing in newspapers, magazines and on televisions across the globe, educating people about the benefits that come from a health and wellness lifestyle. Doctors of chiropractic are taking the message to heart as they embrace the opportunity World Spine Day provides to promote the value of positive spinal health habits to students, current and prospective patients, and the media.

This positive spinal-health message is crossing cultural and language barriers as well. Life University faculty member, Dr. Milagros Rosado, educated the global Spanish-speaking community about the importance of spinal health on CNN En Espanol. In a live interview with CNN En Espanol anchor Claudia Palacios, Dr. Rosado explained the importance of maintaining excellent posture and living the chiropractic lifestyle.

During the interview, Dr. Rosado briefly demonstrated a Straighten Up Posture Pod exercise after she explained the significance of the Rancho Bernardo posture studies. The Rancho Bernardo studies, conducted by gerontologists at UCLA, demonstrate a correlation between poor stooped posture and increased mortality, functional disabilities and increased independent risk for osteoporotic fractures. In a split-screen telecast, while Straighten Up exercises were simultaneously demonstrated, Dr. Rosado discussed the importance of healthy lifestyle habits, eating the right foods, appropriate exercise and regular spinal check ups and care by a doctor of chiropractic.

World Spine Day and Straighten Up America have crossed geographic and language barriers. Thus far, spinal health empowerment programs have been developed in Australia, Great Britain, Sweden, Cyprus, Hong Kong, South Africa, Korea, India and Canada. The Straighten Up curriculum has been translated into eight languages, with more on the way.

For more information about Straighten Up, visit www.chirottoolbox.straightenupamerica.org.

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