

News In Brief

Editorial Staff

More Than 250 Million Messages and Climbing

The Foundation for Chiropractic Progress estimates that it has distributed more than 250 million messages to the public about the benefits of chiropractic. The FCP combines positive messages from national magazine ads, advertorials, television commercials, public service announcements delivered via a.m. and f.m. radio, as well as press releases. One such press release even generated a front-page headline in a Seattle newspaper.

"While the amount of media is significant, it doesn't come close to the constant drum beat of pro-drug advertising that besieges the public every day," said foundation President Kent Greenawalt. "The number of people who have made the decision to see a chiropractor is growing and will continue to grow with your help. Help the Foundation to continue to increase the number of positive messages by participating as a monthly contributor, and help unlock the best kept secret in health care."

The FCP's public relations campaign is the longest, continuous campaign in the history of the profession. Every dollar received from vendors and doctors goes directly to the campaign. To join the foundation, make a pledge or contribution or for more information, visit www.foundation4cp.com.

Donation Honors Veteran

The Canandaigua VA Medical Center recently unveiled a new \$5,000 chiropractic table donated in honor of a veteran who owes his health and livelihood to the profession. Dr. Paul Baker, 82, of Irondequoit, N.Y., was present when Lloyd Steffensmeier, owner of Iowa-based Lloyd Table Co., presented a brand-new flexion-distraction table to the medical center, bearing the name of Baker, a World War II veteran who also has been a chiropractor for more than 40 years.

"It's certainly an honor, to say the least," Baker said. "[The veterans here] will really be able to receive quality chiropractic treatment."

Baker has since become a grandfather figure among local chiropractors and an outspoken advocate for chiropractic services for soldiers. Last year, he testified before Congress about the need to offer such treatments in VA hospitals and military bases. For Baker, the table at the VA hospital embodies all his hopes and aspirations. "It pretty much sums up everything I've wanted to do," he said. "That is, trying to help people first as a corpsman and then as a chiropractor."

A Change in Name

The Foundation for the Advancement of Chiropractic Education (FACE) has changed its name to enable the organization to broaden its scope of giving. The new name will be the William M. Harris Family Foundation.

"The bulk of donations have been to the chiropractic profession, of which I am a member," said Dr. Harris. "At this time, I feel that I would like to broaden the base of our giving. This change will allow a wider basis for donations including some to humanitarian organizations."

For more information, send an e-mail to eaglesfounda@mindspring.com.

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