

Cleveland KC Students Write Letters Campaigning for Chiropractic

In a move to help preserve the future of chiropractic care, students at [Cleveland Chiropractic College Kansas City](#) recently took part in a grassroots letter-writing campaign to generate support for the profession. The five-day event saw more than 1,300 letters sent to current practitioners by students sharing their passion about chiropractic and its future.

The timing of the mailing was key, as legislators in Washington, D.C., are preparing to address the national health care reform bill. The organizers of the campaign want to make sure that chiropractic care is included in the bill.

A form letter was drafted referencing the [Chiropractic Summit](#), a coalition that represents more than 35 chiropractic groups and organizations, including the [American Chiropractic Association](#) (ACA) and the [International Chiropractors Association](#) (ICA). In order to ensure that chiropractic remains an option for the public, the letter outlined what the summit is seeking:

That essential chiropractic services be included as a covered benefit under any national reform plan; that every patient should have the right to choose and be reimbursed for all health care services from doctors of chiropractic without barriers and limitations that unfairly restrict their freedom of choice; and that there be no MD-referral requirement for patients to obtain access to chiropractic care.

Prior to being mailed, the letters were personalized by current chiropractic students who requested that the practitioners take action in support of the profession. It was hoped this would be done by the recipients encouraging their patients to voice their support of chiropractic by registering for advocacy networks on the Internet. The networks included the ACA's [ChiroVoice.org](#) and the ICA's [AdjustTheVote.org](#). With a strong showing, it was hoped that the message would reach Washington, D.C., and remind legislators that chiropractic should be included in the health care reform bill.

Leading the way for the campaign at CCKC were co-coordinators Carl S. Cleveland IV and Dr. Dan Redwood, associate professor. Cleveland IV said the event was successful because of the commitment from the student body: "It started with a few students, generated some energy and just built from there."

The importance of this activity is immeasurable when it comes to showing allegiance to the profession. Chiropractic needs a vocal support group to make certain that it is not lost in the political process. A letter-writing campaign is a tangible way to show that support. Redwood said the political and professional ramifications would be far-reaching:

"Of immediate importance is that it will increase the number of chiropractors and chiropractic patients who will contact their senators, members of Congress and President Obama about including chiropractic in health reform in a full and fair manner," Redwood said. "In the long run, it will also demonstrate to current chiropractic students that political activity is extremely important. They are learning that they can make a difference, thereby expanding opportunities for themselves,

their colleagues and their future patients. They will take this knowledge with them wherever they go."

Source: Cleveland Chiropractic College