

The Numbers Don't Lie

Kent Greenawalt

To see the proof of how effective the Foundation for Chiropractic Progress (FCP) is at spreading positive press about the benefits of chiropractic, all you have to do is look at the numbers. The foundation estimates that in 2009, it generated 500 million positive messages just from its ads and public service announcements. The FCP estimates that it will easily exceed another 500 million positive messages before the end of this year. From award-winning work to ground-breaking research to inspirational appearances by foundation spokespeople, the FCP continues to work toward its goal of creating more positive press about chiropractic. Take a look at what the FCP has accomplished recently and then make a decision today to join this national effort for positive press.

Jerry Rice TV PSA Wins Media Award

The original Jerry Rice 60-second PSA created in 2009 recently won the North American Precis Syndicate (NAPS) award for extraordinary achievement in media relations after being broadcast 197 times in 33 different states. The television spot promoting chiropractic care was able to reach an audience of more than 122 million viewers. An updated Jerry Rice PSA (including both a 30- and 60-second version) was released in March and is available exclusively for members contributing to the foundation.

Thanks to our [overwhelmingly positive response to Jerry Rice](#) and our other current spokespeople, the FCP is currently seeking another spokesperson to help us reach even more people. We are looking for someone with an excellent reputation and someone who is a strong supporter of the profession.

Foundation Reaches Out to Employer Community

You may be aware of the foundation-sponsored Mercer Report, which was prepared by two prominent medical researchers and reconfirmed the effectiveness and cost savings of chiropractic care compared to other procedures for the treatment of neck pain and low back pain. [See "[How Chiropractic Helps the Insurance Industry](#)" in the Dec. 2, 2009 issue for complete details.] To expand on the reach of this study, the foundation is now working with the Center for Health Value Innovation, a prominent health-care think tank.

We are sponsoring an "Innovator Summit," a panel discussion with benefits leaders and chief medical officers from a number of large corporations, as well as chiropractors, to explore the role of chiropractic care and its inclusion in value-based benefit design. The first meeting with the Center for Health Value Innovation included robust discussions of chiropractic, a presentation of relevant research, and a strategy/timeline for next steps. The center will be issuing a white paper on this discussion and a press release, and will submit the paper for presentation at an industry conference of business and health care leaders scheduled in September.

Local Marketing Guide Available

Besides national media attention about the value and benefits of chiropractic care, the foundation offers its contributors full use of our resources. The FCP has developed a "How to Guide" on local

marketing for contributing doctors who wish to use the foundation's plethora of ads, public service announcements, advertorials and press releases in their community. The guide includes step-by-step directions on how to properly use the foundation as a marketing tool.

General Halstead Speaks at MAC Convention

[Retired Brigadier General \(and foundation spokesperson\) Becky Halstead](#) was a featured speaker at the Michigan Association of Chiropractors' spring convention in Traverse City, Mich., earlier this year. The recently merged state association, which recently helped get a significant scope-of-practice law passed, welcomed more than 1,000 doctors and students to its annual conference. General Halstead shared with attendees how chiropractic care changed her life for the better.

New and Renewed Contributors

123Chiropractors renewed its financial support to the foundation in 2010 for the amount of \$6,000. It has now contributed a total \$11,000 to the FCP. National University of Health Sciences joined other chiropractic colleges in supporting the foundation with a donation of \$6,000, bringing its total contribution to \$12,000. The North Carolina Chiropractic Association pledged another \$2,500 to the foundation, while the Missouri State Chiropractic Association became a monthly contributor.

Obesity PSA Hits the Airwaves

The foundation issued a 60-second radio PSA highlighting the life-threatening risks and musculoskeletal problems associated with obesity. The PSA advises patients suffering from obesity to consider contacting their local chiropractors for safe, cost-effective treatment and advice on how to live a healthier lifestyle. To listen to the radio spot, please visit www.foundation4cp.com/communications-audio.php.

Monthly Contributors Honored

Doctors, students and others who contribute monthly to the FCP were recognized recently in print. The June 3 issue of *Dynamic Chiropractic* included a FCP appreciation ad featuring the names of monthly contributors. The foundation plans to continue to regularly thank its monthly contributors. I would like to offer my sincere thanks to those who support the FCP in its mission to generate positive press. Our success is your success.

How You Can Help

We need your help to reach more people and tell them about the many benefits of chiropractic care. Take a look at what you are doing to help your profession. Evaluate what you can do and then join the cause. No donation is too small because every new contribution means one more chiropractor has decided to help their profession. Just think what we could accomplish together if every chiropractor joined the fight to get more positive press for the profession. Become a monthly contributor to have an impact on the public's perception of chiropractic. To learn more or to arrange an automatic monthly donation, visit www.foundation4CP.com or call (866) 901-3427. Support the FCP today.

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