

Major Media Coverage of Foundation for Chiropractic Progress Position Paper

With the nation reeling from the fungal meningitis scare caused by tainted steroid injections administered for back pain, the Foundation for Chiropractic Progress has issued a position paper on drug-free back pain management. The [position paper](#), "A Safer Approach to Long-Term Relief From Back Pain: Understanding the Role of Chiropractic Care as the First Option in Providing Drug-Free, Non-Invasive, Effective Back Pain Management," highlights the meningitis crisis as "the latest in a series of major issues associated with different forms of pain medication" as a backdrop for recommending drug-free options such as chiropractic care.

The foundation's position paper has received significant media coverage, beginning with the *Baltimore Sun*, which reported the paper's conclusion in a Nov. 5, 2012 front-page article. Within a week, syndicated versions of that article appeared in other media outlets spanning 12 states. As of press time, the foundation hopes to boost exposure of the position paper - and the value of chiropractic care - even further by distributing a print advertorial, social syndication and TV public-service announcement nationally.

"As the public begins to re-examine the safety of more commonly used invasive care approaches, chiropractic care becomes an attractive conservative, drug-free, evidence-based choice," said Kent Greenawalt, foundation chairman. "Accompanied by our advertising campaign in *USA Today* and *The Wall Street Journal*, the goal is to encourage individuals to try chiropractic before undergoing invasive surgery, taking prescription medications or epidural steroid injections."