

Breaking Down Barriers in 2018: A Historic First Kicks Off the New Year

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The chiropractic profession has kicked off the new year with a historic first: A state medical association reached out to industry experts in pursuit of information outlining the safe, effective and drug-free chiropractic approach as a front-line option to manage pain.

The result: "[A Safer Approach to Pain](#)," by the Foundation for Chiropractic Progress, appeared on page 54 of the *Journal of the Mississippi State Medical Association* (Vol. LIX, No. 1: 2018).

Reaching 4,500-plus of the most progressive physicians across the state of Mississippi – the second-to-last state to license doctors of chiropractic – "A Safer Approach to Pain" references the evidence-based guidelines put forth by the American College of Physicians, Centers for Disease Control and Prevention, Food and Drug Administration, Institute of Medicine, The Joint Commission and more, all of which call for non-pharmacological approaches, including chiropractic care, to be utilized as a first-line approach to manage pain prior to prescription opioids.

This article highlights one of the many 2018 efforts underway by the Foundation for Chiropractic Progress to bridge the gap between health care providers, hospitals, employers and key industry stakeholders – to work together to promote safe, effective and drug-free approaches to manage pain in an era in which 115 lives a day are lost due to overdoses related to prescription opioids.

[As reported](#) in *Dynamic Chiropractic* recently, the F4CP has hired an award-winning public relations (PR) agency, Amendola Communications, to continue to build public awareness about the value of chiropractic care. With Amendola Communications' seasoned expertise, the foundation is pitching stories to national news outlets and health care publications to break down barriers and keep patient care top of mind.

Since the beginning of the year, the foundation and the chiropractic profession have been featured in these and other media outlets:

- *U.S. News & World Report* (audience reach of 37 million per month): "7 Ways Pain Is Sometimes Misdiagnosed"
- *The Observer* (audience reach of 3.1 million per month): "Demand More From Your Doctors When Their Treatment Plan Is Opioids"
- America's Health Insurance Plans (more than 100,000 *AHIP SmartBrief* subscribers): "F4CP Cites New Analysis in the Journal *SPINE* Documenting Substantial Utilization of Chiropractic Care and Positive Outcomes Among U.S. Adults" and "F4CP Celebrates Super Bowl LII with NFL Doctors of Chiropractic"
- eHealth Radio (more than 96,000 listeners): "Pain Care Without the Pill: A Drug-Free, Cost-Effective and Safe Approach to Working Through Your Pain Using Chiropractic Care"

The reality is there are millions of Americans suffering with chronic pain who require quality, non-drug approaches, including chiropractic, that are accessible and clinically cost-effective.

"With one mission in mind, the Foundation for Chiropractic Progress will continue to increase

education and awareness about the value of chiropractic through positive press in 2018 and beyond," commented Kent S. Greenawalt, chairman of the F4CP. "This year, we are nurturing leads and infiltrating new markets: employers, hospitals and the medical profession, among others. As the foundation expands its reach, we can only anticipate that chiropractic care will one day serve as the mainstream approach for pain management and general health and wellness concerns."

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