

## For Such a Time as This...

Donald M. Petersen Jr., BS, HCD(hc), FICC(h), Publisher

I believe every person experiencing the current crisis (as well as those crises that have come before and those that will likely come in the future) was deliberately born "for such a time as this." I also believe each of us is accountable for what we do and how we act during these trying times.

### A Little Perspective

If you haven't done so already, find yourself someone much older to talk to, preferably in their mid-80s or older. Ask them to share with you what it was like growing up in the wake of the Great Depression or at the beginning of World War II. I had such a conversation with my mom, who will be 87 this year. Here is what I learned:

*What they had* - Honestly, very little. Between the Great Depression, the dust bowl and the second World War, most food and supplies were unavailable or rationed. You could only buy what you were allowed to buy. Dinner was often something called "milk toast." The recipe is simple: toast bread in the oven, scrape on a bit of butter, sprinkle some cinnamon and sugar for flavor, and crumble over some milk. That was dinner.

*What they did* - They cared for each other. They took care of each other's children and shared what food they had. My grandmother would make sandwiches for the "hobos" (usually homeless men who wandered the area, living outdoors, looking for work) so they would have something to eat.

*What they would say to you and I today* - "You're spoiled. You don't appreciate all you have, but maybe this experience will help you to."

I believe we would hear a similar message from our chiropractic pioneers. As we look back from this, the 125th anniversary of chiropractic, our chiropractic forefathers would tell us we have forgotten what it is to go through hardships, maintain our philosophy and be willing to fight for it.

They would remind us of their struggles with daily public criticism, being labeled "quacks" and the uncertainty of the future of our profession. They would speak to us from jails and courtrooms, asking us to consider their sacrifices to establish chiropractic and keep that in context as we look at our current challenges.

They would also speak to us of service and of opportunity. I believe we are on the edge of a great opportunity. Still staggering from the mounting opioid death toll, we are faced with the very real experience of a worldwide pandemic that preys on the aged and the unhealthy.

Maintaining optimal health will be the lesson most people will learn from this ordeal. The term *wellness* will likely be used by multitude marketing materials in the pandemic's wake.

It is important to remind our patients and our community that doctors of chiropractic have been the only real wellness doctors for the past 125 years. And while it would be irresponsible and even reckless to suggest chiropractic can cure COVID-19 or any other virus, the public is developing a new appreciation for the value of good health.

## A Season of Service

Many a judge learned about the value of chiropractic from patient testimonies when our chiropractic pioneers were taken to court for "practicing medicine without a license." They and everyone else heard about the power of chiropractic to help patients overcome many ailments.

These patients testified for their DCs because they experienced care beyond a prescription pad. Their loyalty to their doctor was in response to the loving service they received.

This is *our* time to reach out to our communities with love, compassion and service in whatever form you are able. We need to focus particularly on the **older members** of our community as they are the most vulnerable and likely the most concerned.<sup>1</sup>

This is not a time to isolate ourselves. Even if you still can't leave your house or see patients at your practice, you can reach out through a myriad of electronic and digital means.

As you do, you will have ample opportunities to teach people about the power of wellness and chiropractic. They are anxious to receive your care, your love and your service. They are also ready to hear your message, now more than ever.

Publisher's Note: Please don't read into the absence of any discussion about the importance of performing all the necessary precautions when treating your patients during the COVID-19 pandemic. This article assumes all doctors of chiropractic understand their responsibility to do so.

### *Reference*

1. Livingston E, Bucher K. Coronavirus disease 2019 (COVID-19) in Italy. *JAMA*, published online March 17, 2020.

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