



CHIROPRACTIC PR

Chiropractic Highlighted in New PBS series on Netflix

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The new PBS Series, "Human: The World Within," has been released by Netflix, which acquired the international rights in May of this year.¹ The first episode in the series, "React," shows viewers "how the brain and its vast nervous system turn information into action." The episode follows several individuals who have experiences with pain, fear and/or functionality involving the nervous system.

About 26 minutes into the 52-minute episode, the narrator begins to discuss the role of the spinal cord "super highway" and how it "connects the brain to the rest of the body." The narrator further notes that there are "31 pairs of nerve fibers that branch out to our extremities. The way it's laid out allows the brain to interact with every organ, muscle and cell."

The next vignette follows cell tower engineer Andy Haldane as he ascends a 120-foot cell tower. Andy talks about how he suffers from low back pain as a result of the challenges of his job. The narrator then discusses how pain can be caused by nerves that get sandwiched by the spinal segments, particularly sciatica. This leads to a segment in which Andy goes to see his chiropractor: Dr. Jessica Fay of Raleigh, N.C.



Dr. Fay presents well as a compassionate, knowledgeable doctor of chiropractic. With Andy lying on her adjustment table, she explains what the sciatic nerve is and how Andy's pain is related. Dr. Fay is shown stretching and mobilizing Andy's legs and pelvis as the narrator discusses the pain created by pinched nerves. Dr. Fay encourages Andy to continue with his workouts.

What makes chiropractic's inclusion significant is how Dr. Fay is portrayed as the expert in Andy's care. No other health care provider is shown or mentioned. Consider this a milestone in chiropractic's journey to be recognized and appreciated as the primary form of care for back pain by at least one segment of the television media. And while chiropractic does much more than relieve back pain, media exposure like this helps establish DCs as experts in relation to the spine, nerves and wellness.

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