

## NBC Affiliate Highlights the Benefits of Chiropractic for Children

Editorial Staff

Millions of people recently saw and heard about the importance of adjustments for children in the "Healthline Report" on their NBC news program. The two television segments were filmed and aired in Iowa, but were also aired a few weeks later in Southern California and apparently on other NBC affiliate stations around the country.

The first segment showed four small children, mostly infants, being adjusted. Reporter Rachel Wallace provided commentary:

"More and more kids, some as young as a few days old, are going to the chiropractor. Fifteen percent of the clients at Vanderloo Chiropractic in Waterloo (Iowa) are children. Dr. Lance Vanderloo says it's important for kids to see the chiropractor, because the birthing process can be so traumatic on the spine. Ann Carpenter has been bringing three-month-old Kirsten to the chiropractor since she was just a few weeks old. She says it helps with colds, congestion and earaches."

Anne Carpenter, Kirsten's mother, remarked:

"I'm not even quite sure what he does, but whatever he does, it works!"

The second segment was promoted by the news anchors with this preface:

"Coming up, it can help your kids fight colds and other ailments. It's not a new drug, but the working hands of a chiropractor."

Reporter Rachel Wallace again did the commentary:

"Gong to a chiropractor isn't just for grownups anymore. More and more kids are going to the specialists, some just infants. I visited a Waterloo chiropractic office and found many parents are turning to the chiropractor, as they say, for healthier children."

The second segment was similar to the first, but even more complimentary. Viewers saw seven children being examined and adjusted.

"Dr. Lance Vanderloo says it's important for kids to see the chiropractor. Research shows many infants are traumatized through the birth process, resulting in a misaligned skull, spine or both, and that affects the entire body."

Dr. Vanderloo was shown giving an examination and an Activator adjustment. He gave an lucid explanation of how the adjustment can benefit the entire body. Chiropractic pediatrics, in short, was well-represented.

Pediatric chiropractic's exposure was only one minute for the first segment and a little over two minutes for the second, but these were powerful, enjoyable minutes.

One can only speculate on how many people were touched by these three minutes, and how many more children will now be seen by their local chiropractors. Such news reports clearly demonstrate that parents are interested in chiropractic care for their children, and that there are unbiased reporters who want to tell the story.

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