

Cowboys and Chiropractic

DCS AND WRANGLER ROUND UP ATTENTION AT RODEOS

Dynamic Chiropractic Staff

A regional sports television program interviews world champion bull rider Charles Sampson on the adjusting table after receiving chiropractic treatment at the Ellensburg, Washington rodeo.

The past year was a busy one for the Wrangler SportsChiropractic program, with some 400 chiropractors participating and treating competitors at 274 rodeos across America, sponsored by the Wrangler Shirts and Jeans Company of North Carolina. Nearly six million people attending rodeos in 1994 heard chiropractic's name announced in association with Wrangler. Not only was the chiropractic profession's involvement announced repeatedly during these rodeos, but the names of the doctors working at each rodeo were included in the announcements.

Chiropractors have found themselves in great demand for treating athletes in various sports, particularly in the rough and tumble world of rodeo where lower back and neck problems are the most common complaints. After watching an event, it becomes easy to understand why a rodeo cowboy would be interested in maintaining the highest degree of flexibility, strength, and coordination when riding a 2,000 pound bull. A rodeo rider stands to lose a great deal more than his entry fee if he is not at peak performance.

The Wrangler SportsChiropractic board of directors has developed educational programs that enable DCs with limited sports and/or rodeo experience to enter into their program. Doctors are educated not only on procedures and protocols that they will be responsible for at the various events, but also in working with other health care professions. Over 200 sports chiropractors recently attended an educational program in Las Vegas during the national rodeo finals. The program incorporated top sports chiropractors into its multidisciplinary educational faculty that included trainers, therapists, MDs, and nutritionists. The goal in working with such a broad-based educational format is to enhance doctors' working knowledge of other health care professionals, and in dealing with the special needs of rodeo cowboys. A direct benefit the doctors have garnered from the Wrangler program is becoming more comfortable in meeting and developing professional relationships with other health care practitioners.

The 1995 educational program will begin in April in Chicago, Los Angeles, Dallas, Denver, and Salt Lake City. Doctors interested in helping promote chiropractic while working their local rodeos are urged to call Wrangler SportsChiropractic's national office at (206) 566-0940.

Editor's note: Special thanks go to Wrangler SportsChiropractic National Director Ed Corley, DC, of Tacoma, Washington, and Director of Education and Research Don Aspegren, DC, of Lakewood, Colorado for their good work and making this article possible. We'd also like to doff our hats, cowboy or otherwise, to the unselfish efforts of the 400 DCs in the program for spreading the word and care of chiropractic.

APRIL 1995

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