

Spinecare Public Awareness Initiative Begins

Dynamic Chiropractic Staff

When the public thinks of spine problems, they should think of spine physicians. This is the message behind the National Spinecare Public Awareness Initiative, launched in March. Sponsored by the American Academy of Spine Physicians (AASP), the International Spine Association and the American Spine Association, the primary mission of the campaign, whose slogan is "See a Spine Physician - Expertise and Experience Matter," is to improve the quality of spine care and increase public access to experts in the field of spine care.

The initiative will be launched in two public-education phases: Phase one will focus on the complexity of the spine and its role in health and disease; phase two will emphasize spine disorders, diagnoses, spine care, and spine physicians, including doctors of chiropractic and neurosurgeons. Additional phases will be added as the campaign progresses.

Members of the AASP are eligible to receive free resources to help ensure a successful campaign, including personalized brochures, a customized Web site, an online listing in the National Directory of Spine Physicians, customized press releases, posters and more.

To learn more about the National Spinecare Public Awareness Initiative, contact the AASP at 847-697-4660 or visit www.spinephysicians.org.

Minnesota Chiropractor Headed for Olympic Training Center

The United States Olympic Committee (USOC), Division of Sports Medicine, recently notified Mark Hecimovich, DC, that he has been selected to serve at the United States Olympic Training Center in Colorado Springs, Colo., July 5-20, 2004.

Dr. Hecimovich, who works as a registered, certified athletic trainer and provides independent chiropractic services at the Austin Medical Center-Mayo Health System in Austin, Minn., will work as part of a team that includes medical doctors and certified athletic trainers. Currently, Dr. Hecimovich is at level one in the USOC medical program. Medical personnel assigned to the program have the opportunity to progress through an additional three levels, following success evaluations by USOC staff.

Among the sports in residence at the Colorado Springs Training Center are weightlifting, gymnastics, judo, tae kwon do, volleyball, speed skating, modern pentathlon, triathlon and shooting.

In its continuing efforts to promote public health, the American Chiropractic Association (ACA) has launched a campaign in conjunction with "America on the Move," a public health initiative that promotes health and wellness. The ACA is calling on Americans to increase the number of steps they take each day by 2,000 and decrease the number of calories they consume by 100.

According to ACA Chairman Dr. George McClelland, the task is not as daunting as it sounds:

"Adding a short walk to your lunchtime schedule, coupled with taking the stairs at work rather than the elevator, could add us 2,000 additional steps for many of us. And cutting just one can of soda from your day and replacing it with water can eliminate more than 100 calories," he enthused.

Statistics show that Americans are more overweight than ever but the ACA campaign endeavors to get people back on track by motivating them to take small steps that can lead to big changes. In addition to "America on the Move," the ACA promotes National Public Health Week and participates in a number of other health initiatives, including the U.S. Bone and Joint Decade steering committee and the Healthy People 2010 Consortium. For more information, visit www.acatoday.com.

A Lifetime of Service Recognized: Maine DC Honored

Doctor of chiropractic Marc Chasse was recently inducted into the Maine Franco-American Hall of Fame for his community service and many achievements in the field of chiropractic.

Among his myriad accomplishments, Dr. Chasse has served as president of several local organizations, including the Fort Kent Historical Society. He was a recipient of the Distinguished Service Award from the University of Maine at Fort Kent, and has been an active member of the International Chiropractors Association and the Maine Board of Chiropractic Examiners.

Not one to rest on his retirement laurels, Dr. Chasse is now working with elderly citizens and others in his community to build an extensive videotape library to preserve their life stories.

A graduate of Palmer College of Chiropractic in Davenport, Iowa, Dr. Chasse comes from a family of chiropractors that includes two of his brothers, Tom and Roland, as well as his three sons, Daniel, Carl and Kevin, who now run Chasse Chiropractic - a three-location practice founded by their father. Dr. Chasse and his wife, Priscilla, have been married for 45 years.

Source: Dr. Chasse in Franco-American Hall of Fame. *St. John Valley Times*, March 17, 2004.

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