

Blueprints for Positive Change

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The mission of the Foundation for Chiropractic Progress (FCP) is to generate positive press for the chiropractic profession. One of the most intriguing facts about the FCP is the numerous "firsts" it holds. In just its first six months, the foundation's new public-relations campaign entered the history books as the longest continuous national public relations campaign in the entire history of the profession.

The FCP is placing monthly advertisements in national publications such as *Newsweek*, *U.S. News & World Report*, *Sports Illustrated* and *Health*. In addition, a world-class PR agency, CPR Communications, works for the foundation. With more than 25 years of experience working with the media, CPR has generated exciting positive press to complement the profession's advertising campaign.

The FCP provides the profession with a vehicle to communicate the benefits of chiropractic care to the media and consumer public. The positive messages put forth have resonated throughout the country, as all of the major national, colleges and state associations have come out in support of this effort. It is estimated that in 2007 alone, these efforts generated more than a quarter of a billion positive messages, or the equivalent of \$3.5 million in free advertising.

A Plan for Today

This year, the foundation sponsored a significant event to expand on the profession's visibility. In early April, the FCP, along with the Bone and Joint Decade Task Force, sponsored a Webinar regarding a study on neck pain featuring Dr. Scott Haldeman, president of the task force. Dr. Haldeman responded to questions from the national media and noted two particularly important findings from the study. The study validated that chiropractic adjustments are more beneficial than traditional medical care regarding common neck pain. Specific drugs and surgery were mentioned as not being beneficial. The study also confirmed there is no greater incidence of stroke among chiropractic patients than among patients of general practitioners who came into the office because of neck problems.

This Webinar featured a national press conference, including members of highly respected publications such as *The Washington Post*, *Consumer Reports* and *Prevention* magazine. This was the first national press conference for chiropractic since 1994. [Note: MPA Media, publisher of *Dynamic Chiropractic*, hosted the FCP Webinar, with coverage provided in the May 20 issue of *DC*. See www.chiroweb.com/archives/26/11/18.html.]

A Blueprint for the Future

Looking ahead, we are expanding our public relations efforts even further. A newly completed advertising campaign features medical doctors who provide positive testimonials about the chiropractic profession. These advertisements will continue to run periodically in the weekend edition

of *USA Today*. This new campaign will expand in other areas, including an increased number of press releases, advertorials and public-service announcements, as well as television and radio.

What Is Your Plan?

It's time for you to help design the future of the profession. When you donate to the FCP, you get 100 percent of the benefits while paying only a fraction of the overall cost. That means regardless of what you donate, it is worth millions of dollars in positive press for chiropractic. The more the profession grows, the more patients you see in your office, making the return on your investment unlimited.

Help unlock the best kept secret in health care. We invite you to join the foundation and build on the positive press of this campaign. Remember, every dollar received from vendors and doctors will go directly to the advertising/public relations campaign.

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