

Foundation for Chiropractic Progress Extends Media Blitz through January

The Foundation for Chiropractic Progress (F4CP) reports that due to the success of its Washington DC media blitz started in September 2009 it has extended its nearly \$1 million campaign through January 2010. The extension into the new year will make for five consecutive months of heavy advertising in leading publications such as *The Wall Street Journal*, *Politico*, *Roll Call*, *USA Today* and *The Washington Post*. This media blitz was designed to influence the debate on health care reform in Congress through placement of ads in these prominent newspapers.

The ads included testimonials from NFL star Jerry Rice, Retired Brigadier General Rebecca Halstead, and the AMI cost effective ad. The Foundation also placed an ad in the November 16 issue of the ESPN magazine featuring spokesperson Linda Cohn, ESPN TV anchor.

General Halstead hits the road for the Foundation

During the past few months, General Becky Halstead has promoted the foundation at numerous

but she also did an interview with the local Fox network.

In November the General traveled to Dallas to speak at a Veterans Day Celebration at Parker College. Following her visit to Parker she then flew to Tampa Bay where she was the keynote speaker at the Summit dinner. The next day she spoke to the attendees attending the COCSA meeting. Throughout the event General Halstead signed poster, took pictures and promoted the Foundation. In just three days she succeeded in signing up more than 70 monthly contributors.

Jerry Rice renews spokesperson agreement

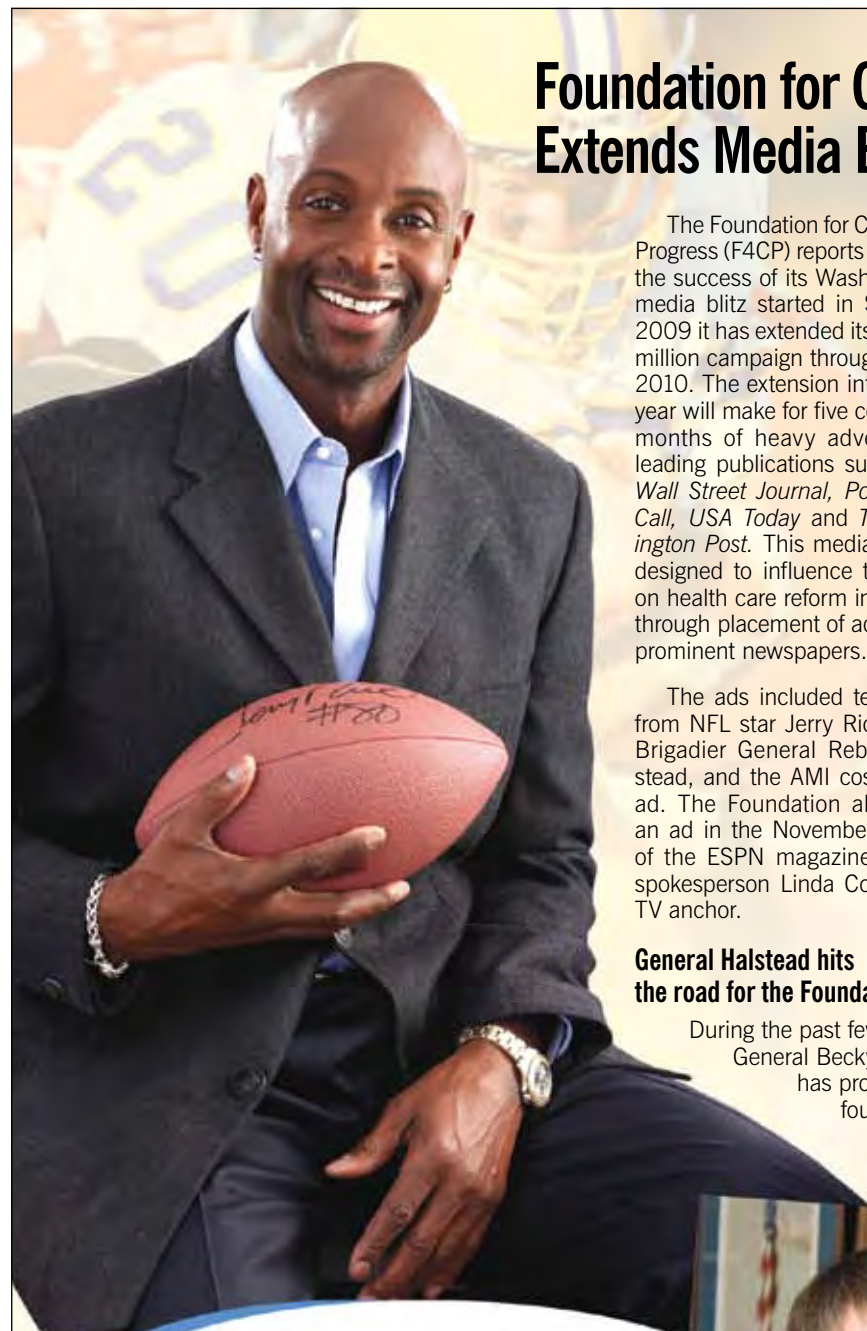
NFL great Jerry Rice has agreed to renew his position as a spokesperson for the Foundation for another year. The Foundation anticipates that when he becomes eligible to the Hall of Fame in February, Rice will be a first ballot candidate. This honor will only enhance his involvement with the Foundation. Rice, with General Halstead and Linda Cohn will make an appearance at the Parker Las Vegas Seminar.

State-2-State national campaign

The Foundation is gearing up for its State-2-State national campaign with the placement of half-page ads in every US state in 2010. State associations and chiropractic colleges that are supporters of the Foundation will be given the opportunity to include their logos in the ad as well as have the option of increasing the size or frequency of the promotion. The first state to benefit from this campaign was the Massachusetts Chiropractic Association. The Foundation partnered with the organization for an insert in the December 9 issue of the *Boston Globe*. The insert included testimonials from local doctors, contact information regarding the Massachusetts Association and the Foundation ad featuring Jerry Rice.

Your support is needed

This has been an exceptionally successful year for the Foundation but if the Foundation is to expand its PR efforts and effectively communicate to the public the many benefits of chiropractic, it needs the support of all DCs nationwide.



Foundation for
Chiropractic Progress



General Becky Halstead

chiropractic events as well as participating in radio and television interviews.

On October 30th General Halstead visited St. Louis to address the attendees of the ACA Symposium. Following that she visited Logan College of Chiropractic where she was hosted by the administration and faculty. Not only did she bring in monthly contributions

The ICA encourages all DCs to call the Foundation and sign up as monthly contributors. Call

1-866-901-3427

or **916-359-0327** or visit its website

www.f4cp.com

If you are in Las Vegas for the Parker Seminar visit the Foundation's booth outside the Byron Room.

Health Reform – Hendrickson

Continued from page 4

profession is united in its belief that effective national health care reform will only achieve maximum benefit for the American people when coupled with a broad transformational paradigm shift to a forward thinking and progressive health system that focuses on comprehensive wellness care, healthful lifestyle choices and disease prevention. We believe that such reform is urgent, in the face of the looming provider shortage and the unprecedented demands our aging population will place on the system.

The final Senate bill also includes doctors of chiropractic in the list of potential members of interdisciplinary community health teams established in Section 3502 of the bill. These patient-centered teams would support the development of "medical homes" which is a term that has evolved during the current health reform debate to mean something like an HMO in order to provide better access to comprehensive, community based, coordinated care.

In the uncertainty that currently surrounds chiropractic's role and status in the national health care system, ICA believes that it is the different approach chiropractic has traditionally applied to health and healing that is the profession's strongest asset. The research record continues to distinguish chiropractic in terms of both clinical and cost effectiveness, in stark contrast to an error-fraught, massively expensive medical system. The profession's primary care provider aspirations in this context are best fulfilled in the context of its traditional paradigm and that to seek to embrace the dominant failing medical model in any fashion is not in the profession's best interests nor does it serve the system in any positive fashion. This both good health care policy and a sound path to chiropractic's continued strength on all other levels.

Ronald M. Hendrickson has been active in public policy issues for nearly 30 years. A graduate of the London School of Economics, Mr. Hendrickson currently serves as ICA's Deputy Executive Director for Membership and Government Affairs.

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