

COLLEGE ROUND-UP

CLEVELAND CHIROPRACTIC COLLEGES

Overland Park, KS and Los Angeles, CA

Senator Brownback discusses health issues at Kansas campus

U.S. Senator Sam Brownback (R-KS) appeared before an enthusiastic crowd of more than 300 students, faculty and members of the community on the campus of Cleveland Chiropractic College, Overland Park on June 15, where he was recognized for his help in securing a \$190,000 Congressionally directed grant for the college's new Master of Science in Health Promotion degree program.



Senator Brownback makes a point.

While introducing Brownback, CCC President Carl S. Cleveland III noted Brownback's pivotal role in securing the federal grant. Following opening remarks, the Senator then engaged in a discussion with CCC faculty member and editor-in-chief of the online health newsletter, *Health Insights Today*, Dr. Dan Redwood. Brownback shared his views on the current U.S. health care system and possible reforms, prevention and health promotion, chiropractic and environmental influences on health reform.

Brownback shared a personal experience with chiropractic, recounting his recent month-long bout with neck pain, which included a significant loss of mobility. His condition improved dramatically following a single visit with Dr. William Morgan, who provides chiropractic services for members of Congress and the Supreme Court as part of his work with the U.S. Navy.

The most emotional moment of the day came when undergraduate student Todd Steinbrecher, a veteran, related how chiropractic restored his health and gave him hope.

"I'm getting ready to start the chiropractic program next trimester," Steinbrecher said. "I'm a disabled veteran and I use the chiropractic services every month at the VA. I get treated for PTSD (post-traumatic stress disorder). In a helicopter crash, I broke my neck and I have bulged discs in my neck and my lower back. The only thing that worked for me was chiropractic and some other alternative care, acupuncture. I went through the system with the military and the drugs and physical therapy.

"This is the only thing that worked for me and that's why I'm here today, said

Steinbrecher. "It's really important to get this message out — that chiropractic isn't just for a crick in the neck. I'm standing here today and I can feel my arms, because of chiropractic.

"I want you to know," Steinbrecher continued, "that many of us are not just studying here because it's a profession; we're doing this because it's a way to better health. So I want you to take that back to the Hill and to know that it's near and dear to our hearts."

Both CC Colleges celebrate National Public Health Week

In an effort to promote the benefits of a healthy lifestyle both Cleveland Chiropractic Colleges conducted several educational activities in recognition of National Public Health Week (NPHW), April 6-12. Established in 1995, the goal of NPHW is to promote overall health and to examine issues that are crucial to improving the health of the general public. This year's theme was "Building the Foundation for a Healthy America."

Thought-provoking and informative activities were planned for NPHW on both campuses as the College continues to help its students and employees achieve good health. These ac-

tivities represent the Colleges' focus on health, including the upcoming launch of a new degree program, a Master of Science in Health Promotion.

Presentations and activities included a smoking cessation presentation, a discussion of public health and the legislative process, a presentation on the value of a healthy diet and a "Biggest Loser" weight-loss contest.

Dr. Will Evans, dean of graduate studies and director of the Health Promotion degree program, commenting on the week's activities said, "We were able to host several events including lectures and panels on health promotion topics. It was an opportunity for us to showcase how chiropractic plays a sig-

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ICA Raison d'être ten

Our reason for existence!



10: Vision: to empower humanity in the chiropractic expression of optimum health, wellness and human potential.

9: Mission: to advance chiropractic throughout the world as a distinct health care system predicated on the principles in its philosophy, science, and art.

8: To promote chiropractic as a doctor-level natural health care profession based on the innate biological principles of homeostasis that empowers the body to heal.

7: To advance educational programs, insurance recognition and public policy language that promotes and sustains parity of reimbursement based on chiropractic necessity.

6: To support ideals and provide strategies for a membership committed to, and passionate about, serving the vision and mission of chiropractic for humanity.

5: To strive to uphold every individual's "freedom of choice" in health care and to protect them from externally imposed limitations and political exclusion as people around the world strive for the highest quality of health, wellness and life.

4: To offer the most advanced educational training and credentialing programs for chiropractors seeking excellence in pediatrics, sports and fitness, wellness, upper cervical adjusting, applied sciences, and vitalistic philosophy.

3: To originate, update and advance X-ray and Practice Guidelines that serve the inherent health needs of people receiving chiropractic care while setting the highest ethical standards and protecting the doctor's clinical independence.

2: To protect the legal rights and fundamental responsibility of the chiropractor to adjust subluxations for the enhancement of nerve function as established by the laws governing our profession, training, education, and our professional foundations, and congruent with the definitions in the Association of Chiropractic Colleges (ACC) paradigm.

1: To secure and maintain through a strong and growing membership the necessary political and public policy influence to establish worldwide acknowledgement that vertebral subluxation assessment and specific adjustive corrections are – through education, training, established definitions, and practice – the specific preeminent domain of the chiropractic profession, and that no other profession is equally trained or capable to perform, or should imply to perform, chiropractic procedures.

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