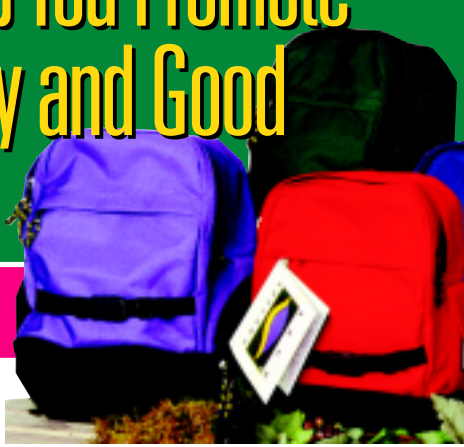


Products to Help You Promote Backpack Safety and Good Spinal Health



The Posture Pack™ Backpack

Endorsed by the ICA Council on Chiropractic Pediatrics

If you want a backpack that is designed with spinal stress and posture in mind, the Posture Pack is the one to get. This backpack was developed by chiropractors Drs. Terry (former captain of US Olympic Water Polo team) and Lori Schroeder, after they began to see increasing numbers of children in their practice complaining of headaches and pain in the neck, back, and shoulders. The ICA Council on Chiropractic Pediatrics tested several backpacks and found the Posture Pack to be vastly superior to others on the market in ergonomic design, material and workmanship. This is a backpack you can use yourself, give to your children and recommend to your patients. Comes in red, green, purple, black and royal blue.

- **LARGE** (17.5" x 13" x 7.5" deep)
ICA Members: **\$58.00**; Non-Members **\$62.00**
- **MEDIUM** (15.5" x 12" x 6.5" deep)
ICA Members **\$54.00**; Non-Members **\$58.00**

Backpack Safety Video

Whether you are making a presentation at your local school or educating your patients about backpack safety, here is a video that will reinforce your lecture in a fun but effective way. This 8-minute video, professionally produced, teaches children the do's and don'ts of backpack use and also explains the lasting effects of improper packing, lifting and wearing. Perfect for the classroom and your waiting room.

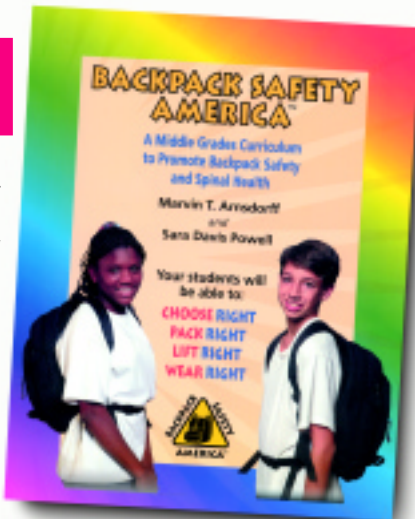
- ICA Members: **\$81.00**; Non-Members **\$89.00**



Teacher's Guide to Backpack Safety

This is an excellent workbook that you can give to teachers at your local school after your presentation or even donate to your local library. The book includes 16 lessons that may be implemented in sequence in a condensed time frame or spread over a whole semester as time permits. The primary focus of the lessons is to teach students how to choose a backpack; how to pack; how to lift and how to wear. You can also use the material in this book for your own presentations. Pages are perforated so they can be easily duplicated for distribution in the classroom or to your patients.

- ICA Members: **\$12.95**; Non-Members **\$14.95**



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NEWS DIGEST

continued from page 19

citizens over 65, spending increased by 10 percent.

The most prescribed drugs among children were for allergies, asthma and infections. What is also of concern is that the survey found that spending on antibiotics among children increased 42 percent in spite of the fact that doctors say antibiotic resistance is a widespread problem.

FDA issues warning on Acetaminophen (Tylenol)

The US Food and Drug Administration (FDA) has issued a warning on the use of pain killers with acetaminophen. The most common brand of acetaminophen is the over-the-counter drug Tylenol. In a story released by the Associated Press (September 20) a 23-year-old male, Marcus Trunk, took a prescription drug containing acetaminophen for 10 days. He then took over-the-counter acetaminophen for another week to numb the pain of an injured wrist. He had severe nausea and vomiting and suffered liver damage. Trunk died.

The AP article reported that Mr. Trunk is one of thousands of Americans who unwittingly take toxic doses of acetaminophen every year, at least 100 of whom die. Trunk's mother told government scientists who initiated an investigation that they can not allow more innocent men, women and children to suffer. "Death is not an acceptable side effect," she said.

An FDA review found that there are more than 56,000 emergency room visits a year due to acetaminophen overdoses. They also found that 100 deaths are caused by this drug. However, a University of Pennsylvania pharmacist stated that this figure could be severely underestimated as many hospitals do not report deaths due to unintentional poisonings.

A researcher at the University of Texas Southwestern Medical Center also contends that acetaminophen appears to be the leading single cause of acute liver failure. Also, many babies die each year when parents mix up doses of infant acetaminophen drops with children's liquid acetaminophen, despite warnings that the products are not interchangeable. Many are calling for harsher and more visible warnings to be printed on acetaminophen packages to protect the public.

Olympic coaches from 15 countries descend on Life University to kick-off training program

The news of Life's loss of accreditation may have put a damper on the spirits of students, faculty and other staff, but 15 Olympic coaches from different countries of the world who arrived at the Marietta campus the week of October 21 for a month-long training program on Coaching Excellence were anything if not enthusiastic and positive.

Funding by Olympic Solidarity, a division of the International Olympic Committee, is making it possible for many Olympic team coaches to attend Life's month long clinic on Coaching Excellence. The Life program is one of only

Have questions on Medicare? Answers available on website

Program managers at the national Medicare headquarters have asked ICA's assistance in notifying chiropractic providers of the availability of new Medicare information on the agency's website. The new Centers for Medicare and Medicaid Services (CMS) formerly known as HCFA, is making a new effort to provide intelligible information to provider and beneficiary alike over the internet. Forms, program directives and answers to common questions are available on CMS's multi-level site. Called the *Medicare Learning Network*, the site can be accessed at <http://cms.hhs.gov/medicare/>. New practitioners can also enroll as a Medicare provider directly through this site.

four in the world sanctioned by Olympic Solidarity for use of its coach training scholarships, said Mike Spino, the program's director. The other programs, are in Barcelona, Budapest and Paris.

As the program got underway, several coaches gave their reasons for attending and the appeal of the program. Brazilian track and field coach Edgar De Oliveira said he had been invited by the Brazilian Olympic Committee to come and represent the coaches from Brazil and to return with information. "Since we're going to have the 2007 Pan American games in Brazil, we're planning on doing these same kind of clinics," he said.

A wrestling coach from Mongolia said he was very pleased with the program because the information and training was at "a very high level and very interesting."

Spino noted that while this new program targets basketball, soccer, track and field, he believes the martial arts segment, to be developed in conjunction with Master Ji Cheng of Zhejiang University in China, will be a particular draw. "People are going to be more and more interested in the Chinese culture leading up to the Olympics in Beijing," Spino said. "We're ahead of the curve in the sense that we're defining the relationship between Eastern and Western thought as applied to Olympic sports. A coach coming here will get the sports science and biomechanics, but he's also going to get how to get in touch with peak performance and mental energy."

For the latest information check out ICA's website:

www.chiropractic.org