

# World Spine Day Kicks off in Washington, D.C.

A group of elementary school children from Washington, D.C., received an introduction to "Straighten Up America" and why they should have good postures, during the national launch of World Spine Day in the US capital on October 16, 2006.

Presenters for the occasion included among others Ron Kirk, DC, of Life University who introduced the program; Armin Kuder of the Bone and Joint Decade's International Steering Committee; Melissa Johnson, executive director of the President's Council on Physical Fitness and Sports; Jacqueline Burroughs, director of the US Department of Health and Human Services; Beth Scott, a 10-time gold medalist, para-Olympic swimmer; Anthony Rankin, MD, second vice president of the American Academy of Orthopedic Surgeons; Kimberly Templeton, MD, Kansas University Medical Center who worked with Ron Kirk to develop the program; and Stephen Simonetti, DC, president of Congress of Chiropractic State Associations.

Armin Kuder explained to the students about the importance of the Bone and Joint Decade and its activities, and Jacqueline Burroughs encouraged them to make exercise a daily habit and realize the important of positive self-esteem.

The children learned about basic bone structure and how to maintain healthy bones and joints. They were told how weight-bearing exercises can strengthen bones and the importance of good posture for spinal health. Olympic medalist Beth Scott challenged the students to believe in achieving their dreams. Much to their delight she had brought her Olympic Gold Medal with her and allowed them to handle it. Dr. Ron Kirk took everyone through the "Straighten Up America" exercise. He then called on two of the students to lead the program and invited all of them to teach their parents the exercise. Dr. Stephen Simonetti encouraged the students to do their Posture Pod daily, as faithfully as they brushed their teeth.

"All in all, the national launch was a great success," said Dr. Kirk. "Everyone involved had a wonderful time learning about and practicing positive health habits for spinal health."

Around other cities in the world similar outreaches took place as the International Bone and Joint Decade adopted 'Straighten Up' as its global theme for World Spine Day.

In addition to collaborating with the United States and International Bone and Joint Decade, Straighten Up America is a 50<sup>th</sup> Anniversary Partner to Get America Moving, an initiative of the President's Council on Physical Fitness and Sports.

Straighten Up tool kits created by the Congress of Chiropractic State Associations and Life University are available at [www.chirotoolbox.straightenupamerica.org](http://www.chirotoolbox.straightenupamerica.org). Information for partnering organizations and the public is available at [www.straightenupamerica.org](http://www.straightenupamerica.org).

For details about collaboration etc, please contact Dr. Ron Kirk at 770-426-2709 or email him at [rkirk@life.edu](mailto:rkirk@life.edu)



Children and guests "Straighten Up" with the Posture Pad exercise.

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## Educational materials for prenatal, infant care



### Prenatal Chiropractic Protocol

This 1 hour DVD developed by Dr. Carol J. Phillips contains suggested protocol filmed live during a workshop and demonstrates how a chiropractor who incorporates craniosacral/myofascial therapy might approach a pregnant patient.

Demonstrations include:

- **Standing** — standing sacral release
- **Supine** — fetal palpation, pubic symphysis adjustment, lower extremity myofascial release, supine cervical adjusting, anterior thoracic adjustment
- **Prone** — prone sacral adjustment, pisi-formis release, spinal palpation
- **Seated** — rib palpation and adjustment, myofascial release of upper torso, seated cervical adjustment, cranial and spinal cord release, upper extremity evaluation

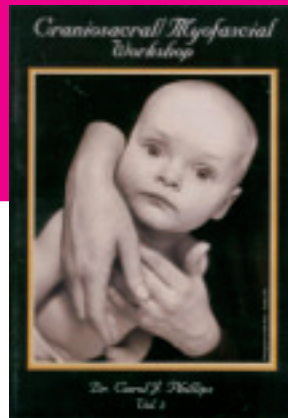
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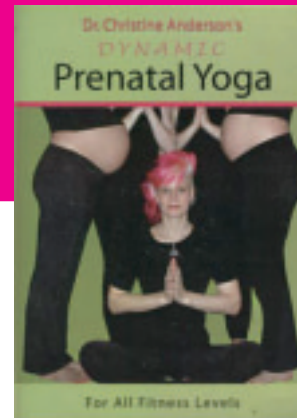
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### Craniosacral/Myofascial Workshop

This 6 hour DVD by Dr. Carol J. Phillips will enhance your sense of touch and your ability to follow a fascial unwinding with easy to follow exercises that will give you the kinesthetic experience necessary to become proficient at working with the craniosacral system. Topics of interest include working with the human energy field, entrainment, preventing and treating back labor, tissue memory, the ion effect, the sucking response and much more. Technique oriented tips will show you how to enhance structural balance within the body and cranium. Cost \$175.



### Prenatal Yoga

A 90-minute DVD on prenatal yoga to accommodate all levels of fitness during pregnancy by modifying typical yoga poses. Patients who have been practicing yoga will appreciate the challenging modifications while beginners will receive detailed instruction.

Christine Anderson, DC, DICCP, who developed the video, says the regular practice of yoga during pregnancy prepares women for the challenges they will face during childbirth – physically, emotionally and spiritually. Viewers can flow through the entire 90 minute practice or perform individual sessions through the chaptered program.

This DVD makes an excellent addition to your lending library and it's something all your pregnant patients will appreciate. Cost: \$20.00 for 1 DVD or \$150.00 for a set of 10.

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