

CHIROPRACTIC IN CHINA

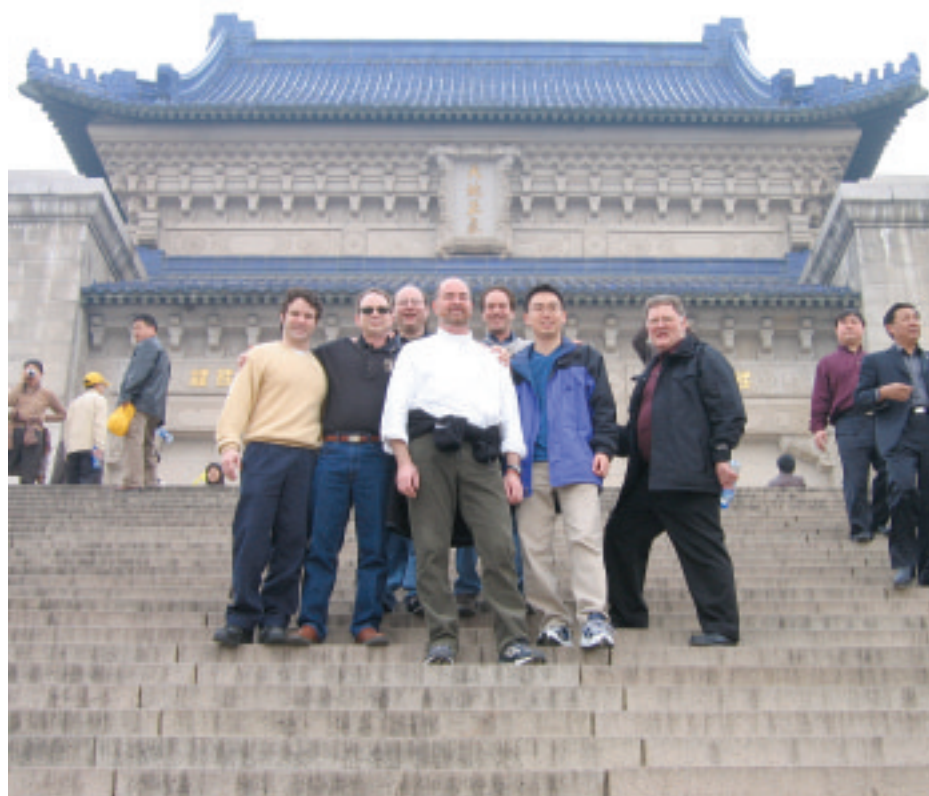
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Happy, smiling kids wave goodbye.

Dr. Linda Atkinson was the first DC to offer her services at the Zigong hospital. Dr. Atkinson happened to read on the internet that the hospital was in urgent need of a chiropractor. She immediately got in touch with Dr. Steve Kern and by the winter of 2005 she had settled her affairs in the US and was in China. Within a few months the patients coming in for chiropractic care had more than doubled. Soon Dr. Atkinson and the chiropractic clinic in Zigong were making the news.

By the time the fifth goodwill mis-



Even though the days were always full meeting with officials, adjusting patients and visiting hospitals, colleges and schools, the delegation occasionally found time to see some of the more important buildings and landmarks. Here they are visiting Nanjing.

sion came to Zigong, the clinic was running smoothly and the patient population steadily growing. During this visit Dr. Atkinson joined the group in their activities and her report about the progress of the clinic was most encouraging.

Conclusion

The establishment of a chiropractic clinic in Zigong did not happen overnight. It took many years to reach this stage. But thanks to the insight of Mr. Carl Chow who believed that chiropractic could serve people in his old home-



An eatery the American delegation found unique but delightful — food cooked outside on an open fire and served hot!

town, the vision of Dr. Corey Rodnick, Dr. Steve Kern and other DCs who volunteered their time and service to these goodwill missions; the willingness of the medical community and health officials in Zigong to listen and be open to another form of healing, now there is a chiropractic clinic in a hospital in China helping hundreds of patients to better health. It meant a lot of trips, a lot of talks, a lot of diplomacy, a lot of commitment on both sides. But with love and the spirit of service the wheels are in motion. The establishment of the first chiropractic clinic in a small hospital in China is just the beginning of more awareness and expansion of chiropractic in that vast country.

Foundation for Chiropractic Progress Reports Positive Response to Advertising Campaign Featuring Ms Fitness USA Sarah Harding

The Foundation for Chiropractic Progress, a not-for-profit organization dedicated to increasing public awareness of benefits of chiropractic, recently announced that the response to the initial run of its year-long educational advertorial campaign in major national publications has been overwhelmingly positive. The publications in which the advertorial was published included *Newsweek*, *US News and World Report*, *Sports Illustrated* and *Business Week*. Center to this campaign is a full-page advertisement featuring spokesperson Sarah Harding, two-time winner of the Ms. Fitness USA title, sharing her positive experience with chiropractic care.

"Sarah Harding is ideal for this position, having earned the title Ms. Fitness USA partially as the result of a dynamic fitness routine which showcased her physical strength, flexibility and endurance," said Kent Greenawalt, President of the Foundation. "But, there is more Sarah. She is an All American Honors graduate of Stanford University with an undergraduate degree in East Asian Studies and a Masters in Communication.

At Stanford, Harding earned All American honors on floor exercise, scoring a perfect "10" and will forever share the



Ms Fitness USA Sarah Harding

school record on the floor. Her entertainment career includes principal choreographer, dancer and acrobat at several theme parks worldwide. In 2003, she joined a highly successful acrobatic troupe in Las Vegas where she performs high falls, acrobatic acting, and stunt work in two shows nightly for nearly 2000 people per show.

Chiropractic has always played an important role in Sarah's life. "Chiropractic allowed me to pursue gymnastics," she said. "Even at an early age, it enabled me to lead an active life style. Chiropractic literally changed my life. If you're looking to make wellness a part of your life, Chiropractic is a great place to start. I am pleased to be part of a campaign that demonstrates the value of this great profession."

The Foundation for Chiropractic Progress was established in 2003 with the primary goal of increasing the public's awareness of the benefits of chiropractic care. Composed of a cross-section of the profession and vendor community, the Foundation's goals are to promote the benefits of chiropractic care to the public through educational advertorials supported with a public relations campaign to generate pro-chiropractic stories in large

media markets. The Foundation has hired CPR Strategic Marketing Communications, to coordinate their efforts, and over the next month or so plan to make Sarah Harding available to the major media markets in the country to spread the word about chiropractic.

In order for the campaign to be expanded beyond its initial goals, and to realize its full potential, the Foundation's Board says they need the support of associations and the DC community. "This profession has long desired a public relations program. We believe

that the Foundation has a clear and comprehensive plan to educate the public regarding the benefits of chiropractic care, and I am pleased to endorse this effort," said ICA President Dr. John Maltby.

The Foundation is seeking pledges from doctors of chiropractic for \$100 a month. To sign up visit www.foundation4cp.com. Other contributions are also welcome and may be mailed to Foundation for Chiropractic Progress, PO Box 560, Carmichael, CA 95609-0560.

The Child Patient: A Matrix for Chiropractic Care

By Joan Fallon, DC, FICCP

Get Your Copy!

The Child Patient: A Matrix for Chiropractic Care is a must for all DCs caring for children, for their own use and also to give to insurance companies as well as other health care professionals. It is the first document to explain why kids, including infants, need chiropractic care and the time and frequency of care. It includes 142 references.

The *Matrix*, authored by Joan Fallon, D.C., F.I.C.C.P., is a supplement to the *Journal of Clinical Chiropractic Pediatrics*, Volume 6, No. 3 published by the ICA Council on Chiropractic Pediatrics. The document has received wide publicity and written up in several non-chiropractic publications including *Medical News Today*.

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