



## Passion and Participation: Who Will Do the Work of Chiropractic?

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ICA President

Chiropractic exists along two equally important and complex intersecting planes, one defined by our personal practices and the other by the greater community and health care marketplace. Both are closely tied together, but are decidedly different when it comes to the work of building the chiropractic profession.

Thus, doctors of chiropractic have a two-fold responsibility. First, we have a responsibility to our patients to see that they get the best care we can provide. Unless our practices succeed, we as individual providers cease to be the contributors to the health of our community and to the strength of the chiropractic profession. Chiropractic is a philosophy, a science, an art, and, a business. We all strive to sharpen our skills and effectiveness in all four of these key areas because we know that we are personally responsible for our

individual success.

There is, also, a second dimension. In this second dimension, we often forget who it is that should be doing the work to build chiropractic in the greater world of public understanding, official inclusion and professional development. The challenges and costs of securing our own practices is daunting enough, but who should be acting in the larger world on chiropractic's behalf? We all should!

The reality is that you have a choice to make. You can decide to be a part of the greater common front, fighting the battles that we cannot fight as individuals, or, you can decide, consciously or unconsciously, to let others, including those hostile forces that are prevalent in the marketplace determine chiropractic's future. Every voice counts, except the silent ones.

### Why participate?

Every chiropractic organization is

comprised of individual doctors of chiropractic who have recognized their personal responsibility to be a part of a collective problem-solving effort through a professional organization like the ICA. We need to work together, collectively. This is true now more than ever before.

As President of the ICA, I know that our professional organization is active around the world on numerous fronts. So are other dedicated organizations. Who is the ICA? YOU ARE! I am inviting you to become a part of ICA's efforts to do the things you cannot do on your own, such as pass legislation in Congress, defend chiropractic against the nationwide campaign by physical therapists to attain direct access and authority to adjust and "manipulate" the spine, carry on an aggressive media battle to both answer the negative deluge put forth by chiropractic's critics and competitors and disseminate badly needed and accurate information about chiropractic.

The competition in the healthcare market place is getting more and more savage, and chiropractic's critics and competitors have not hesitated to take the low road, as seen for example, in the major campaign going on now by some in the medical community to frighten consumers with propaganda about stroke risk. This campaign, outrageous as it is, ought to be a wake-up call to us. Who should be responding to these attacks? It better be us!

### Your future is our future

My predecessor, Dr. Bob Hoffman, once said, "No matter how worthy the cause or how urgent the need, the volume of work always seems to exceed the body of dedicated workers." We know through our experience in the organizations to which we belong, from service clubs to church groups, to chiropractic organizations, this certainly

tends to be the case. This is a reality we need to resolve to change.

There is much to be done for chiropractic throughout the world. What makes ICA's growth more important than ever before are the tremendous opportunities that exist today for chiropractic, opportunities with such significance and on such a scale that we have no choice but to seize them or lose them forever. There are crises and setbacks, challenges and attacks. But we all know, through the success of our individual practices and from the tone and volume of the effort with which our competitors have geared up to confront us in the marketplace, that society has never been more hungry for the powerful, natural, drug free approach to health and healing that only chiropractic has to offer. The battle for the public mind is on and there are plenty in the medical and the pharmaceutical industries that are as determined to maintain their primacy as we need to be to protect our own science and practices.

Can ICA or any chiropractic organization do the job for chiropractic that urgently needs to be done? We can if all chiropractors do their part. What is essential is that every DC carefully consider what his or her individual responsibility consists of. We need to embrace our collective responsibilities and mobilize through chiropractic's organizations and bring more workers into the collective problem-solving equation.

We must find the courage and the energy to pull out all the stops and reverse the alarming trend in which all of the major chiropractic organizations in the United States represent less than 25 percent of the profession's total strength. We need your help to help you and the profession.

Make a choice. Join ICA. Fill in the membership application on page 22 and send it in. We would welcome your participation.

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## ITALIAN DCs NEED YOUR SUPPORT continued from page 1

*passing themselves off as chiropractors and exposing the public to ineffective and dangerous treatments."*

The Associazione Italiana Chiropratici has been trying for more than 10 years to push a chiropractic law through Parliament. On April 4, 2002 they held a joint press conference regarding the need for chiropractic legislation and it seemed as if they were close to victory. To offset this momentum, according to Dr. Pellissier, the Italian medical association started using heavy propaganda asserting that only Doctors of Medicine have the proper training to provide chiropractic services and that foreign chiropractors are taking jobs away from Italians.

The AIC is determined to fight this battle against the medical profession with every resource possible. "With a history of serving our profession and adhering to high chiropractic standards of practice, the AIC has done and will do all it can to keep the chiropractic profession independent from the medical establishment," wrote Dr. Pellissier.

AIC was founded in 1974 and presently represents 150 doctors active in Italy. They have waged a valiant, pro-

fessional and dignified campaign to get official recognition for chiropractic in that historic nation of 60 million people. They have also been generous in support of their colleagues. AIC hosted ICA's Rome 2002 Symposium on the Science, Philosophy and Art of Chiropractic in April and in 1998 the Annual Convention of the European Chiropractors Union.

The International Chiropractors Association has responded with letters to a number of policy makers in Italy, as requested by the AIC, and urges the world of chiropractic to come together to support and assist the embattled Italian chiropractic community. AIC has established a special fund for those associations, DCs and supporters who wish to contribute to this cause. All proceeds will be devoted to supporting the chiropractic profession in Italy. ICA strongly urges a united, global front in support of the AIC. For more information you can call AIC at (39) 010-5533036 or email [aic@chiropratica.com](mailto:aic@chiropratica.com). Donations should be sent to:

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