



## **Chiropractic's Role in Battling the Opioid Epidemic**



## **Past History**

## Past



Opium was just one of the things the inquisition didn't care for.

Bayer began mass production



Acetylph had been mixed with Morphine in 1874, but Bayer named heroin and brought it to market.

1996 The American Pain Society



Heroin mass production



labelled pain as the fifth medical vital sign



### Arthur, Mortimer and Raymond:

Physicians: Publishers (Medical Tribune), Advertisers, Pharmacists (marketed Librium and Valium).



Present

## The Problem

- In the U.S., as well as worldwide spinal pain is the #1 cause of disability (1)
- 100 million people in US suffer from chronic pain, which is 1/3 of all Americans.
- In the U.S. we spend \$600 billion addressing pain, 20 times the entire budget of the National Institutes of Health (NIH)(2)
- Opioids are prescribed for a variety of causes of pain.
- Spinal pain results in 25% of all opioid scripts in the U.S.



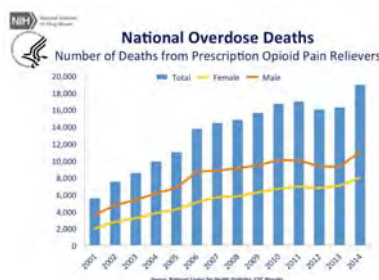
## The Problem

- According to the CDC, Opioids are killing 175 Americans every day
- Americans consume 99% of the world's production of hydrocodone.
- Opioids are ineffective or harmful in dealing with chronic pain
- Opioid users are 40 times more likely to use heroin



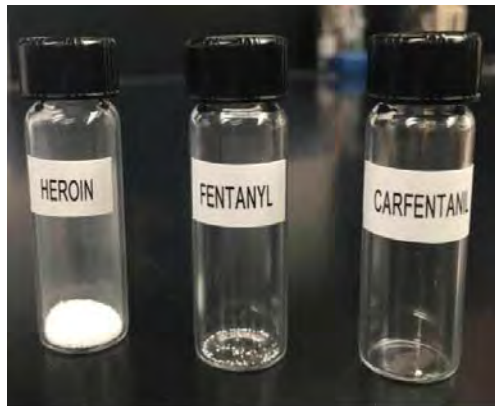
## Deaths Due to Opioids

- Overdose deaths involving prescription opioids have quadrupled since 1999, as have sales of these prescription drugs.
- From 1999 to 2014, more than 165,000 people (three times the U.S. military deaths during the twenty years of the Vietnam War) have died in the U.S. from overdoses related to prescription opioids.



Frenk SM, Porter KS, Paulozzi LJ. Prescription opioid analgesic use among adults: United States, 1999–2012. NCHS data brief, no 189. Hyattsville, MD: National Center for Health Statistics. 2015. CDC.  
<http://www.cdc.gov/drugoverdose/data/overdose.html>; accessed April 13, 2016.

## Addicted to opiates without a prescription:



Fatal doses of heroin, fentanyl, and carfentanyl. Kensington Police Service

The problem: If your addicted to opioids and you cant get it:

Your next similar high comes from Heroin. The number of heroin users doubled: 2005 380 000 people used and 2012 670 000.

Heroin being illegal and unregulated, it can be contaminated with other drugs and its much easier to overdose.

When its used intravenously, it also leaves users at risk for HIV, hepatitis, and other blood borne diseases.



90% of patients in chronic pain were given at least one opiate prescription.

## Opioid Safety

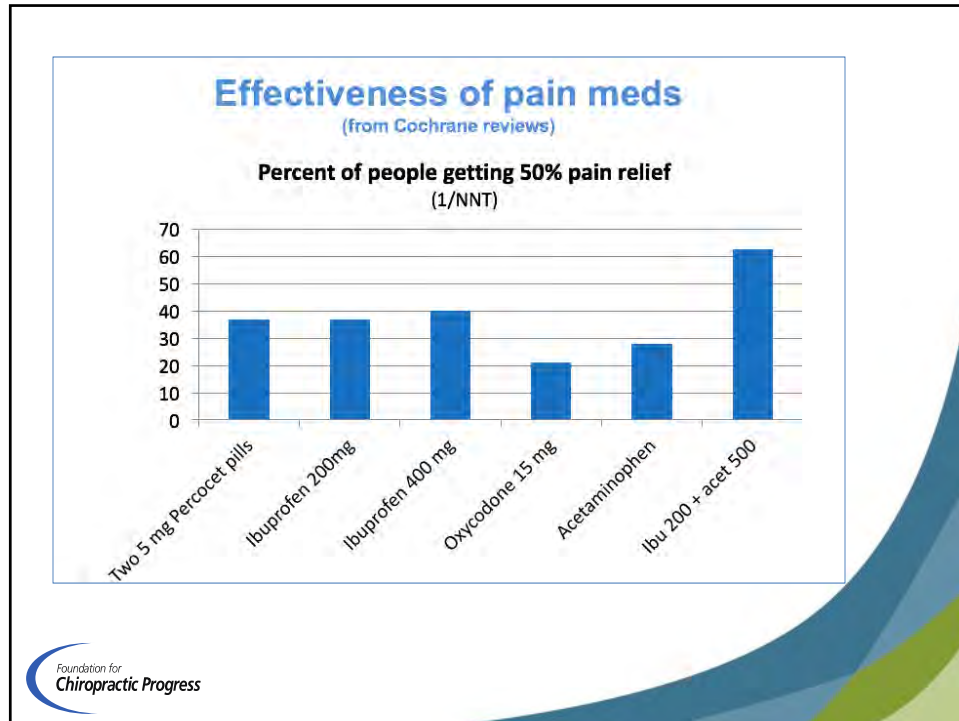


WSJ

National Safety Council; NSC Poll: 99% of Doctors Prescribe Highly-addictive Opioids Longer than CDC Recommends; March 24, 2016;  
<http://www.nsc.org/Connect/NSCNewsReleases/Lists/Posts/Post.aspx?ID=108>; accessed April 13, 2016.  
 Campo-Flores, A. and Kamp, J. (2016, May 14). Hooked: One Family's Ordeal With Fentanyl. The Wall Street Journal. Retrieved from  
<http://www.wsj.com/articles/hooked-one-familys-ordeal-with-fentanyl-1463158112>



- The 2016 National Safety Council survey found:
- 99% of medical doctors prescribe highly addictive opioids and for longer than the three-day period recommended by the CDC.



## What is the impact to U.S. Employers?



- Opioid Abuse: \$18 Billion dollars in Sick days, lost productivity and Increased medical Expenses.
- According to Castlight Health: Employers are paying for one third of opioid prescriptions that end up being abused.

Johnson, Steven Ross; Opioid abuse costs U.S. employers \$18 billion in sick days and medical expenses; Modern Health care, April 20, 2016; <http://www.modernhealth.com/articles/20160420/NEWS/150420087.htm>  
<http://www.modernhealth.com/articles/20160420/NEWS/150420087.htm>; accessed April 28, 2016.



## The Solution

Build the narrative around Chiropractic being an important part to assisting Americans with Chronic Pain.

A strong clear message to the media is necessary to ensure we are considered in the discussions regarding helping those that are suffering.

### Key messaging:

Chiropractic is a first line, cost effective, non pharmacological approach to spinal pain.

Yielding high patient satisfaction ratings.



## The Solution

Chiropractic has had no involvement in the current epidemic and at this time no current forces are working to deny the importance of a non drug, non surgical approach to pain that can help reduce the use of opiates.

- Approximately 25% of all opioid prescriptions written in the U.S are for low back pain.
- The IOM report, the CDC guidelines, and the FDA guidelines, all of them recommend that a non pharmacological approach be attempted first when dealing with pain.



## Chiropractic Care

Chiropractic care has been demonstrated to replace the need for other forms of care including prescription and non-prescription medications:

J Alternative and Complementary Care (Feb 2018)

“The adjusted likelihood of filling a prescription for an opioid analgesic was 55% lower among recipients [of chiropractic care] compared with non recipients”

It was also found : a cost savings: annual charges per person: 78% lower for opioid prescriptions and 71% lower for clinical services among recipients (of Chiropractic Care) compared with non recipients.”





## Chiropractic Care

Chiropractic care, in comparable patients situations consumes less resources and generates fewer secondary costs than medical and surgical care:

Spine 2013:

“Approximately 42.7% of workers who first saw a surgeon had surgery, in contrast to only 1.5% of those who saw a chiropractor” [this is on a case equivalent basis].



## Chiropractic Care

Chiropractic care helps avoid recurrence of spinal pain events and thereby reduces overall direct and indirect costs:

JMPT (Feb 2016):

Older patients who used only CMT during their cLBP episodes had lower overall costs of care, shorter episodes, and lower cost of care per episode day than patients in the other treatment groups.”

JMPT (May 2016)“Chiropractic care alone or DC with MD care incurred appreciably fewer charges for ULBP than MD care with or without PT care. This finding was reversed for CLBP. Adjusted charges for both ULBP and CLBP patients were significantly lower for DC patients” (26)



## Chiropractic Care: Safe

Risk of injury among Medicare recipients is lower following chiropractic care than primary care medicine:

Spine 2015:

“among Medicare beneficiaries aged 66 to 99 years with an office visit for a neuro-musculoskeletal problem, risk of injury to the head, neck, or trunk within 7 days was 76 percent lower among subjects with a chiropractic office visit than among those who saw a primary care physician.”

Most studies of SMT mention no adverse events: (Shekelle 2017)

“In the 26 RCTs of SMT for acute low back pain...18 publications made no mention of any assessment of adverse events, 3 publications made general comments about adverse events (“no adverse effects were documented...”), and 5 publications reported on specific adverse events, none of which were judged to be related to the treatment...”

Effectiveness and Harms of Spinal Manipulative Therapy Evidence-based Synthesis Program for the Treatment of Acute Neck and Lower Back Pain, Shekelle, April 2017 Department of Veterans Affairs

Foundation for  
Chiropractic Progress

## Chiropractic Care: Safe

Known risks of serious side effects by intervention (Gallup 2016)

Spine surgery 1,800/1,000,000

Use of NSAIDS 153/1,000,000

Use of prescription opioid medication  
53.6/1,000,000

Chiropractic care <1/1,000,000

Foundation for  
Chiropractic Progress

## Chiropractic Care: Satisfied

Chiropractic patients show satisfaction levels higher than that given to their medical physicians:

Of the 3,562 back-pain sufferers who sought care from nondrug practitioners were more likely to say it helped compared with those who sought care from medical doctors. But insurance often doesn't cover "alternative" care" (Consumer Report 2017)

Make your first call to a professional who can assess your problem, such as a primary care physician or a chiropractor. "In most cases, you won't need a specialist," (Harvard Health Letter 2017)

A referral makes sense when conservative measures have failed to address your back pain. "A well-trained chiropractor will sort out whether you should be in their care or the care of a physical therapist or medical doctor" (Harvard Health Letter 2017)



## Chiropractic Care: Satisfied

Palmer Gallup Survey:

Direct consumer feedback on satisfaction with chiropractic care is stunningly positive

- "95% of past-year chiropractic users say it is effective"
- "97% of past-year chiropractic users are likely to see a chiropractor if they have neck/back pain"
- "89% of past-year chiropractic users recommend it to family and friends"
- "88% of past-year chiropractic users agree it's a good value for the money"
- "Three in four patients describe chiropractic care as 'very effective'"





The **CDC Guidelines** and the **National Pain Strategy** share an important element to address the out of control opiate environment in the U.S.:

Encourage medical doctors, legislators and consumers  
to **utilize non-pharmacologic, conservative care.**



## Why Chiropractic?

- Doctors of Chiropractic (DCs) are primary health care professionals focused on diagnosis, care and prevention of disorders of the spine as well as other parts of the musculoskeletal system, and the associated effects on the neurological system.
- These disorders impact 44.6 million Americans annually, with an estimated cost to society of \$267.2 billion, and are increasingly the result of poor posture, workplace and sports-related injuries, car accidents or simply sedentary lifestyles.
- These disorders often get prescribed pain medication. Chiropractic is a safer alternative for acute, subacute and chronic pain.

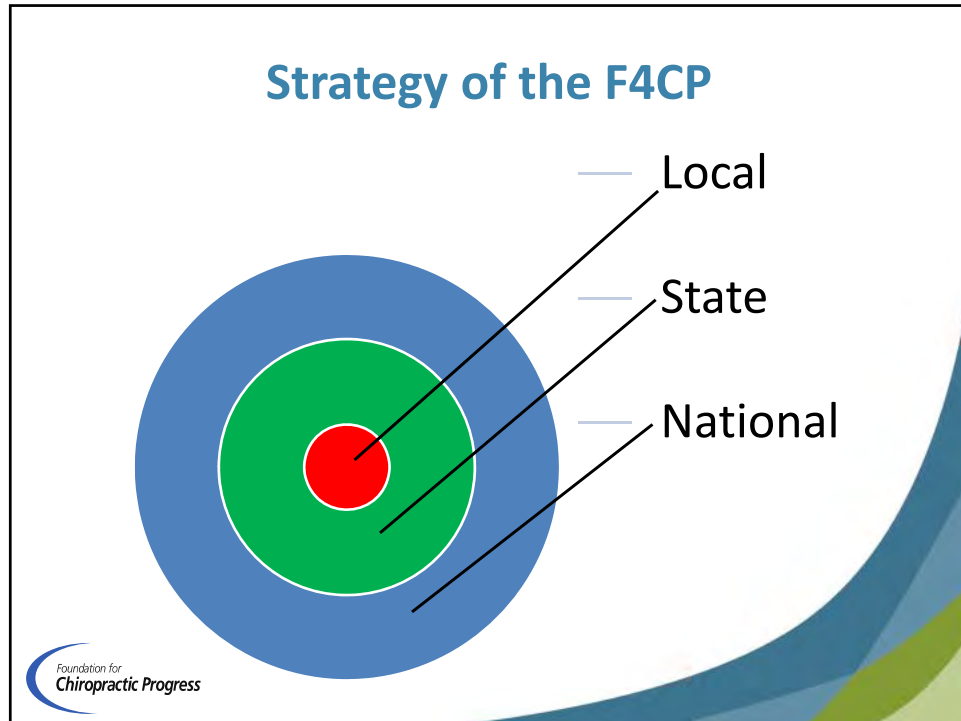


## Why Chiropractic?

- The new Guidelines of the American College of Physicians (ACP) published in the Annals of Internal Medicine, February 2017, call for non-drug therapy as a first approach in the treatments of acute, subacute and chronic low back pain.
- "Clinicians and patients should select non-pharmacologic treatment with superficial heat massage, acupuncture or **spinal manipulation**," according to the guideline. The guideline states that, "Exercise, rehabilitation, acupuncture...and spinal manipulation are shown to improve symptoms with little risk of harm."
- **94%** of all Spinal Manipulative Therapy is performed by chiropractors.



**What can we as a profession do?**



# DON'T RISK ADDICTION. CHOOSE CHIROPRACTIC CARE FIRST.

To find a doctor of chiropractic near you, visit:  
[www.tnchiro.com/find-a-doctor](http://www.tnchiro.com/find-a-doctor)

**Each year in Tennessee:** More opioid prescriptions are written than birth pills and pacifiers being in our state, with more than 7 million prescriptions left over.

**Each day in Tennessee:** At least three people die from an opioid-related overdose which suspenses the number of daily traffic fatalities.

**FROM 2010 TO 2016, OPIOID ABUSE HAS CLAIMED THE LIVES OF OVER 7,225 TENNESSEANS.**

The U.S. Agency for Healthcare Research and Quality data ranks Tennessee No. 6 in the nation for the rate of opioid-related hospital admissions among states.

Substance abuse – most notably involving opioids – costs Tennessee more than \$2 billion annually, not counting the emotional costs to children and loved ones battling opioid addiction.

**NON-PHARMACOLOGIC APPROACHES ARE NEEDED.**

Chiropractic care is a first-line, drug-free and cost-effective health care pain management approach, yielding high patient satisfaction scores.

A study by the Alternative Medicine Integration found that patients using **chiropractic physicians as their first mode of treatment** demonstrated a 60.2% decrease in in-hospital admissions, a 62% decrease in outpatient surgeries and procedures, and 85% decrease in pharmaceutical costs.

The Tennessee Chiropractic Association urges legislators, insurers and employers to lend the fight to put chiropractic and other non-pharmacologic options as the first line of defense.

Doctors of chiropractic – who receive a minimum of seven years higher education – are **specifically trained in clinical evaluation and diagnosis**. They provide non-pharmacological care and rehabilitation to individuals suffering from acute, subacute and chronic back, low back and neck pain, headaches, neuro-musculoskeletal conditions and other related syndromes.

**LEARN MORE AT [TNCHIRO.COM](http://TNCHIRO.COM)**

Foundation for Chiropractic Progress

EDITORIAL

## A Safer Approach to Pain Exists

SHERY MCALLISTER, D.C., MS, BCSC, CCSP



Drug overdose cases have been identified as the leading cause of death among Americans under the age of 65. Overdoses include prescribing prescriptions, such as opioids, which have been prescribed for years. The use of prescription drug overdose cases is on the rise. The use of prescription drug overdose cases is on the rise. The use of prescription drug overdose cases is on the rise.

One well-documented cause of the opioid epidemic is the over-prescription of opioids for pain management. According to recent guidelines, physicians are encouraged to use the lowest effective dose for the shortest duration possible. This approach is a safer way to manage pain.

According to recent guidelines, physicians are encouraged to use the lowest effective dose for the shortest duration possible. This approach is a safer way to manage pain.



**JOURNAL**  
OF THE MISSISSIPPI STATE MEDICAL ASSOCIATION

VOL. LXI • NO. 1 • 2018


OPIOID SPECIAL EDITION

OPINION

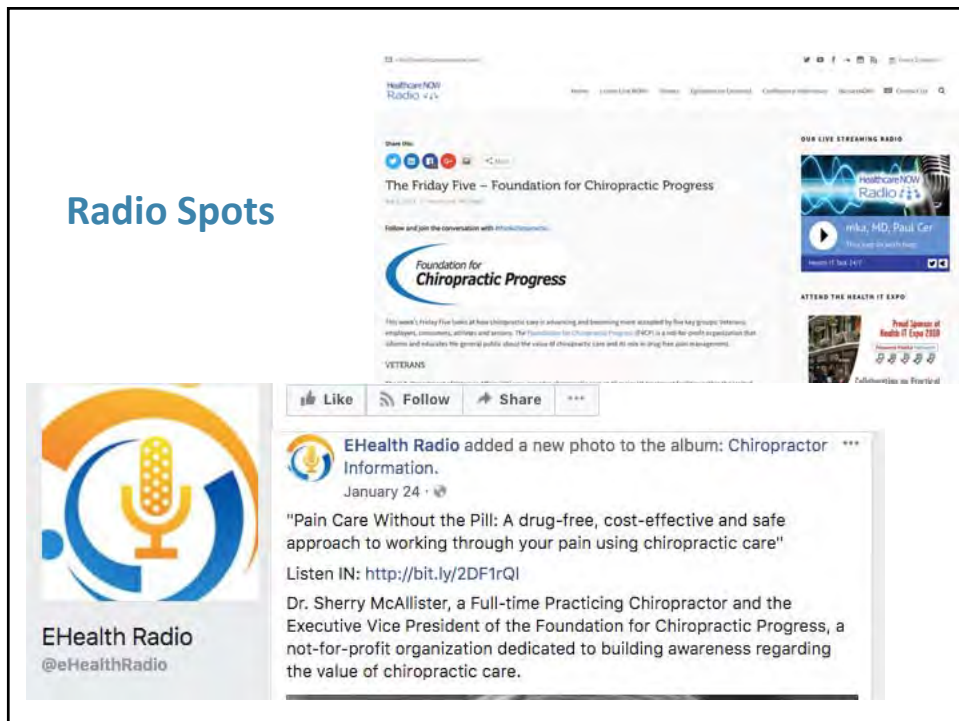
## Demand More From Your Doctors When Their Treatment Plan Is Opioids

By Ken Baker • 02/05/18 7:00am

f t in G+



Of total emergency room visits, about 45 percent are due to patients experiencing pain. And while this statistic has remained steady for decades, the percentage of those pain patients who leave with an opioid prescription has increased significantly, and is now [close to 80 percent](#). Drugs certainly help patients manage pain, but they do not fix the pain.

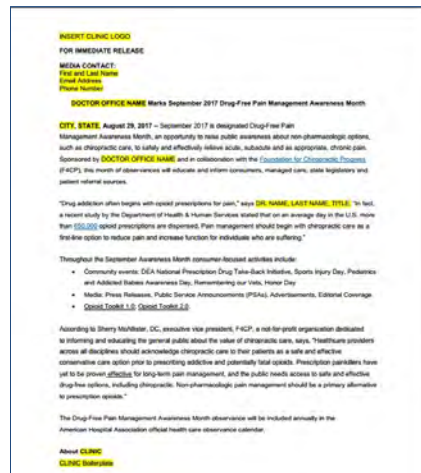




## News Coverage



## Press Releases



- Free, Earned Media vs. Paid Media
- Download and customize the press releases

## Advertorials

### The Opioid Crisis' Latest Victims: Addicted Babies

UNL) — And now the nation's opioid crisis is putting newborns in the crosshairs.

The use of prescription painkillers like OxyContin by women during pregnancy has resulted in what's being called "an explosion" of infants in addiction to the drugs in their mothers. Newly published data in JAMA Pediatrics shows the number of cases of neonatal abstinence syndrome (NAS) has risen five-fold in the U.S. from 2000 to 2012 — that's nearly 22,000 affected infants in that last year alone — and the reality behind those stats is heart-wrenching.

"The babies, they really suffer, just like adults do when they withdraw from narcotics," Dr. Terrie Iadar, chair of pediatric neurology at Boston's Brigham and Women's Hospital, told CBS News. "The babies are very irritable and sometimes have high heart rates, sweating, diarrhea, tremors. They cry a lot."

Heightening experts' concern: "The critical early 'bonding' between mother and child is disrupted, given the babies' average hospital stay of 24 days."

"The mothers — often unaware of the potential collateral damage from the painkillers they've been taking — experience what Iadar calls 'anxiety and guilt.' Black and neck discomfort is especially common during pregnancy since women's postural changes can result in spine and pelvic pain. The open question is whether this latest development — combined with the Centers for Disease Control and Prevention's call last year for physicians to discontinue routine prescribing of opioids — will encourage more women to seek alternatives like drug-free chiropractic care."

"All chiropractors are trained to work with women who are pregnant," the American Pregnancy Association says, listing their expertise in "establishing pelvic balance and alignment."

At the Foundation for Chiropractic Progress notes, visits to highly selected and trained doctors of chiropractic are covered by most insurance and health plans. Learn more at [F4C.org/find-a-doctor](http://F4C.org/find-a-doctor).



Pregnant women turn to alternative like chiropractic care for back pain relief.

- Look like a paid ad, but are free.
- Download the opioid-focused advertorials.
  - Addicted Babies
  - Amateur Athletes
  - Drug Free Pain Management
- Add your logo and contact information underneath the Advertorial body copy.

Foundation for  
Chiropractic Progress

## Public Service Announcements



Dr. Sean Drake Highlights Value of Chiropractic Care for Athletes

- Contact local TV stations and personally provide a public service announcement (PSA) requesting an airing.
- Run free of charge.

Foundation for  
Chiropractic Progress

## Infographics

- Consumers respond well to the visual nature of infographics.
- F4CP has developed infographics to be shared on social media platforms.
- Download and post the infographics to your Facebook, Twitter, Pinterest, Instagram, etc.



Foundation for  
Chiropractic Progress

## Social Media Accelerators™

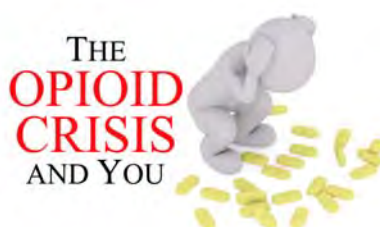


Foundation for  
Chiropractic Progress

- Receive the e-blast in your inbox.
- Look for the subject line: Share F4CP Resources on YOUR Social Platforms
- Share the post on Facebook & Twitter the Accelerator e-mail will walk you through how to share.

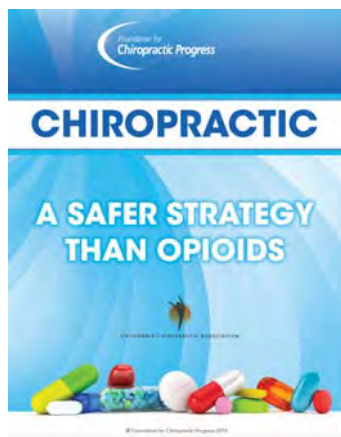
## Community Outreach

- Schedule presentations to local groups and organizations utilizing the F4CP PowerPoint *The Opioid Crisis and You*.
- A hot topic!



## White Papers

### Become a Thought Leader in Your Area







## Formal Resolution

### RESOLUTION

A resolution supporting the goals of ending opioid abuse, advancing utilization of drug-free chiropractic care, and designating September 2017 as Drug-Free Pain Management Month.

Whereas, prescription opioid use and abuse leading to addiction and catastrophic outcomes has become a national crisis;

Whereas the leading cause of injury death in the United States is drug overdose, and a majority of the deaths from drug overdose deaths involved an opioid;

Whereas from 1989 to 2014, more than 165,000 people — three times the U.S. military deaths during the twenty years of the Vietnam War — have died in the U.S. from overdoses related to prescription opioids;

Whereas we are losing ninety-one people a day from opioid overdoses and thirty-three thousand people died from opioid overdoses in the U.S. in 2015;

Whereas overdoses from prescription opioids — drugs like oxycodone, hydrocodone, Percocet and methadone — are a driving factor in the 15-fold increase in opioid overdose deaths;

Whereas "Tens out of five heroin addicts started with prescription pain killers"; *Mark Siegel, MD, NYC Langone Medical Center, Fox News Medical Correspondent, American Opium Epidemic, [Fox32.com](#), March 24, 2017*;

Whereas the newest estimates on the cost of opioid abuse to U.S. employers is estimated at \$18 billion in sick days, lost productivity and medical expenses;

Whereas prescription opioids are often recommended for low back, neck, and musculoskeletal pain management;

Whereas over 100 million suffer with chronic pain and an estimated 75 to 82 percent of all Americans will experience some form of back pain during their life time;

Whereas doctors of chiropractic are educated and trained to effectively address spinal and skeletal pain with non-surgical, non-drug management;

Whereas numerous published studies document chiropractic manipulation as effective for the management of neck and back pain;

Now, therefore, be it resolved, That September 2017 be declared Drug-Free Pain Management Month, to raise public awareness that chiropractic care is the primary first-line, non-pharmaceutical approach to safely and effectively relieve acute, subacute and chronic pain.

- A Proclamation supporting the goals of ending opioid abuse, advancing utilization of drug-free chiropractic care.
- Designating September as Drug-Free Pain Management Awareness Month.



## Definitive Chiropractic Resource

**CHIROPRACTIC**

A FIRST-LINE, COST-EFFECTIVE, SAFE APPROACH FOR SPINAL HEALTH AND WELL-BEING

**USE THIS RESOURCE TO GROW YOUR PRACTICE**

Educate your patients with the latest research-based information on chiropractic.

THE DEFINITIVE DOCUMENT OUTLINING SAFETY, EFFECTIVENESS, TRUST AND AFFORDABILITY OF CHIROPRACTIC CARE. SHARE THIS RESOURCE WITH:

- Your Current Patients
- Other Health Care Providers
- Community and those that have not yet experienced chiropractic care

A well-documented, easy-to-follow resource to increase awareness.

**CHIROPRACTIC:** A safe and cost-effective approach to health.

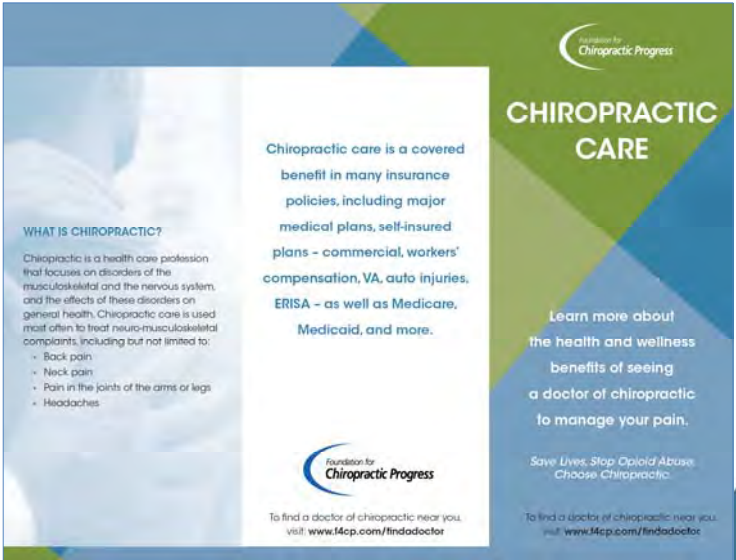
For more copies, visit: [www.f4cp.com/latestresearch](http://www.f4cp.com/latestresearch) or call (866) 901-3427, ext. 1. Donate \$50 and receive 10 copies.

**CHIROPRACTIC: A SAFE AND COST EFFECTIVE APPROACH TO HEALTH**

CARL S. CLEVELAND R. D.C.



## Trifold Brochure



**WHAT IS CHIROPRACTIC?**

Chiropractic is a health care profession that focuses on disorders of the musculoskeletal and the nervous system, and the effects of these disorders on general health. Chiropractic care is used most often to treat neuro-musculoskeletal complaints, including but not limited to:

- Back pain
- Neck pain
- Pain in the joints of the arms or legs
- Headaches

**CHIROPRACTIC CARE**

Chiropractic care is a covered benefit in many insurance policies, including major medical plans, self-insured plans - commercial, workers' compensation, VA, auto injuries, ERISA - as well as Medicare, Medicaid, and more.


Learn more about the health and wellness benefits of seeing a doctor of chiropractic to manage your pain.

Save Lives. Stop Opioid Abuse. Choose Chiropractic.

To find a doctor of chiropractic near you, visit [www.I4cp.com/findadoctor](http://www.I4cp.com/findadoctor)

Foundation for Chiropractic Progress

## Flyer



**MOVING BEYOND MEDICATIONS**

**Non-Pharmacological Approaches to Pain Management and Well-Being**

In response to the current public health crisis of opioid abuse, overdose, and death, many organizations have issued guidelines and recommendations for treating pain, including the former Surgeon General's "Turn the Tide" campaign. Similar to other guidelines, this campaign recommends non-pharmacological approaches as first-line pain treatment, with opioids to be considered only if these and non-opioid pharmacological treatments are ineffective. This document expands upon those recommendations to help primary care clinicians and their patients with this approach.

- 1 Assess**  
Patient's Pain and Well-Being
- 2 Set Goals**  
Jointly with the Patient
- 3 Educate**  
The Patient about Integrative Pain Management Options
- 4 Develop**  
a Treatment Plan with the Patient, Assess Patient's Challenges
- 5 Follow Up,**  
Treatment and Modify Treatment Plan as Needed

**Perform a thorough assessment of the patient's pain condition, treatments, lifestyle and overall health status.**

- Ask the patient to describe the pain including word descriptors, location, duration, aggravating and alleviating factors, intensity and functional impact
- Ask about the patient's psychological status (e.g., depression, anxiety), medication coping (Wiley), nutritional health, sleep pattern and social and environmental contributors to the pain experience

**Ask the patient what he or she would like to do, if pain treatment is successful:**

- Identify desired on 3-5 SMART (Specific, Measurable, Attainable, Relevant, Time-bound) goals as measures of progress. Set goals for outcomes important to patient, not for pain intensity alone.

**Describe evidence-informed non-pharmacological and self-care approaches to managing pain and promoting wellness, including but not limited to:**

- Acupuncture
- Chiropractic, Osteopathic and Myofascial Manipulation, Massage Therapy, and Physical Therapy
- Cognitive Behavioral Therapy, Stress Management, and other psychological therapies
- Mindfulness Approaches, Meditation, Biofeedback, Guided Imagery
- Yoga, Tai Chi, and other movement therapies

**Based on your clinical assessment and discussion with the patient, develop a treatment plan.**

- Discuss potential challenges and ways to overcome them
- Reiterate that 1) chronic pain is a complex problem with no simple solutions
- 2) each patient's path is a little different and you will be there to support your patient along their path
- 3) just as the tide causes all boats to rise, getting healthier overall helps all medical conditions improve - even chronic pain
- Obtain patient's commitment to carry out the treatment plan

**See the patient regularly**

- Assess progress toward identified goals of each appointment
- Encourage changes they have made and urge them to continue the good work
- Problem-solve to help overcome barriers to treatment plan adherence
- Modify treatment plan to maximize progress toward goals

**Resources for Information on Non-pharmacological Approaches to Pain Management and Wellbeing**

ACADEMIC COLLABORATIVE FOR INTEGRATIVE HEALTH  
www.integrativehealth.org

ACADEMIC CONSORTIUM FOR INTEGRATIVE MEDICINE & HEALTH  
www.integrativemed.org

AIHM  
www.aihm.org

DELEGATE HEALTH POLICY ADVISORY BOARD  
www.dhpc.org

Foundation for Chiropractic Progress

24





## September: Drug-Free Pain Management Awareness Month

**september**

1-30 | **Drug-Free Pain Management Awareness Month**

Prescription opioid use and abuse that leads to addiction and catastrophic outcomes has become a national crisis. During Drug-Free Pain Management Month, the Foundation for Chiropractic Education advises the public that there are non-pharmacologic options, such as chiropractic care, to safely and effectively relieve acute, subacute, and chronic pain. Online guides and toolkits provide education and materials to plan and promote consumer awareness activities.

For more information, contact: Alexis Lignos  
Foundation for Chiropractic Education  
201.641.1911 x52 | [alexis@f4cp.com](mailto:alexis@f4cp.com)  
[www.drugfreepaincare.org](http://www.drugfreepaincare.org) | #StopOpioidAbuse



HEALTHCARE STRATEGY & MARKET DEVELOPMENT  
OF THE AMERICAN HOSPITAL ASSOCIATION

NOT A MEMBER?  
Visit SHSMD.org  
to see what you're  
missing and to join  
SHSMD today!

**2018**

HEALTH OBSERVANCES  
& RECOGNITION DAYS

HEALTHCARE STRATEGY & MARKET DEVELOPMENT  
OF THE AMERICAN HOSPITAL ASSOCIATION

## Consumer Website

**DRUG-FREE PAIN MANAGEMENT**

Stop Opioid Abuse

CHOOSE CHIROPRACTIC DONATE NOW

[drugfreepaincare.org](http://drugfreepaincare.org)

Foundation for  
Chiropractic Progress

## September is Drug-Free Pain Management Awareness Month

- Help doctors build their practices
- Generate consumer awareness
- Increase patient visits to local chiropractic offices
- Leverage national level activities to impact local practices
- Enhance Managed Care coverage for chiropractic care
- Influence key decision-makers in government and commercial sectors
- Increase access to care for military seeking drug-free pain management options



## September: Drug-Free Pain Management Awareness Month



- Webinars
- Press Releases
- Advertisements
- PSAs
- Posters/Flyers/Brochures



## Video Coverage



## September Advertisements

**SUFFERING WITH ARTHRITIS?**

There are safer pain management options before taking painkillers: choose chiropractic first.

*"Chronic, juvenile rheumatoid arthritis definitely has its ups and downs. But chiropractic care helps soothe Kathy's discomfort to have more 'up'." Thanks to regular chiropractic adjustments, Kathryn lives her life to the fullest.*

A 16-year old dancer, student and 2017 National Walk To Cure Arthritis Young Adult Honoree who was diagnosed with JA at seven-years old, she incorporates drug-free strategies into her life -- and is able to be the healthiest, most active version of herself.

TO FIND A DOCTOR OF CHIROPRACTIC NEAR YOU visit: [www.f4cp.com/findadoctor](http://www.f4cp.com/findadoctor)

CHIROPRACTIC: A Key to America's Opioid Exit Strategy visit: [www.f4cp.com/opioid2.0](http://www.f4cp.com/opioid2.0)

**DRUG-FREE PAIN MANAGEMENT**  
HONOREES MONTH

**FIGHTING PAIN WITH DRUG-FREE CHIROPRACTIC CARE**

*"Upon my return from Iraq, the military's response to addressing the pain of fibromyalgia was multiple prescription medications. Rx painkillers only complicated my health challenges and I sought other solutions. The answers came from my chiropractor -- and I feel the best I have in years."*

**Chiropractic care literally saved my life!**

*Colonel Patricia Johnson, Honoree*

Chiropractic care is the first-line, non-pharmacologic option to address spine, joint and neuro-musculoskeletal pain.

TO FIND A DOCTOR OF CHIROPRACTIC NEAR YOU visit: [www.f4cp.com/findadoctor](http://www.f4cp.com/findadoctor)

CHIROPRACTIC: A Key to America's Opioid Exit Strategy visit: [www.f4cp.com/opioid2.0](http://www.f4cp.com/opioid2.0)

**DRUG-FREE PAIN MANAGEMENT**  
HONOREES MONTH

## September Advertisements

# SAFER PAIN MANAGEMENT: CHOOSE CHIROPRACTIC FIRST DRUG-FREE | EFFECTIVE | NON-INVASIVE

## DOCTORS OF CHIROPRACTIC

receive a minimum of seven years of higher education — are specifically trained to diagnose, evaluate and provide non-pharmacological care and rehabilitation to individuals with joint and spine-related pain.

**Doctors of Chiropractic collaborate with other health care providers, striving to improve your health without drugs or surgery.**

TO FIND A LOCAL DOCTOR OF CHIROPRACTIC, VISIT

[www.f4cp.com/findadoctor](http://www.f4cp.com/findadoctor)

### PROUD ASSOCIATION SPONSORS

American Chiropractic Society  
American Chiropractic Association  
American Osteopathic Association  
Association of Naturopathic Physicians  
Bonesetter College of Chiropractic  
California College of Chiropractic  
Chiropractic Association of Australia  
Chiropractic Society of Hawaii (Hawaii)  
Chiropractic Society of Puerto Rico (San Juan)  
Colorado College of Chiropractic  
Florida Chiropractic Association  
Georgia College of Chiropractic  
Illinois Association of Chiropractors  
International Association of Physicians  
Naturopaths (IAPNA)

Iowa State Chiropractic Association  
Kentucky Chiropractic Association  
New Hampshire Society  
Ohio College of Chiropractic Association  
Oregon Chiropractic Association  
Pennsylvania Chiropractic Association  
Rhode Island College of Chiropractic  
Michigan Chiropractic Foundation  
Westwood Chiropractic Association Inc.  
Washington Chiropractic Association  
Alaska Board of Chiropractic Examiners  
National Board of Chiropractic Examiners  
International Chiropractors Association

New Mexico Chiropractic Association  
New Mexico College of Chiropractic  
New York Chiropractic Council  
New York State Chiropractic Association  
North Carolina Chiropractic Association  
North Dakota Chiropractic Association  
Oklahoma Chiropractic Association  
Pennsylvania Chiropractic Association  
South Dakota Chiropractic Association  
Tennessee Chiropractic Association  
Texas Chiropractic Association  
Virginia Chiropractic Association  
Washington Physicians Association

### PROUD COLLEGIATE SPONSORS

Cleveland Marquette Chiropractic College  
University College of Chiropractic  
Wichita University  
JFK Chiropractic College West  
Luther College of Chiropractic  
New York Chiropractic College  
Northwestern Health Sciences University  
Norwalk College of Chiropractic  
Roosevelt University  
Southern California University of Health Sciences



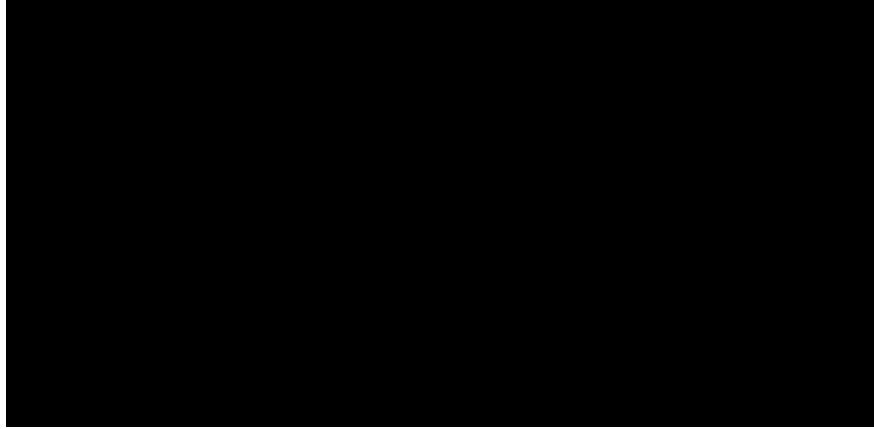
Foundation for  
**Chiropractic Progress**

## Save Lives



Foundation for  
**Chiropractic Progress**

## The Cost



# THANK YOU!

