

FOR IMMEDIATE RELEASE

National Chiropractic Health Month Puts Emphasis on Obesity Prevention

CARMICHAEL, California — October 7, 2010 – Since 2004, October marks National Chiropractic Health Month (NCHM), a nationwide campaign sponsored by the American Chiropractic Association (ACA) (www.acatoday.org), which recognizes chiropractic professionals as preventive care providers with expertise in optimizing health. This year's theme, "Why Weight? Get Healthy," highlights doctor-of-chiropractic approved prevention and treatment options for patients dealing with obesity -- a condition affecting more than 60 percent of adults in the United States, according to the Center for Disease Control.

"This is an important opportunity to educate the public on the general health benefits of chiropractic care, which include so much more than simply the expert hands-on care that DCs are so well known for," comments Rick McMichael, D.C., and ACA president.

Obesity can have detrimental effects on the musculoskeletal system, causing back and neck strain or even contributing to osteoarthritis – painful symptoms that sideline obese people from physical activity. In addition to pain relief and prevention, doctors of chiropractic are trained nutrition specialists who can offer natural ways for patients to combat obesity.

"There are many strategies that are used to address obesity concerns. The most important and the most well established are basic changes in lifestyle related to food, physical activity and personal motivation," notes Gerard Clum, D.C., president of Life Chiropractic College West and spokesperson for the Foundation for Chiropractic Progress. "Doctors of chiropractic represent an underutilized resource for addressing this critical health and societal concern. The hands-on nature of chiropractic care lends itself to opportunities for advice, counseling and encouragement to address this important health risk."

In observance of this positive annual campaign, the Foundation for Chiropractic Progress (www.f4cp.com), a not-for-profit organization dedicated to educating the public on the many benefits associated with chiropractic care, joins the ACA in this year's campaign by offering the following healthy living tips:

- Follow a balanced diet – emphasize vegetables, fruits, whole grains and beans

- Eat less harmful food – reduce intake of sugar, soda, fats and processed foods
- Drink plenty of water – try for several glasses a day
- Exercise regularly – aim for 20 - 30 minutes, three to four times a week
- Stay positive –the right attitude will lead to greater success

For more information on the benefits of chiropractic care and other obesity awareness tips, please visit www.yes2chiropractic.com.

About Foundation for Chiropractic Progress

A not-for-profit organization, the Foundation for Chiropractic Progress aims to inform and educate the general public about the many benefits associated with chiropractic care. To learn more about the Foundation, please visit us on the web at www.yes2chiropractic.com or call 866-901-F4CP (3427).

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