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DOCTOR OFFICE NAME Marks September 2017 Drug-Free Pain Management Awareness Month

CITY, STATE, August 29, 2017 -- September 2017 is designated Drug-Free Pain

Management Awareness Month, an opportunity to raise public awareness about non-pharmacologic options, such as chiropractic care, to safely and effectively relieve acute, subacute and as appropriate, chronic pain.

Sponsored by **DOCTOR OFFICE NAME** and in collaboration with the [Foundation for Chiropractic Progress](#) (F4CP), this month of observances will educate and inform consumers, managed care, state legislators and patient referral sources.

“Drug addiction often begins with opioid prescriptions for pain,” says **DR. NAME, LAST NAME, TITLE**. “In fact, a recent study by the Department of Health & Human Services stated that on an average day in the U.S. more than [650,000](#) opioid prescriptions are dispensed. Pain management should begin with chiropractic care as a first-line option to reduce pain and increase function for individuals who are suffering.”

Throughout the September Awareness Month consumer-focused activities include:

- Community events: DEA National Prescription Drug Take-Back Initiative, Sports Injury Day, Pediatrics and Addicted Babies Awareness Day, Remembering our Vets, Honor Day
- Media: Press Releases, Public Service Announcements (PSAs), Advertisements, Editorial Coverage
- [Opioid Toolkit 1.0](#); [Opioid Toolkit 2.0](#).

According to Sherry McAllister, DC, executive vice president, F4CP, a not-for-profit organization dedicated to informing and educating the general public about the value of chiropractic care, says, “Healthcare providers across all disciplines should acknowledge chiropractic care to their patients as a safe and effective conservative care option prior to prescribing addictive and potentially fatal opioids. Prescription painkillers have yet to be proven effective for long-term pain management, and the public needs access to safe and effective drug-free options, including chiropractic. Non-pharmacologic pain management should be a primary alternative to prescription opioids.”

The Drug-Free Pain Management Awareness Month observance will be included annually in the American Hospital Association official health care observance calendar.

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