

## Media

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## FOR IMMEDIATE RELEASE

### National Chiropractic Health Month Highlights Importance of Good Health

**CARMICHAEL, Calif. -- October 10, 2013** – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, brings attention to *National Chiropractic Health Month* (NCHM), an annual nationwide awareness campaign that aims to educate the public about the role of chiropractic in healthcare. The F4CP will support the month-long campaign through the distribution of educational material, such as press releases, print advertorials, public service announcements and advertisements.

“The [American Chiropractic Association](#) (ACA) established NCHM to educate the public about the many ways they can develop healthier lifestyles. As doctors of chiropractic (D.C.) are experts in providing many treatment and prevention services, we encourage consumers to not only utilize the services of a D.C. to help their family get well but also to stay well,” says ACA President Keith Overland, D.C. “Thanks to support from around the profession, including efforts by the F4CP and many state professional associations, the public has increased access to information about the comprehensive value of the services provided by chiropractic physicians.”

Each year, NCHM embraces a new theme to highlight the benefits associated with and conditions aided by chiropractic care. This year’s theme, “Get Vertical!,” emphasizes the importance of activity to joint health and the utilization of proper techniques to help optimize functionality at all stages in life.

In honor of NCHM, experts at the ACA offer the following tips related to skeletal and spinal joint protection:

- **Stand Up:** Don't sit for long periods without standing up. Practice good posture while sitting and standing.
- **Move:** Aim for a minimum of 20 to 30 minutes of exercise three to five days a week. Learn proper stretching techniques and do them often.
- **Eat Right and Drink Water:** A healthy diet—rich in fruits, vegetables and healthy fats—can help reduce inflammation and joint pain. Also limit red meat, refined sugar and white flour.

Additional education on joint protection and other health-related topics are available online at:  
[www.Yes2Chiropractic.org](http://www.Yes2Chiropractic.org) or [www.ChiroHealthy.com](http://www.ChiroHealthy.com).

Encouraging the public to get involved and take advantage of NCHM resources, Gerard Clum, D.C., spokesperson, F4CP, states, "NCHM provides an important way to learn about chiropractic care and how it can be of service in one's journey toward good health. The F4CP is proud to promote this annual event and looks forward to widespread participation as the campaign gains momentum."

#### **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](http://www.yes2chiropractic.com) or call 866-901-F4CP (3427).

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