

**Media**

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**FOR IMMEDIATE RELEASE****Foundation for Chiropractic Progress Participates at 2016 Parker Seminars: Presents Tech Neck Program and “Chin Up” Campaign**

**CARMICHAEL, Calif. – December 30, 2015** –The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to announce that its Executive Vice President, Sherry McAllister, DC, will serve as a speaker at [2016 Parker Seminars](#), January 14-16, 2016, in Las Vegas, Nevada. Dr. McAllister’s workshop, entitled: [“Chin Up! Avoiding Tech Neck: Averting Biomechanical Dysfunction from the Use of Mobile Technologies.”](#) January 15<sup>th</sup>, 2016, 2:00 – 3:30 p.m., will host a discussion about the increased utilization of mobile technology and its impact on the cervical spine, and subsequent postural habits.

“Today, the average American spends 3.6 hours per day, or roughly 1,300 hours per year, looking down at their mobile devices,” states Dr. McAllister, who notes that high school students, on average, spend upwards of [5,000 hours](#) per year forward-flexed. “Forward-flexing of the head can add up to thirty pounds of abnormal pressure on the cervical spine.”

Prolonged [forward-flexing](#) of the head can result in early wear and tear, leading to possible degeneration. Symptoms of tech neck can also include headaches and neck pain and should be evaluated and managed by a doctor of chiropractic (DC). Doctors of chiropractic, who receive a minimum of seven years of higher level education, including patient management, are specifically trained to manage disorders of the neuro-musculoskeletal system – specifically as it relates to the spine – and provide counsel on proper postural habits.

Experts at the F4CP insist that good posture will reduce the risks associated with forward-flexing of the head, support better breathing and improve concentration. Tips for implementing good posture include:

- Look at digital devices with a neutral spine – chin up and shoulders pulled back
- Avoid forward-flexing of the head for extended periods of time
- Consult a doctor of chiropractic for advice on proper postural habits, as well as hands-on care to support spinal alignment and strengthening

Dr. McAllister continues, “Four out of five individuals will experience [posture-related pain](#) throughout their lifetime, and that number will continue to rise along with increased utilization of mobile devices. I am eager to inform attendees about the “ABC’s” of good posture – alignment, balance and corrective

exercises and stretching. It is important to remember that a body in equilibrium will maintain alignment and experience optimal mobility, *Chin Up!*"

**About The Foundation for Chiropractic Progress**

A not-for-profit organization, the Foundation for Chiropractic Progress informs and educates 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.f4cp.com](http://www.f4cp.com) and [www.yes2chiropractic.com](http://www.yes2chiropractic.com) or call 866-901-F4CP (3427).

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