



## Media

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## FOR IMMEDIATE RELEASE

### Foundation for Chiropractic Progress Urges Public to Develop Habits for Good Posture

**CARMICHAEL, Calif. – April 13, 2015** – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to educating the public about the value of chiropractic care, recommends individuals to develop long-lasting habits for good posture. This comes in response to the new report, "[Assessment of Stresses in the Cervical Spine Caused by Posture and Position of the Head](#)," (*Surgical Technology International*, Nov. 2014), which tied typical head positioning associated with the use of digital devices to increased weight and pressure on the spine, and subsequent poor posture.

On average, Americans own four digital devices and use them 60 hours per week, cites Nielsen's latest Digital Consumer Report. "It is an epidemic or, at least, it's very common," says Kenneth Hansraj, MD, author of the report and chief of spine surgery, New York Spine Surgery & Rehabilitation Medicine, in an interview with [The Washington Post](#). "Just look around you, everyone has their heads down."

Unfortunately, forward flexing of the head for too long can cause early wear and tear, resulting in degeneration and surgeries to the spine. Experts at the F4CP insist that having good posture will reduce these risks and support better breathing and concentration. Tips for developing good posture include:

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

Gerard W. Clum, DC, spokesperson, F4CP, states, "The use of digital devices are every-day in society, thus it is imperative that individuals understand potential health hazards of flexed forward head posture and take steps toward prevention. With the appropriate support of a DC, all Americans stand a better chance of achieving overall good health. Always remember, keep your *chin up*."

## About the 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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