



## SPECIAL EDITION

### PRESENTING DC2017: THE MOST SIGNIFICANT MEETING IN THE HISTORY OF THE PROFESSION – THIS IS A MUST ATTEND FOR EVERY DOCTOR OF CHIROPRACTIC!

**WHO:** American Chiropractic Association (ACA), Association of Chiropractic Colleges (ACC) and World Federation of Chiropractic (WFC)

**WHAT:** [DC2017](#) - A world-renowned program featuring seasoned professionals in the chiropractic profession who will communicate scientific research, global perspectives on the future of the profession and inspirational sessions to attendees.

**WHEN:** March 15-18, 2017

**WHERE:** Washington Hilton, 1919 Connecticut Avenue NW, Washington, DC 20009

See below for details.

**Save Lives. Stop Opioid Abuse. Choose Chiropractic.**

### THE PROFESSION'S FIRST NATIONAL PRESS BRIEFING AT THE NATIONAL PRESS CLUB

*Stay tuned for a virtual link to watch this historic event take place.*

March 14, 2017, 3:00 p.m. – 4:15 p.m.

**Sponsored by** [Foundation for Chiropractic Progress®](#)

#### Join our campaign!

New restrictions on opioids, more responsible clinician prescribing and reduced patient access to painkillers is challenging the lives of millions of Americans who are suffering with chronic pain.

*Save Lives. Stop Opioid Abuse. Choose Chiropractic.* Campaign provides information and education about drug-free management of back, neck and musculoskeletal pain.

The national press briefing will articulate the benefits of evidence-based, drug-free chiropractic care as a primary approach to the management of acute and chronic pain:

- *Educate media and attendees about the role of chiropractic in providing effective, drug-free pain management*
- *Present white papers: '[Chiropractic: A Safer Strategy than Opioids](#)' and '[Chiropractic: Key to America's Opioid Exit Strategy](#)'*
- *Introduce Opioid Toolkits 1.0 and 2.0*

**WHY:** Patients with chronic pain and restricted access to pain medications require quality alternative solutions that are available, affordable and provide effective results.

#### **KEY PRESENTERS:**

- Myra Christopher, Director, [Pain Action Alliance to Implement a National Strategy](#) (PAINS)
- Jan Chambers, President, [National Fibromyalgia and Chronic Pain Association](#) (NFMCPA)
- Kent Greenawalt, CEO, [Foot Levelers, Inc.](#)
- Larry Boress, President and CEO, [Midwest Business Group on Health](#) and Executive Director, [National Association of Worksite Health Centers](#)
- David Thomas, PhD, Deputy Director, Division of Clinical Neuroscience and Behavioral Research, [National Institute on Drug Abuse](#), [NIH Pain Consortium](#)
- Linda Porter, PhD., Director, [NIH's Office of Pain Policy](#) and Co-Chair of the [Interagency Pain Research Coordinating Committee](#) (IPRCC) Working Group
- Doug Obetz, DC, Representative, [Standard Process](#)
- William Meeker, DC, MPH, President, [Palmer College of Chiropractic – San Jose Campus](#) and F4CP Advocate
- Gerard Clum, DC, President Emeritus, [Life Chiropractic College West](#) and F4CP Advocate
- Laura Carabello, Principal, [CPR Strategic Marketing Communications](#) and F4CP Advocate

*And more!*

**Only 30 seats are available. RSVP to [alexis@f4cp.com](mailto:alexis@f4cp.com) today to reserve your spot - first come, first served!**

#### **DC2017 OVERVIEW**

##### **DC2017 Academic Program Details Released**

*Unprecedented Joint ACA-WFC-ACC Conference Will "Impact Spinal Health" with Cutting-Edge Content*

ACAtoday.org— Academic program and schedule details are now available for DC2017, the premier chiropractic event of 2017, set to take place March 15-18 in Washington, DC. The first-

of-its kind program is united under the theme "Impact Spinal Health" and combines the 14th World Federation of Chiropractic Biennial Congress, the 24th Association of Chiropractic Colleges Research Agenda Conference (ACC-RAC) and the American Chiropractic Association's 2017 National Chiropractic Leadership Conference (NCLC) into one action-packed event.

To read the original release in its entirety, click [here](#).



**REGISTER NOW!**

# DC 2017

MARCH 15-18 | WASHINGTON, DC

WORLD FEDERATION OF CHIROPRACTIC | ASSOCIATION OF CHIROPRACTIC COLLEGES | ACA American Chiropractic Association

14<sup>th</sup> WFC BIENNIAL CONGRESS  
24<sup>th</sup> ACC RESEARCH AGENDA CONFERENCE (ACC-RAC)  
2017 NATIONAL CHIROPRACTIC LEADERSHIP CONFERENCE (NCLC)  
HOSTED BY THE AMERICAN CHIROPRACTIC ASSOCIATION

Early bird registration ends January 15, 2017!  
Register early to save \$100 off the regular rate.  
[www.DC2017.org](http://www.DC2017.org)

## INSPIRE | INNOVATE | INFORM

For the first time, the World Federation of Chiropractic, the Association of Chiropractic Colleges and the American Chiropractic Association are teaming up to deliver a packed program containing the hottest scientific research, inspiring thought leaders, stimulating debate and topical workshops.

DC 2017 will feature everything you want to inspire, innovate and inform the way you **IMPACT SPINAL HEALTH** in your offices and clinics.

- Network with over 1500 attendees from around the world
- Listen to internationally-acclaimed speakers
- Be inspired by the world's largest chiropractic poster and research presentations
- Choose from a wide range of clinical, educational, scientific, practice management and workshop tracks
- Experience the first-rate Expo Hall, showcasing the profession's top products and services
- Soak up the Washington, DC atmosphere with an outstanding social program

**REGISTER NOW AT [DC2017.ORG](http://DC2017.ORG)**

PREMIER SPONSORS

  

## LEARN FROM THE PROS: F4CP® SPONSORED MEDIA TALK *PROACTIVE, AGGRESSIVE MEDIA RELATIONS*

**MODERATOR:** Laura Carabello

**PANELISTS:**

- Joe Carabello
- Sherry McAllister, DC, M.S(Ed)., CCSP
- David Chapman-Smith
- Scott Haldeman, DC, MD, PhD
- Louis Sportelli, DC

**WHEN:** March 17, 2017, 2:00 p.m. – 3:30 p.m.

## DETAILS:

- General guidelines for contacting the media:
- Pitch via email – editors don't want to take phone calls anymore! Short pitches, call to action. Confirm their deadlines.
- Contact prior to deadline – before 3:00 p.m. EST; pitching early morning yields the highest response rate.
- Media Relations 'How To' Overview
  - Tie-in Key words, SEO, Blog posts, Social media links

Provocative story ideas that drive awareness, coverage:

- Timely and TBD

Crisis: How to Handle a Call from the Media?

- Pain Management, Opioids, Stroke and Other Crisis Media Issues
- Be prepared in advance -- draft a Crisis Communications Plan for the organization.
- Appoint a chief spokesperson to represent the organization. Only the chief spokesperson and back-up spokespeople are authorized to release information to the media and to the public.
- "No comment" is never an acceptable response.
- Draft talking points in advance of the crisis – topics: safety of chiropractic care, stroke, pediatrics, etc.



**F4CP® SPONSORED OPIOID PRESENTATION:**  
***'CHIROPRACTIC: A SAFER STRATEGY THAN OPIOIDS'***

## PRESENTERS:

- William Meeker, DC
- Gerard Clum, DC

- Laura Carabello

**WHEN:** March 18, 2017, 2:00 p.m. – 3:30 p.m.

**DETAILS:** The discussion will focus on chiropractic care as a key component of “America’s Opioid Exit Strategy.”

The evidence-based, drug-free chiropractic approach provides the opportunity to perform first-line treatment for back, neck and musculoskeletal pain to avoid opiate prescribing, and an approach to chronic pain management that helps individuals achieve a wellness focused, pain-free lifestyle as they reduce their utilization of opioids.

The sheer magnitude of America’s prescription opioid abuse epidemic has evoked visceral responses and calls-to-action from public and private sectors. As longtime advocates of drug-free management of chronic back, neck, and musculoskeletal pain, the chiropractic profession is aligned with these important initiatives and committed to actively participate in solving the opioid addiction crisis.

**CHIROPRACTIC: A SAFER STRATEGY THAN OPIOIDS**

**THE FACTS** OVERDOSE DEATHS INVOLVING PRESCRIPTION OPIOIDS HAVE QUADRUPLED SINCE 1999, AND SO HAVE SALES OF THESE PRESCRIPTION DRUGS.

99% OF MEDICAL DOCTORS PRESCRIBE HIGHLY-ADDICTIVE OPIOIDS — AND FOR LONGER THAN THE 3-DAY PERIOD RECOMMENDED BY THE CDC.

**THE PRESCRIBER PROBLEM**

**AMERICANS WANT & DESERVE CHIROPRACTIC CARE**

CHIROPRACTIC CARE OFFERS A DRUG-FREE, NON-INVASIVE AND COST-EFFECTIVE ALTERNATIVE TO OPIOID DRUGS.

CHIROPRACTIC IS THE LARGEST, AND BEST RECOGNIZED OF THE COMPLEMENTARY AND ALTERNATIVE HEALTH CARE PROFESSIONS.

PATIENT USE OF CHIROPRACTIC HAS TRIPLED IN THE PAST 2 DECADES.

Foundation for Chiropractic Progress

**DOWNLOAD THE WHITE PAPER HERE:**  
<http://www.f4cp.com/opioidwp.pdf>

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*Stay tuned for additional details about DC2017 and the F4CP’s National Press Briefing!*

[www.F4CP.com](http://www.F4CP.com)

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