



Time for Action

As chiropractors we believe in thinking differently about life and human potential.

We believe that people deserve a healthy, happy, active life and chiropractic helps them achieve it.

We believe that health care should be more about proactively enhancing health and quality of life rather than being based primarily around the treatment of symptoms and disease.

We believe in the power of the chiropractic adjustment.

We believe that more people should get chiropractic!

CHIROPRACTIC IS UNDER THREAT!

How will more people get chiropractic when it is under attack?

Scope of practice is being threatened and the essence of chiropractic is being challenged on too many fronts.

The weight of government regulations on health care, the unrelenting emphasis on evidence as a fundamental necessity for the right to practice in health care and the new energy being invested by others, to destroy chiropractic, places the profession under great threat!

In Australia

- Chiropractic has now been bundled with other professions under the Australian Health Practitioner Regulation Agency (AHPRA). AHPRA imposes common regulations on multiple professions with divergent philosophies about health. Chiropractic has been bundled with medicine, pharmacy, dental and other disparate professions.
- The draft registration board guidelines initially proposed by the Chiropractic Board of Australia may have restricted chiropractors in providing care to children, including their own children, or people without symptoms.
- On 16 March 2011 a formal complaint was filed with the Australian Minister for Health and Ageing. The title of the 21 page complaint is "Request to shut down RMIT Chiropractic Paediatric Clinic for teaching disproven treatments that target pregnant women, babies, infants and children".

The claim requests that the RMIT Chiropractic Paediatric Clinic be shut down until evidence can be produced that support the claims made by the course lecturers. There is a further request that other institutions such as Murdoch and Macquarie also be investigated for similar actions.

The complaint was covered in major media around Australia and the rest of the world. The message that came with this coverage included claims that chiropractic was "no better than witchcraft" and "potentially dangerous".

What's happening elsewhere?

The challenges are not exclusive to Australia. Chiropractic is under serious and relentless threats all over the world!

- The ongoing assertions by serial chiropractic critics like Singh and Ernst spread to the popular press and erode the credibility of the profession and the confidence of patients. This is what Simon Singh has publicly stated;

"... the chiropractic profession is unable to properly police itself. The good chiropractors and the chiropractic societies seem unable or unwilling to highlight and stop the bad chiropractors who make unscientific claims and who unfairly raise the hopes of patients. Moreover, every medical intervention carries a risk, so those chiropractors who offer treatments that go beyond the evidence are not only hurting patients in the pocket, but possibly also harming their bodies."

Simon Singh PhD MBE, co-author of *Trick or Treatment? Alternative Medicine on Trial*

- In parts of Europe there are moves to legislate chiropractic as a musculo-skeletal therapy.
- The UK's General Chiropractic Council (GCC) advised chiropractors in the United Kingdom that "The chiropractic Vertebral Subluxation Complex...is not supported by any clinical research evidence that would allow claims to be made that it is the cause of disease ..."
- Self described "skeptics" have made complaints to the GCC against more than 600 chiropractors based on claims made on their websites about the potential benefits of chiropractic care. These actions have cost hundreds of thousands of pounds.
- In the US, the Council on Chiropractic Education (CCE) appears to have ignored the overwhelming input from the profession. In September 2010, the CCE Task Force on Accreditation Standards released a second draft to the public for comments. The draft would permit the Doctor of Chiropractic Medicine (DCM) degree; completely delete the term subluxation; and remove the "without the use of drugs and surgery" phrase. Despite the response of thousands of chiropractors and organisations around the world opposing the changes the Accreditation Standards were ratified.
- In New Mexico, Alabama and Illinois there have been legislative bills proposed to expand the scope of chiropractic practice to include prescriptive rights. While the bill was defeated in New Mexico the threat of chiropractic no longer being drug-free remains.
- Dr. James Winterstein (Chiropractor) President of National University of Health Sciences presented at the Federation of Chiropractic Licensing Boards Annual Meeting in 2011 and claimed "we don't even know whether (adjustments) work"!

Chiropractic and chiropractors are suffering. This is true in Australia and it's true across the world. Do you want a future of chiropractic where kids, people with neck pain, asthma or colic are denied chiropractic care? The only choice they have is to take drugs with all their ineffectiveness and side effects. Do you want a future where we will have to go to jail again to preserve chiropractic?

So is it all doom and gloom?

Not at all. There is a growing body of research that does support the chiropractic paradigm. There is a small but dedicated band of researchers who are working incredibly hard to build the literature that supports chiropractic. As this research is published eminent researchers from other fields are seeing the potential that chiropractic may have as part of the solution to the health care crisis and wanting to be part of collaborative research efforts. Also, advances in technology are now allowing this small band of researchers to ask and answer questions that, even 5 years ago, would not have been possible.



WHAT NEEDS TO BE DONE?

Quality research which confirms chiropractic care improves global health and wellbeing can provide certainty to our profession. These challenges can be met.

Research can assist our associations and leadership to influence legislators and educators. Importantly it can raise the profile of chiropractic, increase credibility and improve public perception and consumer confidence.

In simple terms, MORE people will get chiropractic!

How?

There is no easy solution to increasing the understanding, relevance and credibility of chiropractic in the minds of the legislators, educators, critics and public.

Whilst political, marketing and public relations all have a part to play, the core of the issue is the level of evidence we have to support the chiropractic paradigm.

Chiropractors know life goes better with chiropractic! This simple but effective concept needs the evidence and communication to allow it to be spread to the masses.

Quite simply, if we had the evidence, the politics, marketing and public relations issues would be way easier to resolve!

We need a research solution!

As a profession we have taken too long to produce too little – we cannot sustain the profession by maintaining the status quo when health reform is rampant, globally. We recognise that there are many individuals and interest groups with different viewpoints about the profession. We also recognise a common orientation exists around the chiropractic paradigm and the need for research to provide the evidence to;

- Support efforts in lobbying for the profession in relation to health policy,
- Advocate for chiropractic in public relations,
- Inform teaching institutions and
- Empower chiropractors to take better care of people and take care of more people.

The Australian Spinal Research Foundation (Spinal Research) is seeking out, reaching out and inviting chiropractors and their associations to make a difference by supporting more research being done faster. Those involved in politics, researchers, teaching institutions and public relations for the profession can participate and lobby government, influence health policy and get positive PR for chiropractic supported by the base of research.

The profession needs those who have a stake in chiropractic to participate. We need a partnership of all parties, all skills and all resources - a Chiropractic Research Partnership.

WHY A CHIROPRACTIC RESEARCH PARTNERSHIP?

More people will not get chiropractic if the evidence is not available for the legislators, educators, critics and public.

We believe everyone in and across the profession has a responsibility, an obligation, to reverse the negative impacts on chiropractic.

Those who have contributed to the resources and efforts of the Australian Spinal Research Foundation have demonstrated that the research can be done. Spinal Research's process for assessing research specific to chiropractic has received international acclaim. Almost 200 research activities have been funded over a 35 year history.

Here are some of the recent studies that have been funded;

- Associate Professor Philip Bolton (Chiropractor) using an animal model to see if an induced vertebral subluxation causes changes in spinal cord function and causes cord compression.
- Dr Kelly Holt (Chiropractor) and his colleagues looking at the possible effects of chiropractic care on sensorimotor integration and falls risk.
- Dr Heidi Haavik (Chiropractor) and her team using neurophysiology testing approaches to discover whether twelve weeks of chiropractic care leads to long lasting changes in the ability of the brain to process incoming information.
- Associate Professor Barbara Polus (Chiropractor) and her team developing a testable model of subluxation using the property of muscle function called thixotropy to model the dysafferentation of subluxation.
- Associate Professor Bernadette Murphy (Chiropractor) and her team looking at the effect of chiropractic adjustments on pelvic floor muscle function with its associated benefits to pregnant women and post birth health.
- Dr Heidi Haavik's award winning paper looking at the impact of chiropractic adjustments on joint position sense shows that adjustments, even when you don't have symptoms, can improve nerve function.
- Associate Professor Philip Bolton utilising micro-neurography to directly measure the effects of adjustments on sympathetic outflow. At the heart of this study is the central role that chiropractic places on the sympathetic nervous system.
- In this study Associate Professor Philip Bolton is assessing whether adjustments have a direct and profound effect on brain function by modulating production of BDNF. Brain derived neurotrophic factor is a protein that is associated with learning and memory. Reduced levels of BDNF are associated with Alzheimer's disease, Huntington's disease, depression and schizophrenia.
- Dr Chris Colloca (Chiropractor) collaborating with researchers from the Adelaide Centre for Spine Research and a Belgian orthopaedic surgeon examining the effects of chiropractic adjustments on sympathetic nervous system function in an ovine model.



WHAT DOES THIS MEAN?

This is exciting and important research for the profession. These research studies demonstrate that vital research with high impact potential is becoming available. It is essential that Spinal Research delivers *more research, faster*.

Spinal Research is absolutely committed to supporting practicing chiropractors and the political leadership by ensuring we get the research we need.

Is the current research enough to address the issues we have? No! The attack on chiropractic is greater than the defence Spinal Research can mount working in isolation, with limited resources. We have an effective, robust and credible methodology for generating quality research unique to the chiropractic paradigm – that’s proven. But our role is not lobbying, marketing, rallying resources and managing public relations.

Spinal Research is only a part of a solution. We need money for research and we need partners. Research provides evidence but we must see that the evidence creates impact. The Chiropractic Research Partnership casts a net to engage everyone - those involved in practice, politics, health policy and PR. The starting point, the base line, is for you to sign on as a partner.

So, in a changing world we are now changing the way we operate. Spinal Research’s past activities have been centered on raising funds and using these to provide grants to researchers. It’s been a very successful process but isn’t enough to meet the challenges in the current environment. That’s why we are embarking on a visionary venture – to join with people who share a vision for chiropractic, those who are willing to actually make a statement for chiropractic – those who are prepared to make a difference through financial contribution.

We need a smarter, faster solution. We believe collaboration is the way forward. The solution is in a whole of chiropractic community partnership – the joining of resources and forces – that’s why we are advocating the establishment of a Chiropractic Research Partnership - a partnership to develop research and then take it and make it count for the profession.

With support, Spinal Research can provide research evidence. Leaders across the profession, partners in a Chiropractic Research Partnership, can use the evidence to raise chiropractic’s credibility, influence regulators and the broader health sector and increase the number of people seeing chiropractors.

Then more people will get chiropractic.



WHAT IS THE CHIROPRACTIC RESEARCH PARTNERSHIP?

The Chiropractic Research Partnership will gather special skills, talents and passion across the community of chiropractic for a whole-of-profession response to our challenges.

The Partnership will generate *more research, faster* and MUCH more!

The Partnership is centered on research. The availability of research is the primary catalyst to allow the Chiropractic Research Partnership to develop and create positive impact. It can bring together those who can leverage research - those who have core expertise in lobbying, advocacy, marketing, leadership and public relations.

Our research is relevant across the global community. We understand our Foundation's responsibility is to serve the profession and we continue to grow outreach and build alliances, relationships and awareness amongst the profession's leaders.

We need support from the grass roots – every chiropractor! The Chiropractic Research Partnership starts at that point. At the outset, it aims to provide a platform for practicing chiropractors to participate and shape the destiny of chiropractic through personal participation.

Every chiropractor can and should join the Chiropractic Research Partnership.

Spinal Research is offering our processes, rigor and resources to the Chiropractic Research Partnership. We will continue to utilise our financial resources to fund research.

Spinal Research is also moving towards facilitating research with collaborating funding partners. We are placing ourselves in this partnership and asking for those who share the passion for chiropractic to join with us.

It starts here in Australia, now.

Collectively, we can generate more certainty and credibility for practicing chiropractors, students, researchers and educational institutions – and better health outcomes for patients.

We can provide recognition for the profession and position chiropractors as leaders in healthcare.

The Chiropractic Research Partnership needs you, your friends and your association to be partners in joining a campaign to proactively move chiropractic to the point where more people get chiropractic.



WHAT IS IN IT FOR THE CHIROPRACTIC PROFESSION?

The chiropractic profession needs far more research that clearly demonstrates the efficacy of chiropractic care.

- More research will allow our associations and leadership to have greater influence over legislators and health policy.
- A greater amount of credible research can raise the professions credibility across the broader health sector.
- Research can assist our educators and their students.
- More research can enhance public perception and improve community recognition.
- Increased credibility will raise consumer confidence and accelerate wider uptake of chiropractic care.

The Chiropractic Research Partnership will help ensure chiropractic takes its rightful place in a rapidly changing health care environment – importantly, right here in Australia and also internationally.

- The Chiropractic Research Partnership will join forces and resources
- It will provide **more research, faster**
- Quality research into global health and wellbeing can provide certainty to our own profession
- Chiropractic research will provide evidence to support and expand public relations campaigns
- More people can get chiropractic!
- more people can get a better understanding of chiropractic and more people can get chiropractic care
- Research can lead to improved recognition for the profession across the broader health sector and community



WHAT IS IN IT FOR ME PROFESSIONALLY?

There are many opportunities available to you professionally by becoming a partner through your monthly contribution.

- Contribute to shaping the destiny of chiropractic
- Be joined with others who have a passion for the success of chiropractic
- Secure your professional future
- Have more certainty as you practice
- Benefit from improved peer credibility across the health sector
- Obtain more referrals from the medical and allied health professions
- Increase consumer confidence resulting in more patients
- Participate with your 'Tribe' – join the community of supporting Partners
- Receive research progress reports and communications
- Advance the opportunity for chiropractors as leaders in health and wellness
- Be acknowledged as a Chiropractic Research Partner on Spinal Research's web site
- Receive a Chiropractic Research Partnership display certificate for your practice

By being a Partner in the Chiropractic Research Partnership you will have a sense of pride, fulfillment and optimism for the future.

Spinal Research is a registered Deductible Gift Recipient in Australia affording tax deductibility of contributions with the Australian Tax Office. *(As circumstances vary from individual to individual, independent advice should be obtained from your financial adviser.)*



THE GAP BETWEEN CAPACITY AND POSSIBILITY

The Chiropractic Research Partnership was initially launched to some of the chiropractic community who attended Parker Seminars, Sydney in June 2011.

Dr Martin Harvey, President of Australian Spinal Research Foundation, addressed an auditorium of almost 800 people.

He told of past research activities of the foundation. He advised that Spinal Research has fielded expressions of interest over the past few years for research grants from researchers in the UK, Europe, Canada, New Zealand, the United States and Australia. Many chiropractic schools are represented and the list is growing. He told of the desire of many within the profession to push forward and develop a large scale practice based research network (PBRN). He also poignantly told of the scarcity of researchers – those who are experienced in research within the chiropractic paradigm – and their struggle for continuity of funds for research, career security, desire to mentor upcoming researchers and the existing inefficiencies caused by a lack of funds.

The gap between current capacity and possibility became abundantly apparent to all.

Dr Harvey continued, advising of the consultation that Spinal Research has conducted with Australian and international chiropractic leaders to create *more research, faster*. A clear demonstration of leadership and support was immediately evident with a cheque presentation of \$15,000 by Dr Don McDonald representing Edmonton Chiropractic Society in Canada.

At the conclusion of the presentation Dr Harvey called on those present to take a stand – to unite in the interests of the profession and sign on as a partner within the Chiropractic Research Partnership and make a difference.

Immediately following the presentation there was a rush as people signed on to the Partnership. The Chiropractic Research Partnership was born – and the gap between capacity and possibility is now being reduced.

What do I do to join the Partnership?

It's as simple as 1, 2, 3.

1. Make a decision to take a stake in the future of your profession.
2. Decide your level of support.
3. Sign on as a Chiropractic Research Partner – **TODAY**



Action

HOW DO YOU BECOME A PARTNER?

The Chiropractic Research Partnership starts here in Australia with your financial support in becoming a Partner to provide *more research, faster.*

It is very simple - you can contribute a set amount each month automatically assigned to your credit card, make a once off donation or donate annually.

There are 5 levels of Partnership:

Named Research Partner above **\$25,000**
(Partners contributing \$25,000 or more by single donation may be included as a named funding Partner in published studies)

Diamond Star Partner **\$800 - \$2000** per month

Gold Star Partner **\$401 - \$800** per month

Silver Star Partner **\$200 - \$400** per month

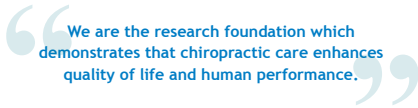
Bronze Star Partner **\$20 - \$199** per month

Chiropractors

If you are a chiropractor you might like to consider what your participation could be in terms of patient visits per week. Assuming the average patient visit fee is \$50, the following table highlights the monthly support for various patient visit equivalents per week.

| Number of patient visits | Weekly Contribution | Monthly Equivalent |
|--------------------------|---------------------|--------------------|
| 10 | \$500 | \$2000 |
| 5 | \$250 | \$1000 |
| 4 | \$200 | \$800 |
| 3 | \$150 | \$600 |
| 2 | \$100 | \$400 |
| 1 | \$50 | \$200 |

A Partner who decides to contribute the equivalent of one patient visit per week (\$50) would become a Silver Star Partner at this level. Most chiropractors who receive their own care without paying a fee should honour an obligation to pay back to the profession.



ABN 74 005 305 117

Donation Form

Yes, I will give to Chiropractic Research.

PERSONAL DETAILS (for receipt purposes)

Title: Miss Ms Mrs Mr Dr Prof Other

First Name: _____ Last Name: _____

Address: _____

Town/Suburb: _____ State: _____ Postcode: _____

Phone (BH): _____ Phone (AH): _____

Fax: _____ Mobile/Cell: _____

Email: _____

DONATION DETAILS

Gift amount: \$ _____

Payment Frequency: Weekly Monthly Quarterly Single

Payment Option 1 - Credit Card
I authorise Australian Spinal Research Foundation to debit my credit card with the above mentioned Gift amount.

Credit Card Type: Visa Mastercard American Express

Credit Card Number:

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Name on Card: _____ Expiry Date: ____ / ____

Authorised Signature: _____ Date: _____

Payment Option 2 - Direct Debit

I authorise Australian Spinal Research Foundation to debit my bank account with the abovementioned Gift amount.

BSB No: _____ Account No: _____

Account Name: _____ Authorised Signature: _____

Send completed donation forms via fax, email or post:

EMAIL: helen@spinalresearch.com.au
 FAX: +61 7 3808 8109
 POST: Australian Spinal Research Foundation
 PO Box 1047 Springwood Qld 4127 Australia

*Spinal Research is a non-profit organisation facilitating research which is unique to chiropractic.
 Donations of \$2 and over are tax deductible.*

Australian Spinal Research Foundation is registered as Charity No. 1193 under the Queensland Collections Act and is an approved Deductible Gift Recipient (DGR) under the Australian Income Tax Assessment Act 1997 (Section 30-15, Research Institute)
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