AUSTRALIAN spinal research FOUNDATION

Community Health & Education Events

Information Kit Australia

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Welcome!

Thank you for considering doing a Community Health & Education Event. We're so happy to have you on board, and look forward to working with you to create events that are both beneficial and easy for you. We've put this kit together to help you understand all of the why's and how's of conducting events.

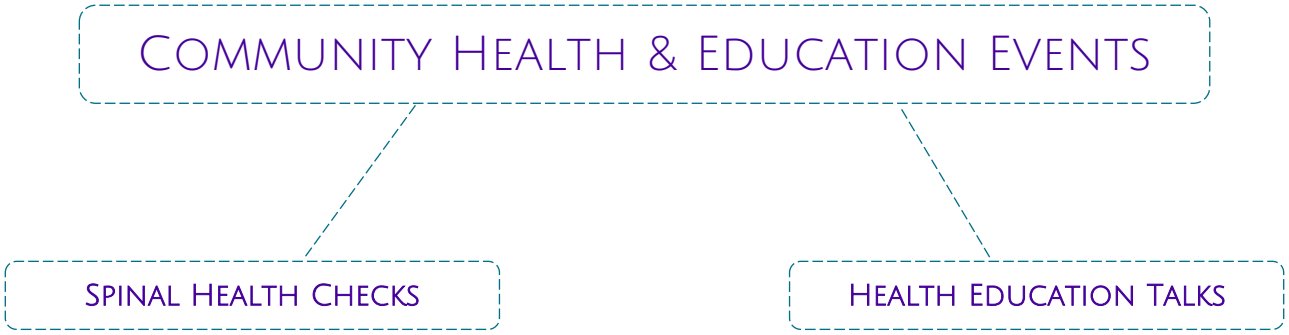
We know from experience that many practices have seen wonderful benefits in doing both *Spinal Health Checks* (which used to be called Public Spinal Screenings) and *Health Education Events*, and we hope you will too. The most important thing that we have learnt from those who have been holding successful events over time, is that it's important to hold a vision for your events that goes beyond booking new patients.

These events are a way for you to CONNECT with your community and spread the word about the benefits of Chiropractic. Inevitably though, if you put time and effort into your events, your practice will be energised and inspired, and you'll be attracting more patients to the practice as well.

Please don't hesitate to contact us at Australian Spinal Research Foundation (the Foundation) if you have any questions or if we can help you in any way.

The different types of Community Health & Education Events

There are two different categories of events that fall under the 'Community Health & Education Events' campaign. 1) Spinal Health Checks and 2) Health Education Talks. Both of these types of activities have the capacity to bring so many benefits to your local community and your practice.



Why conduct a *Spinal Health Check* or *Health Education Talk*?

There are numerous reasons why *Community Health & Education Events* are a great idea for the community, the Foundation and your chiropractic practice.

It's a WIN for everyone!

How the community WINS

Members of the public can receive a spinal health check and/or educational talk at no cost to them.

It is generally recognised that only 10-12% of the Australasian population have experienced chiropractic care. This unique statistic highlights the staggering potential to increase the awareness and usage of chiropractic care as an important contributor to health and wellness in the community.

Spinal Health Checks and Health Education talks provide an ideal opportunity to introduce members of the general public to the benefits of chiropractic in a safe, professional, non-pressured environment. Greater awareness of chiropractic care and its benefits can be created within the community, leading to more interaction with chiropractic.

How your practice WINS

Raise your practice profile, educate your community and grow your patient numbers.

Your practice can benefit from greater awareness within its local community, and be identified as a supporter of both chiropractic and the Foundation. Most importantly, even though your events are not a marketing exercise, if these events are done in an open and friendly way, and practices hold the vision that these events are bigger than just booking new patients, you can have a reasonable expectation of new patients coming into your practice.

- **Raise your practice profile:** Venture out into the community and share your knowledge, while being identified as a supporter of both chiropractic and the Foundation.
- **Educate your community:** Hold events that are professionally conducted by a registered Chiropractor. This introduces members of the public to the chiropractic profession and provides a unique opportunity to provide explanatory material on what chiropractic is and what its benefits are.
- **Grow your patient numbers:** Chiropractors who give up their time to undertake Spinal Health Checks or Health Talks have the potential to expose themselves to more new patients. This is an ethical and professional way to build a strong, profitable practice through the introduction of new patients. Though your events are not a marketing exercise, practices can have a reasonable expectation of new patients after sharing the benefits of chiropractic with the local community.

How the Foundation WINS

Australian Spinal Research Foundation is supported through event recipients being invited to consider a voluntary donation to the Foundation to support chiropractic research. In the past, recipients were often asked for a donation in return for an initial consultation at the practitioners practice. Under the new regulations, this is not acceptable practice, because as outlined in the compliance part of this document, these events 'must not be seen to have a direct promotional benefit to the practitioner(s)'. However, you may ask for a donation in return for the screening itself. Many practices ask for a set donation amount – for example $25-30 for a simple check or $35-50 for a more comprehensive check. Both Spinal Health Checks and Health Education Talks are a very valuable income source for the Foundation, so we greatly appreciate the support!

Some Ideas & Inspiration – Spinal Health Checks

Spinal Health Checks are an opportunity for you to offer up a service that helps community members make positive decisions about their health care. Gone are the days when the only option open to practices was to have a little free booth in a local shopping centre. There are so many people selling their goods in shopping centres these days that people are far less likely to stop for you than in times gone by.

However, there are so many other options for Spinal Health Checks, as you'll see in the next section. The idea is to meet with your local community where they gather, and you will see the best results when people are already 'wandering' around at an event – this way they're less likely to feel pressured and far more likely to engage with you.

The purpose of Spinal Health Checks is educative, not diagnostic, and it is also important to understand that in terms of the Chiropractic Board of Australia's *Code of Conduct*, Spinal Health Checks are a **public service**, so you must not be seen to be 'selling' or advertising your services. (see more in the 'Important Stuff' section). In the sections below, you will find a variety of information and tips on how to run successful events, from a range of successful practitioners, with links to additional resources that you can access.

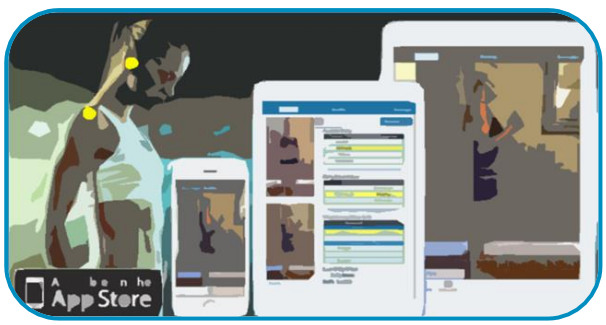
Your Intentions

- The intention behind your event should not be 'to get more patients'. If you set out with that as your intention, people will sense that you are selling something to them and may be resistant to connecting with you or your practice. The biggest mistake that inexperienced screeners make is coming across as 'desperate' or pushy, which is not only NOT a good look for your practice, but may also be in breach of the Code of Conduct.
- Instead, your philosophy should be that through public education and connection, you will build trust and confidence in your local community, which may in turn lead to new patients. Experienced 'screeners' tell us that the more they let go of the notion of 'getting more patients', the more patients flow into their practice.
- Know that if your intention is to educate and connect with people, you will naturally encourage like-minded people to become fans of chiropractic – and if you are the person they connected with, there's a great chance they will come to you for care, and that the quality of patients you attract will be of much higher value to your practice.
- Additionally, when people see that you are there to genuinely help them, they will be more likely to donate, so it becomes a win-win for everyone!

THERE IS NO NEED TO HARD SELL!

Conducting successful Spinal Health Check events.

There are so many possibilities when it comes to holding a Spinal Health Check event! You can do 'traditional' spinal health checks where you use equipment to physically check people, or you can use the fantastic App by Posture Co to do 'mobile' checks with your phone or iPad. [full link available on page 14]



Additionally, you might like to consider looking at doing 'Neurologically-based' tests, where people are asked to do a series of physical activities to determine their spinal health. Successful practitioners like Dr Michael Hall and Brandi MacDonald have been doing Neurologically-based screening for some time with great success. Information from both Brandi MacDonald and Michael Hall is on the following page. See the 'At the Event' section on page 9 for ways to integrate various types of screenings into your events for maximum interest and appeal.

Below is an example from Dr Michael Hall, of the types of tests commonly used.

From Dr Michael Hall:

It is recommended that any screening should first begin with a postural assessment of both the coronal and sagittal planes. Any distortion in posture is the first clue to identifying neurological interference. After assessing for posture, begin the neurological screen in order to identify for level and side of neurological interference.

1) How's your balance? (Romberg, Mann, Tandem Gait)

2) Let's make it a little more challenging (Turn, Finger to Nose)

Romberg Test – Stand still with your arms at your side, feet together, and eyes open looking straight ahead, shortly you'll be asked to close your eyes.

Mann's Test – put your feet together with your dominant foot in front of the other. Cross your arms and grasp the shoulder on each side and elbows resting on your chest. Stand as still as you can, now close your eyes.

Tandem Gait – Now uncross your arms and walk ten steps forward keeping your feet in a heel-toe-heel fashion as you go forward.

Now let's add a little more challenge to things!

Turn Test – Put your arms straight out, close your eyes and march in place until you are asked to stop.

Finger to Nose – standing still with your feet together and your arms out in front of you, bring the tip of your index finger to the tip of your nose, do this with each side. Now, the fun begins, touch your index finger again but this time keep your eyes closed.

You can Google the various tests for more information, or purchase a USB from Dr Hall that has extensive information about the subject. These are available at:

https://spinalresearch.com.au/resources/

From Brandi MacDonald:

"The reason we moved away from the subluxation station for screening purposes is that at one point we went to one show where there were about 7 Chiropractors at this one show, and 6 of them were using thermography in some way. If it wasn't a subluxation station, they were using another type of equipment. They were all thermography based, and the booths all looked the same. That's a great thing for chiropractic. It normalizes that equipment. It normalizes that this is what we're doing in chiropractic.

Though as we know, the scanner is just for educational purposes at the booth, so it's not really clinical. It doesn't really show anything and people might get a different scan at a different booth than what they got from us. Then it's confusing to the general public. So we had started implementing

some simple neurological tests as well as the subluxation station. We realised that we could actually get people involved in active demonstrations and they would retain it more. We wanted to have an active demonstration for people instead of a passive demonstration. That's really where the idea was born for the neurological screenings.

In order for people to see the power they hold as individuals, they have to be involved. We can't passively demonstrate everything - and we do passively demonstrate a lot to people. We talk a lot at people, but when somebody is actually involved in their own learning and they see it for themselves, they retain it longer and they say things like, "I never thought of it that way. I wouldn't have even known that. Does this mean this?" They start putting things together and they start asking you questions. As I often say in my seminars, that is the crack cocaine of teaching because people's light bulbs go on and you start to see that they think differently. This is why the physicality of neurological screenings works so well."

If you'd like to learn the ins and outs of how to run a successful screening booth using neurological screening, you can purchase our downloadable booklet that is a fundraising collaboration between Brandi MacDonald and Spinal Research. Written in a 'conversational' and inspiring tone, with clear instructions relating to both the mechanics and logistics of running a neurological screening booth, *The ABC's of Running a Neurological Screening* is a must-have if you want to inspire and excite your team to run fun and successful events. [full link available on page 14]

Relationship Building

An important part of holding successful events is the relationship building – both within and outside of the event. Both Dr Troy Dukowitz and Brandi MacDonald have much to offer you, based on years of experience. You can purchase Brandi's booklet via the link above, or get access to Dr Troy's video on the link below.

Dr. Troy Dukowitz is world renowned speaker, coach and most importantly, chiropractor! He practices with his wife in a full family practice. The have grown their practice through three basic avenues, referrals, talks and specific screenings. Specific screenings mean that they ONLY do screenings at events that house their primary demographic, namely, families. Examples would be health fairs, wellness events and family programs. These tend to be the people who are LOOKING for what they have and hence create more focused, healthy conversations.

From Dr Troy:

"The protocols shared in this video help you to create relationships and credibility in your community for people who may not yet be ready to make the jump to care in your office. We LOVE the ones who come in immediately but we often forget the ones who just needed more information, they will seek out chiropractic eventually, why not make sure it is you, they come to see?! This video will help you to create that relationship!

Be patient, this process takes time but creates referrals and New Patients in the future because you positioned yourself as the authority and more importantly, the doctor who really cares! If you have questions, comments or need more information about this process or oyacoaching, please do not hesitate to reach out to me personally at drtroy@oyacoaching.com"

To find out more or to access Dr Troy's free *Relationship Marketing* video, sign up here. [full link available on page 14]

Ideas for locations

Successful and experienced screeners tell us that places where people tend to go to 'wander' are far better options than places like shopping centers, where people may resent being interrupted, and where they are more likely to feel you are trying to sell to them. It also helps to stay close to your practice so that you are seen to be locals. Remember, above all you are trying to get the message about the benefits of chiropractic out into the community, so there are many opportunities to consider…

- Local Markets (daytime and twilight)
- Local Farmers/Food Markets
- Family Fun Days
- Health & Fitness and Wellbeing Expo's
- Parenting, Baby, Pregnancy or Child Expo's
- Sporting Expo's or Events
- Craft Show
- Expo's or Events for various professions
- Music Festivals (family oriented may work best)
- Career Expo's (you could also encourage people to consider a career in Chiropractic!)
- Local Cultural Festivals
- Local Food Festivals
- Seasonal Festivals (eg: Spring Festival)
- Local Fete's
- Spinal Health Week Events (you could organise your own!)

Additionally, you might like to consider the idea of taking your Spinal Health Care Events into large organisations who may be aligned with chiropractic philosophy and therefore open to the idea.

At the event

- Your initial aim at Spinal Health Check Events is to attract people to your booth, so having a sense of fun at your booth will make all the difference! It will also help to negate any fears that potential participants may have about your intentions. For example, people may see your 'Free Spinal Health Checks Here' sign and worry that you are going to try to sell them something. Try to put people's fears at rest by prominently displaying the fact that you are raising funds for Spinal Research (this may help them see that you are providing a public service, versus being there as a business).

  Perhaps also consider putting a sign up saying that your Spinal Health Checks are a public service, and talk to your staff about 'approaching' people with this in mind – the language you use when you first talk to people will have a great impact on how you are perceived.

- Try to make your booth family-friendly. You want to encourage people to stay for a while and chat to you, so why not try: providing a kid's space; provide a water bowl for dogs; giving out helium balloons with your message on them (eg: "I love chiropractic" or "Life is Great. Chiropractic makes it Better!").

- If you are conducting Neurological Screening into your event, you might like to work out a 'scoring system' and use messaging like, for example, "What's Your Score?". (more information from Brandi MacDonald is available for purchase here. Full link on page 14). Primarily, your goal would be to create some excitement in the booth and attract people to you. The physicality of doing Neurological Screenings makes this easy and fun!

- If you are doing 'mobile device' based screenings, try to make the process as exciting and interesting as you can. Include participants in the process and show them the screen, so that they get a tangible idea of what you are talking about.

- If you are a Spinal Research Member or CRP donor, display your decal or certificate on your booth, alongside the laminated A4 posters provided to you by the Foundation – it will give your event more credibility (if you don't have your decal or certificate, contact us and we will send it to you).

- You should not display your practice or practitioner name on the booth, as it is considered to be promotional and therefore goes against the Chiropractic Board of Australia's *Code of Conduct*. If people would like information about your practice, you may give them your details (only if *they* ask *you*) or consider allowing for people to leave their contact information on a list. However, it is unlawful to have unsolicited contact with people who visit your booth, so take care to add a tick box on your list, for them to consent to being contacted, and keep these lists on file for future reference.

- Most of all, HAVE FUN & RELAX! You'll find that it's contagious ☺

Some Ideas & Inspiration – Health Education Talks

There are a wide range of ways that your practice can provide health education to the community – anything from inviting people to come to your practice for a spinal health talk or a wellness workshop, to providing talks to organisations through their employment wellness programs. In Australia and the US, many chiropractors have seen enormous benefits to their practice and community through these types of events. For example, you could try: Workshops; Spinal Health Classes; a variety of Health Talks (example: The 5 Steps to decrease the devastating effects of sitting).

We have gathered information for you from Angus Pyke, who is both the owner and director of Life Chiropractic Port Melbourne Chiropractic, and the Deputy President of the Foundation. Angus has been conducting successful Health Education Talks over a long period of time and has kindly offered up the opportunity for chiropractors to benefit from his experience.

So rather than listing a bunch of ideas for you here, you can go to his fantastic website and enter your details to receive his Marketing Case Study, which has the great sub-title of: *"I'll Show You Exactly How We Brought 14 New Patients in Less Than 90 Minutes By Being Totally Cool And Helpful!"* (love it!). Here is the link: http://thehealthpreneursblueprint.com. It has some really great ideas and clear & simple steps to follow to book corporate wellness talks, and how to conduct them successfully.

You then also have the option to buy the electonic Corporate Outreach Workshop so that all of the hard preparation work is done for you. This stuff is really a game-changer for chiropractors! (It also has a completely genuine 90 day, no questions asked, money back guarentee, which we think is fantastic).

In terms of raising funds for the Spinal Research, you might consider requesting a small fee (donation) from the business you are conducting the event for, making it clear that it is a donation going to Spinal Research; or at events you could have a tin where people could make donations.

"A couple of months ago Tony (one of the chiropractors I work with) and I did a 40-minute talk to an audience of about 40 people at a big government company. At the end of the presentation we had 14 prospective new patients came up to us practically begging to book assessments".

Dr Angus Pyke - Life Chiropractic Port Melbourne Chiropractic.

The Important Stuff

Compliance

Don't be daunted by the Terms & Conditions below. Much of this information is common sense, though there are some things that you must understand in order to ensure your events comply with the Chiropractic Board of Australia's *Code of Conduct*. The full *Code of Conduct* is included on page 15, and the link is listed below. Please feel free to contact us if you have any questions.

The Australian Spinal Research Foundation will only be associated with Spinal Health Check events conducted under the following terms & conditions:

- Spinal Health Check events (and any association of a particular practice with the Spinal Health Checks) are to be conducted in a manner totally consistent with any guidelines on conducting spinal health checks/screenings issued by the Chiropractic Board of Australia. http://www.chiropracticboard.gov.au/Codes-guidelines.aspx
- Each Spinal Health Check event must adhere to the Health Practitioner Regulation National Law Act 2009 (in your State) that relates to advertising and the Board's guidelines on advertising found at: https://www.ahpra.gov.au/About-AHPRA/What-We-Do/Legislation.aspx
- When collecting donations on behalf of a charity you must abide by the Australian Taxation Office regulations. Frequently asked questions and information can be found at: http://www.fia.org.au/pages/frequently-asked-questions.html
- **You must register your Spinal Health Check event with us** (see 'Step-by-Step Instructions'). In the event of a cancelled event the Foundation should be advised.
- Spinal Health Checks must be conducted by a registered Chiropractor or a registered student participating in an approved supervised practice program (students should be in their final year of study in a course leading to a chiropractic qualification approved by the Board). Under no circumstance can the activity be undertaken by another person (including chiropractic assistants).
- All revenue raised as a voluntary donation to the Australian Spinal Research Foundation must be fully accounted for, receipts provided to the donor and all monies deposited in the Foundation's account.
- The amount nominated in the receipt book and on the receipt provided to the donor must match what is donated to Spinal Research. Receipt books may be audited.
- Under no circumstance will the Foundation be associated with Spinal Health Check events where payment is sought for the Chiropractor or practice.
- Any practice or Chiropractor conducting a Spinal Health Check event must provide a Deposit Report to Foundation within 14 days of after each event being held (see instructions below).
- Spinal Health Checks are to be conducted ***in support of*** the Foundation, **not** *on behalf of*.
- Spinal Research takes no responsibility for any individual or practice's conduct or behaviour.
- Spinal Research reserves the right to refuse any individual or business to be involved in events in support of the Foundation.
- Any business or individual conducting a Spinal Health Check event does so at their own risk.

Withdrawal of Foundation support

If it comes to the attention of the Foundation that Spinal Health Check events are being conducted outside of the above guidelines, the Foundation will immediately advise of the withdrawal of the approval to use the Foundation's name and the use of any Foundation material (including logo).

If the activity continues outside of the conditions for compliance, the Foundation will take any action it considers necessary to stop the activity.

A list of Chiropractors who are conducting authorised Spinal Health Check events with the support of the Foundation will be highlighted on the Foundation's website, so please ensure you register your event with the Foundation. This is done so we can ensure people conducting events are legitimate.

Your Event Made Easy: Step-by-Step Instructions

Your First event:

1. Order your *Information Kit* and/or **register your event/s with us.** (it's super quick and easy!)

   Online https://spinalresearch.com.au/fundraising/community-health-education-events/

   OR call us on (07) 3200 5188 **OR email** info@spinalresearch.com.au

   We will mail you an Information Kit. Allow at least 7 WORKING DAYS for delivery due to Australia Post's slower delivery times.

2. Ensured that your activities comply with the terms & conditions involved. Details are in your Kit.
3. Make sure you have all of the equipment or items you need to conduct your event. If you are doing a Spinal Health Check event, download the Posture Co App onto your phone or tablet (if you are using the electronic system). http://postureanalysis.com/mobile/.
4. Conduct your event, ensuring that everyone who donates is issued a receipt.
5. Count all monies and deposit money. Fill out all areas of the Deposit Report and follow the instructions on the Deposit Report.
6. Sit back and feel the love and appreciation from the community and from us!

Subsequent events:

1. **Register your event/s with us**

   Online https://spinalresearch.com.au/fundraising/community-health-education-events/

   OR call us on (07) 3200 5188 **OR email** info@spinalresearch.com.au

2. Conduct your event, ensuring that everyone who donates is issued a receipt.
3. Count all monies and deposit money. Fill out all areas of the Deposit Report follow the instructions on the Deposit Report.
4. Sit back and feel the love and appreciation from the community and from us (again!).

FAQ's

Who can conduct a Spinal Health Check?

Spinal Health Checks must be conducted by a registered Chiropractor or a registered student participating in an approved supervised practice program (students should be in their final year of study in a course leading to a chiropractic qualification approved by the Board).

How can the Australian Spinal Research Foundation help us with our events?

The Foundation will be delighted to answer any questions you may have. This Information Kit gives you a whole heap of useful information, including links to a range of tools to support your event.

You can order discounted banners from us to use on the day, and you can purchase various other items to help you, including *What is Chiropractic* and *Who We Are & What We Do* brochures. Please see the Step-by-Step Instructions above for lead-up time needed to get items to you on time.

However, the Foundation is not in a position to organise venues for the events, contact local newspapers or contact other parties on behalf of a chiropractic practice. We may be able to apply for you to use public Council spaces, though we must be given time to ensure there are no legal implications for the Foundation. Please contact us as early as possible to ensure we are able to support you fully.

Are we able to advertise our event?

Yes. You can advertise the fact that you are having an event, but you must not be seen be advertising your services or yourselves as a practitioner(s)or practice. Remember, Community Health & Education Events are a public service.

Can we give out our practice/DC information at events?

The same premise as above applies when conducting your event. From the Code of Conduct: *Examples where a screening may be perceived as promotional may include but are not limited to; the use of practitioner-specific signage, use of letterheads, stamped brochures, business cards.*

However, the guidelines state that you may provide participants with contact details at their request, but that you should not obtain their contact information or make appointments at the time of the activity, unless they specifically request to have their details taken. In essence, it is important that people are not 'coerced' or pressured into making a decision about whether they would like to use your services.

Do the requirements in Appendix 1 prohibit me from contacting persons who have been screened?

The guidelines prohibit unsolicited contact. Unless the person specifically requests further contact from the Chiropractor/CA, follow-up is not allowed. Chiropractors must be able to document any request for follow-up. (see 'At the event' on page 9)

Why can't I charge a fee for performing a Spinal Health Check event in a public setting?

Spinal Health Checks are a 'public service'. The Chiropractic Board of Australia believes it is inappropriate for professionals providing a public service to charge a fee. If screenings are performed for marketing purposes, levying a fee is also inappropriate. Practitioners may choose to ask recipients to consider making a donation to a charitable organisation for the screening.

Visit the Chiropractic Board of Australia website for the full list of FAQ here:

http://www.chiropracticboard.gov.au/Codes-guidelines/FAQ/Conduct-performance/Code-of-conduct.aspx

Tools to Support Successful Events

The Foundation has some tools available to help you at your event – you will find 2 laminated signs in your Information Kit, which you can use at your events. Additionally, you can order discounted pull up banners to display at your event. See below.

Pull-up banners or other banners

We no longer loan these banners due to prohibitive costs related to replacing and posting them. However, the Foundation has access to discounted banners for you to purchase to use at your event, starting from around $190. You can order through us or directly with the company. See more on the website (link below).

Please ensure you allow a minimum of 2 weeks for delivery. www.spyder.com.au

Enquiries & Support

We're here to help you! Please contact us on any of the contact details listed below.

Phone: +61 7 3200 5188

Email: info@spinalresearch.com.au

Web: https://spinalresearch.com.au/fundraising/community-health-education-events/

Thank you

The Foundation sincerely thanks you for your generous support in undertaking Community Health & Education Events on behalf of spinal research, chiropractic care and the community. We look forward to working with you to make your events amazing ☺

Supporting Information and Documents

Full links for shortcuts in this document

The ABC's of Running a Neurological Screening – with Brandi MacDonald:

https://spinalresearch.com.au/resources/brandi-macdonald/

PostureCo Mobile Screening App:

http://postureanalysis.com/mobile/

Dr Troy Dukowitz's free *Relationship Marketing* video

http://landingpage20160215.gr8.com/

Below you will find: the Chiropractic Board of Australia's *Code of Conduct; Certificate of Registration; Public Liability Certificate.*

- Chiropractic Board of Australia's *Code of Conduct* (March 2014)

Appendix 1 Guideline in relation to health activities performed by chiropractors in a public setting

The aim of this appendix is to assist chiropractors in performing health activities in a public setting in a safe and responsible manner. Chiropractors undertaking health activities in a public setting should also be aware of, and comply with, the provisions of the Health Practitioner Regulation National Law, as in force in each state and territory (the National Law) that relate to advertising, the *Code of conduct* as a whole, with particular reference to Sections 6.4, 9.1 and 9.2, and the the National Board's *Guidelines for advertising regulated health services* (the *Advertising guidelines*), which can be found at: www.chiropracticboard.gov.au.

Health activities in a public setting

For the purposes of this appendix, health activities in a public setting means any activity that involves a chiropractor offering a service of either assessing the health of another party or providing health information (including spinal screenings) in a public setting for the purposes of promoting the health of the public. For the purpose of this code, a public setting for this activity would be deemed to be somewhere separate from the place where a practitioner might normally conduct paid clinical consultations.

Health activities in a public setting are fundamentally undertaken to disseminate information and understanding of health-related matters to the public and to carry out relevant health assessments in a public setting.

These activities must be undertaken in the public interest and seek to promote the health of the public and therefore must not be seen to have a direct promotional benefit to the practitioner(s) carrying out the activity. Examples of where a health activity in a public setting may be perceived as promotional may include but are not limited to; the use of practitioner-specific signage, use of letterheads, stamped brochures, business cards as part of the public health activity etc.

It is the responsibility of the individuals involved to ensure that, if required, all necessary permits are in place before starting a health activity in a public setting. No notification to the Chiropractic Board of Australia (the National Board) is necessary.

While the content and materials associated with a health activity in a public setting are not necessarily deemed as advertising for the purposes of the *Advertising guidelines*, it is expected that the material provided as part of such activities should, in principle, be consistent with these guidelines.

Good practice in relation to health activities in a public setting involves:

a) ensuring that any information provided to participants is not false, misleading, deceptive or elicits unwarranted fear in the mind of the participant

b) providing the participant with contact details at their request, but should not include obtaining contact information from participants or the making of appointments at the time of the activity

c) not making unsolicited contact with participants after a public health activity

d) any screening, analysis or advice only being performed by a registered chiropractor or a registered student participating in an approved supervised practice program (students should be in their final year of study in an approved program)

e) ensuring that members of the public are aware of the purpose of, and the limitations of the health activity, e.g. ensuring that members of the public are aware that the purpose of a spinal screening is to give the participant an overview of the general state of their posture and is not a comprehensive spinal examination

f) no fee being charged for the activity, and

g) practitioners providing balanced, non-biased and evidence-based information in order to enable members of the public to make informed health decisions and considerations.

CODE OF CONDUCT

For the purposes of this appendix promotional activities are defined as any activities undertaken by a practitioner in any setting that confer a direct promotional benefit to the practitioner(s) involved.

These activities must comply with the National Law, the *Code of conduct*, with particular reference to Sections 6.4, 9.1 and 9.2 , and the *Advertising guidelines*, which can be found at: www.chiropracticboard.gov.au.

Good practice in relation to promotional activities includes the good practice principles for health activities in a public setting (a) to (g) above and strict adherence to the *Advertising guidelines*. Practitioners must also ensure that the promotional activity is represented as a promotional activity.

Spinal screenings may be either a health activity or a promotional activity dependent upon the characteristics of each event.

- Certificate of Registration

form no. 2

Collections Act 1966
(Section 7(3) - Collections Regulation 1975)

CERTIFICATE OF REGISTRATION AS A CHARITY

Registration Number: 1193

I, Bruce William Cliffe, Delegate of the Deputy Premier, Minister for Emergency Services and Minister for Rural Communities and Consumer Affairs for the State of Queensland, in pursuance of the provisions of the Collections Act 1966 hereby certify that

AUSTRALIAN SPINAL RESEARCH FOUNDATION LIMITED

is on and from the 13th day of, July, 1994, registered as a charity under and for the purposes of the Act.

Dated this 13th day of, July, 1994.

Delegate of the Deputy Premier, Minister for Emergency Services
and Minister for Rural Communities and Consumer Affairs

- Public Liability Certificate

Certificate Of Currency as of 30/11/2017

This Certificate of Currency confirms that the policy specified is current for the stated period, subject to the policy terms, conditions and exclusions.

YOUR POLICY SUMMARY	
Policy Number	P00135565
Policy Type	Not For Profit Business Insurance
Period of Insurance	30/11/2017 - 30/11/2018 at 4:00pm
Insured(s)	Australian Spinal Research Foundation
Trading Name	Australian Spinal Research Foundation
Interested Party	Australian Spinal Research Foundation
Type of Interest	Owner

General Liability

INTEREST INSURED	
Public and Products Liability	
Public Liability	
Limit of Liability any one Claim	$20,000,000
Territorial Limitation	Worldwide Excluding USA/Canada
Jurisdiction Limitation	Australia Only