

Chiropractic Advocate Int'l

Issue 16 - July / August 2003

6th Year

The coming month of October will mark the beginning of the 6th year the Chiropractic Diplomatic Corps (CDC) website has been online. In order to provide an accurate report of the roles and impact the "Foreign Service Registry" has played we are asking all the 600+ chiropractors and student DCs who did register to follow this [LINK](#) and fill out our "Feedback Form" available online. It will only take a couple minutes to complete.

If you are not able to click directly to the web page simply copy the following URL address into your browser www.chiropracticdiplomatic.com/feedback

Next issue will see the published updated statistics represented by the database created from the DCs who have registered online with the CDC. Thank you so much for your timely cooperation.

Warmest regards,

Michel

Michel Tetrault, DC
Executive Director
Chiropractic Diplomatic Corps

Pioneering The Chiropractic Profession in the 21st Century

Building the chiropractic profession abroad is like building a farming village in the old pioneer days. First the settlers arrive as squatters and set up basic camp. They begin cultivating the soil and planting seeds. Their temporary facilities are replaced by homes build from the clearing of the land and the family economy begins to prosper as their first crops are harvested. Expansion comes from clearing more land to increase their harvest productions. In order to provide security and stable opportunities for their children these independent farms begin to form networks with each other and create co-ops to consolidate their supplies and for common protection. They elect leadership to manage their communities and incorporate the nucleus into a township, then a village. Extended politics provides representation in managing inter-village issues.

It takes very little imagination to translate these series of events into what the chiropractic profession can and does experience as DCs pioneer the profession in previously unserved territories. Combined with the small but growing number of indigenous individuals who trained abroad for their DC education, these two groups represent today's pioneer DCs. Some literally beginning as squatters. About 60% of countries where chiropractic is available today, have less than 10 DCs to serve their entire population. No laws exist to recognize or regulate chiropractic and the organizational structure of the local profession is limited in its ability to present a strong, unified presence.

What are some of the key ingredients that come together to form the profession, usually unrecognized in the pioneer years? The following mnemonic for **P.I.O.N.E.E.R.** will be a helpful guide:

People - Until a chiropractor comes on the scene there is no chiropractic profession. In fact, at the very onset, the DC is the profession, locally speaking. Yet, one DC cannot serve the entire country so more DCs are needed. Other imported DCs can join in but what benefits the local scene the best is when well served and well educated patients begin sending their children abroad to become chiropractors who will return to serve their own people.

continued on page 2

INSIDE THIS ISSUE

1	Foreign Service Registry update request
2	Pioneering Chiropractic in 21st Century
3	Newsletter Policy

Intention - If the sole DC takes the attitude that they have an exclusive in this market area, the profession will die with him. For the profession to become a viable service to any country there must exist the "intention" to attract other DCs and bright young indigenous people into the profession. This intention will also set high personal standards and the desire to be plugged into the overall global presence of chiropractors.

Organizational support - For the local DC to feel connected to the rest of the profession, instead of remaining isolated geographically, the International DC community will need to provide support for the pioneer DC. Without organizational support it is unlikely that the profession can develop quickly. Like a young tree that is tied to a supportive stick along side to provide stability in the early growth phase, the International DC community serves as a vertical external support for the sprouting profession where pioneer DCs are found.

National Association - When two or more DCs are geographically linked they will form a National Association with the support and guidance of the WFC and other International NGOs. The Chiropractic National Association (CNA) provides the horizontal support for the profession, logistically. This is at first accomplished by its membership structure. The three member groups are: 1. the DCs in permanent practice 2. the DCs who are there only temporarily 3. the community. The third group consists of student DCs, patients, suppliers and friendly individuals, especially people of influence in government and business. Nothing is more critical to the development of the chiropractic profession than an active CNA that meets regularly.

Elected leadership - Elections are critical in sharing the burden of leadership and preventing the monopolization by any individual DC. As the number of practicing DCs increases, the CNA will be able to increase its effectiveness in meeting the needs of the membership and contribute to a larger market share as well as a more stable profession.

Education of locals - Private practices grow proportionately with their ability to market their services. This brings people in the door but a successful DC knows how to transform patients into well-educated advocates for chiropractic. Public relations (educating the masses) is more the function of the CNA that targets the general public

and increases the awareness of the value of chiropractic. These efforts are done with all the DCs coordinating their PR activities to benefit the entire profession and not just their clinic. Market the immediate patient base of each practice but work collectively to reach the country's geographic boundaries and seek to support & benefit other colleagues. It is simply not cost-effective (financially or otherwise) to try and educate the public about chiropractic without a central organized effort that is best done through the CNA. Here the International NGOs can bring resources to small CNAs.

Regulations and laws - The ultimate survival and long-term development of the chiropractic profession depend on obtaining official recognition of the profession by the government. Enacting good legislation not only authorizes the practice of chiropractic for those with adequate qualifications but serves to protect the public from unqualified and untrained people who may try to claim equal standing as DC graduates. Registration and peer review is a serious matter that must remain under the control and direction of the local profession. If we do not police our own... someone else will, but under their rules. A well-structured and proactive CNA can assure the government that "self-policing" is the best course of action - lest other special interest groups compromise chiropractors. This design is one that better serves the public by preserving chiropractic in its purest form.

It is quite the challenge today, as it has been in the past, to bring chiropractic into underserved populations. Unlike the 20th Century, pioneer DCs can share each other's experiences because of today's Internet communications. The **Pioneer Survey**, conducted early in 2003 by the Chiropractic Diplomatic Corps, received responses from 17 pioneer countries, representing about 25% of the countries that currently have less than 10 DCs, producing a valid and valuable report called **The Pioneer Report** prepared from this survey and available online at www.chiropracticdiplomatic.com/pioneer.

The CDC recognizes the need for support as well as the difficulty of International NGOs to provide CNA assistance. Pioneer DCs and CNA leaders are invited to consult directly with the CDC. Pioneering chiropractic in the 21st Century does not have to be such an isolated and frustrating experience as may have been experienced in the last century.



NEWSLETTER POLICY:

This newsletter is intended to inform and encourage the International growth of Chiropractic. If you know someone who may be interested in receiving this newsletter, please have them go to www.ChiropracticDiplomatic.com/register and complete the Foreign Service Registry form, their address will then be added to future mailings. If you do not wish to receive this newsletter, simply notify us by replying to the delivery email and your email address will be removed from the list.