

Chiropractic Advocate Int'l

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ONLINE SURVEYS

- A convenient and simple way to get current topical information together. Check these out!

1. Where is your country in its efforts to start a Chiropractic School?

The Chiropractic Diplomatic Corps is now seeking International funding targeted for use in the development of chiropractic schools in 3rd world and developing countries. We need to know what is going on in your country regarding any progress being made in this area.

To make it easy for you to report on the status of these efforts in your country we have set up a questionnaire, similar to the one created for the Pioneer Survey obtained earlier last year. Please go to the website, identify yourself and complete the form – it only takes a few minutes: [DC School Progress Survey](#)

2. Pioneering Chiropractic

In case you missed the issue on Chiropractic Pioneers last year here is the link to that questionnaire. We have already received numerous responses from a notable representation of Pioneer DCs but are interested in hearing from more individual DCs in permanent practice in Asia, Africa, Latin America, Eastern Block and the Middle East. To access that online form just click onto this link: [DC Pioneer Survey](#)

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Chiropractic Identity by Michel Tetrault, DC

Responses from last year's Pioneer Survey showed us that to be successful we have to focus on **who we are** as well as on **what we do**. In fact, who we are is actually more important than just relying on what we do to be successful. In presenting chiropractic to the public we have not been as effective.

Who we are as chiropractors should not be that difficult to identify but what the public perceives about who we are paints a very confusing picture. Why?

The reason is probably because chiropractors have largely focused on "what we do" to create an identity, one that separates us from other healthcare disciplines. I don't know about you but it should be obvious that since there are no two chiropractors who practice exactly alike, defining who we are by what we do has produced exactly what we have today in regards to a fragmented public perception.

The topic of identity is finally being addressed through a large consensus process under the guidance of the World Federation of Chiropractors ([wfc.org](#)). After a panel was selected they are holding a meeting at Life Chiropractic College West from February 27-29, 2004.

This particular gathering will focus on devising a suitable questionnaire that will be widely distributed within the profession, worldwide. Later, toward the end of the year, the results of the responses submitted will be reviewed by consultants outside the profession who specialize in this work.

Academic Challenge:

Take a moment, pick up a pen and describe chiropractic right now strictly in terms of "who we are" and to specifically avoid descriptions that include what it is we technically do for our patients, like correct subluxations or perform manipulations, etc.

OK. Now read what you just wrote but try and think like someone in the general public. You have to remember that chiropractic may be somewhat well known in

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Community Development



If you ever found yourself at a loss trying to describe exactly what it is that the Chiropractic Diplomatic Corps (CDC) really does you are not alone. We have had a mini-identity crisis of our own and will take this little corner to clarify our role.

In as few words as possible you can describe the role the Chiropractic Diplomatic Corps serves in this way: **Community Development.**

In answering the question asked some 10 years ago: *“What can we do to help bring chiropractic to all parts of the world?”* - We had to first evaluate the current conditions of the profession: the elements that favored growth and those that impaired its growth. Ultimately we found one other question useful in defining a purpose: *“What role does chiropractic play in the development of the communities it services?”*

In comparing communities who have access to chiropractors with those who do not there also emerges several specific items that need to be in place to sustain the growth of the chiropractic profession. These findings have been written into a principal essay called [Chiropractic’s Global Professional Strategy](#) or GPS.

The earliest area of active service provided by the CDC was to use the Internet to list accurate information on the development of the chiropractic profession in each country and to provide a place for those DCs who might be interested in practicing abroad to sign up for information through the [Foreign Service Registry](#) program. There are now over 650 such registered DCs.

The current focus is on continuing to expand our ability to acquire and disseminate the intelligence information created through our network of contacts.

Now that the CDC just incorporated as a nonprofit organization we are seeking significant funding, mostly from outside the profession, to support specific mission projects. These projects will include a package of both Humanitarian Aid and Professional Aid that benefit the local DC population and local public health services. Targeted countries will depend on the activities of the growing [Country Support Groups](#) in Chiropractic.

English-speaking countries but does not hold that same familiarity in the majority of the world.

After years of giving patient lay lectures it’s easy to default into statements like: “Well, let me start by saying what chiropractic is NOT! It’s not the practice of drugs or surgery...” Does that ring a bell?

I am not trying to trivialize this topic but want the reader to recognize how difficult this process may be. Before we kill the messenger let’s keep a cooperative and open mind in this process.

How do we effectively represent chiropractic in over 50 different languages if we can’t even agree on how to say who we are in English?

You are encouraged to see what has been already placed on this topic online at the WFC website ([wfc.org](#)). There is an easy to get to link on the top right of the main page. Just click on “Identity” and read all about the surveys conducted in several countries on the subject of chiropractic performed by reputable sources. That was an eye opener!

It is reassuring to see the extent the committee went to set this process up so that it will be truly objective and as representative of the entire profession as humanly possible.

Look at the names of the people on the panel and if you know someone, please contact them with your ideas so they can bring them to the meeting later this month. Or better yet! Try to attend since the meeting is set up in conference style to accommodate as much public input as possible. The location information can be found on the WFC website under “Events.”

The 21st century will experience tremendous growth in chiropractic but not in the countries where we are already established like Canada, USA and Australia. The major growth will be in non-English speaking countries. So, how do we effectively represent chiropractic in over 50 different languages if we can’t even agree on how to say who we are in English?

In conclusion, if I was asked to define chiropractic in one word or less I would have to say” **“Wellness.”** What do think? It has that certain ring like the Nike “Just do it” slogan.

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.