

The **Chiropractic Advocate** Int'l



CHIROPRACTIC DIPLOMATIC CORPS (800) 600-7032

India Update

Through the CDC's involvement as a Bangalore Tri-Sector Partner, chiropractic has access to over 30,000 people to screen and care for by DC interns that come from abroad and from the upcoming Rajiv Gandhi University of Health Sciences (RGUHS) chiropractic fellowship program. Active involvement with these organized employee sectors provides opportunities to perform

large scale screenings and research developments that will quickly provide valid data on the local need for chiropractic. Data that can be used to support the application for formal education as a 5 year DC bachelor/Master's degree, and for the Indian government to establish an Indian Chiropractic Council with similar authorities as the India Medical Council and the India Dental Council.

The CDC was invited to produce a technical paper on the proper design of speed bumps that are extensively used on main routes by old buses and motorcycles (used here as the family car). An initial design and rationale was provided detailing wide, not too high and flat on top characteristics. More technical support opinions have been obtained this summer and provided through our liaison with CAMHADD, Dr. Pandurangi.

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Who Guidelines on Chiropractic Delayed

An extensive International Consultation process that was undertaken in 2004 was completed in early 2005 with a final draft document being submitted to the World Health Organization (WHO) publication department.

It was hoped that the document would be available for distribution by the annual WHO Assembly held regularly every May and that copies could have been disbursed at the World Federation of Chiropractors Congress

scheduled in mid-June of this year.

However, there are only enough appropriated funds to publish the document in English. Dr. Zhang of the WHO Traditional Medicine Department indicated that additional funds would be required to cover the costs of translation and printing in the range of US \$50,000 for each additional language.

The WFC is attempting to raise the necessary funds to make the "Guidelines"

available in the three official languages of the World Federation of Chiropractors, namely in English, French and Spanish.

Confidentiality agreements prevent further discussion and explanation of the details found within these guidelines until the publication is done and available for distribution.

We will revisit this topic in full after its official release by the World Health Organization sometime by the end of 2005.



*Participating Hospital
Bangalore, India*

“The spinal health care experts in the health care system.”

1. **Conservative**
2. **Spinal**
3. **Healthcare**
4. **Experts**



Night scene in Sydney

Identity Task Force on Chiropractic

In 2003 the World Federation of Chiropractors (WFC) voted to undertake the task of evaluating and reporting on the Identity of Chiropractic based on the fact that the chiropractic profession does not have, but urgently needs, a clear and effective public identity. The following are excerpts for the final report:

International Identity:

The public identity of the chiropractic profession, if it is to be effective and successful, should be similar in all countries.

Three Concepts:

This identity should be established and maintained through the use of the following three linked concepts:

- a) A leading statement on identity, which must be clear, concise and immediately relevant to both the public and the profession – the ‘pole’ (brand platform).
- b) Several important qualifying statements, which provide the necessary context and foundation for the pole – the ‘ground’ (brand pillars).
- c) A description of the qualities or essential personality of chiropractors – the ‘personality’ (tone).

The Pole:

The spinal health care experts in the health care system.

The Ground:

a) Ability to improve function in the neuro-musculo-skeletal system, and overall health and quality of life.

b) Specialized approach to examination, diagnosis and treatment, based on best available research and clinical evidence, and with particular emphasis on the relationship between the spine and the nervous system.

c) Tradition of effectiveness and patient satisfaction

d) Without use of drugs and surgery, enabling patients to avoid these where possible

e) Expertly qualified providers of spinal adjustment, other manual treatments, exercise instruction and patient education.

f) Collaboration with other health professionals

g) A patient-centered and biopsychosocial approach, emphasizing the mind/body relationship in health, the self-healing powers of the individual, individual responsibility for health, and encouraging patient independence.

The Personality:

a) Expert, professional, knowledgeable

b) Popular, accessible, down-to-earth, human, positive

Between October 4 and October 24, 2004 there were 29,094 chiropractors in 54 countries that participated in the process by receiving the first ever global survey of the chiropractic profession,

There were 3,689 complete responses from the electronic survey for a response rate of 12.7%. Anything over 10% is regarded as strong for an unsolicited survey without reward. There was a good response rate from all countries where the profession is established.

The World Assembly of Chiropractors voted and agreed on the identity task force findings and recommendations at the WFC Assembly in June 2005 in Sydney, Australia.

Now it will be up to every chiropractic leader and practitioner to begin the long process of re-educating the public and to make the decision to be consistent in building a simple public image.

The “branding” of chiropractic needs to be revised. Let’s all get together behind this one!

Asian Pacific Chiropractic Union

In our last newsletter it was mentioned in error that Singapore attended a 1997 Manila meeting, but that may have been an intuitive comment since it appears that Singapore leadership, Dr. Janet Sosna, has solidly embraced the concept of an Asian Pacific Chiropractic Union when the CDC unveiled this concept at this year's WFC meeting in Sydney.

The current SE Asian Association is continuing to promote unity and accountability in meeting the development needs of the profession in these countries with so few permanent chiropractic practices.

The entire Asian Pacific region has only 446 DCs with many only planning on working temporarily in the region. This is a problem that plagues Latin America as well but the proximity to the USA and Canada seems to bring new replacements.

The secret ingredient that does promote more rapid development is the presence of a chiropractic school in that country. That explains why New Zealand spent 50 years to get up to 100 DCs and just 10 years after starting a local college their numbers are approaching 400 today.

Historically, the growth of the chiropractic profession has not seen much rapid development in poorer countries. In 1981 Asia accounted for 80% of the world's poorest nations while in 2001 that percentage is closer to 65%, a notable drop and an opportunity for chiropractic development possibilities.

To take advantage of these socioeconomic changes the profession needs to become more focused with its strategic planning. A fragmented sparsely populated group of chiropractors are not likely to accomplish much. There is strength in numbers and the Asian Pacific Chiropractic Union is the only appropriate group to find the necessary cohesion to manage the profession's true regional needs.

The current DC population of the Asian and Pacific countries is shown here to help paint a demographic picture of how small the profession really is in this region of the world where densely populated countries are found near many small Island nations with too few people to support a strong viable chiropractic profession.

They must rely on their neighbors for support.

India	1
Bangladesh	0
Myanmar	0
China	4
Hong Kong	61
Korea, So.	75
Japan	195
Taiwan	11
Vietnam	0
Cambodia	0
Thailand	18
Malaysia	25
Singapore	20
Indonesia	8
Philippines	10

American Samoa	0
French Polynesia	2
Guam	8
New Caledonia	1
Papa New Guinea	2
Saipan	1
Samoa	0
Solomon Islands	0
Marshall Islands	0
Cook Islands	1
Micronesia	2
Nauru	0
Palau	0
Tonga	0
Tuvalu	0
Vanuatu	1
Wallis/Fortuna	0

New Zealand	350
Australia	3000

We believe that 446 DCs spread out over 32 countries will be stronger when combined with the 3350 *down under* group.

An organization of 3,800 can carry out a strategic plan and the APCU can work like the ECU.

"For more information on the Identity Task Force go to the website www.wfc.org/identity."

St. Petersburg Cathedral, Russia



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“a nonprofit non-government Chiropractic multi-national and humanitarian organization interested in appropriate advancement of chiropractic training and services throughout the world.”

Russia now in CDC crosshairs

En route to India from Geneva WHA in May was a 10 day stop into Russia. The first three days in Moscow served to visit with Russia's only fully trained DC, Dr. Charles Register, a 1989 Life University grad; followed by a week in Saint Petersburg to present at a chiropractic symposium set up at the request and invitation of the Public Health Committee of Saint Petersburg. Dr. Sherry Durrett of the Foundation for Chiropractic Worldwide marvelously coordinated the symposium.

Seven specific outcomes were realized in Russia:

1. Provided practice management and Nat'l Assoc. coaching to Doctor Register.
2. Met with a Dr. Stan Unmut in Moscow from the Education Ministry to discuss formalities involved in establishing a Chiropractic Committee to oversee the development of chiropractic training in Russia.
3. Keynote presenter at the symposium on chiropractic in Saint Petersburg.
4. Participated in discussions and negotiations on opportunities offered by Dr. Boris Taitz, Chief Medical Officer of the Saint Elizabeth Hospital and by the St. Petersburg Public Health Committee, Int'l. Department.
5. Prepared MOU that was signed by Dr. Taitz, Drs. Durrett and Tetrault on bringing chiropractic services into St. Elizabeth Hospital and further advancements on establishing a formal training program on chiropractic there.
6. Met with the head of Osteopathy in Russia, Dr. Dimitri, also Dean of the 1st Osteopathic College in Russia.
7. Place two DCs in St. Elizabeth Hospital outpatient center.

About Our Organization...

These are some of the major goals and objectives of the CDC:

To maintain a website for the purposes of providing International Information Source on the availability of Chiropractic and for recruiting purposes.

To include health education efforts and to enhance public health programs in communities where we provide

humanitarian work; such as the Spinal Health Therapist training course.

To recruit, encourage and coach DCs who can & will pioneer the Chiropractic profession in countries where there are little or no Chiropractors today.

To support the organizational development of a strong and unified Chiropractic National Association in

each country.

To partner with universities within 3rd world countries in establishing chiropractic training programs that meet International standards.

To participate in International organizations that are involved with the delivery and/or the representation of Chiropractic.

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.