

24 March 2016

SPINAL HEALTH WEEK 2016 (23-29 May) - Back Your Inner Athlete

With the Olympics around the corner, the Chiropractors' Association of Australia would like to use this year's Spinal Health Week, held between 23-29 May, to remind all Australians they don't have to be sporting professionals to achieve peak performance but everyone can perform and live better by *backing their inner athlete*, through good spinal function, reducing pain, maintaining healthy posture and taking care of one's health.

While Rio 2016 will involve over 10,500 athletes from 206 countries, who are currently in intensive training and chiropractic care to perform to their optimum, this year's Spinal Health Week's **Back Your Inner Athlete** campaign *reminds all Australians that, not just sports athletes, but everyone, can back their own inner athlete and perform to their peak by doing simple things like focusing on the importance of spinal function, reducing pain, managing posture, which, in conjunction with a healthy lifestyle can help activate performance.*

The 2016 campaign also aims to help Australians understand that chiropractors are there when they need them and that patients can live better with chiropractic care, which can assist with improving overall health. It is also speaking to the broader public of the need to support chiropractic care and research.

Physical Inactivity: A Global Public Health Problem

According to the World Health Organisation (WHO), 'globally, around 31% of adults aged 15 and over were insufficiently active in 2008 (men 28% and women 34%). Approximately 3.2 million deaths each year are attributable to insufficient physical activity'¹.

The WHO has attributed overall physical inactivity partly due to 'insufficient participation in physical activity during leisure time and an increase in sedentary behaviour during occupational and domestic activities. Likewise, an increase in the use of "passive" modes of transport has also been associated with declining physical activity levels. Increased urbanisation has resulted in several environmental factors which may discourage physical activity'².

Through the 'Back Your Inner Athlete' campaign, the Chiropractors' Association of Australia would like to support the initiative of the WHO Member States to achieve 'a voluntary global NCD target for a reduction of 10% in physical inactivity by 2025'³.

Through these three P's, chiropractic care can help support you to **Back Your Inner Athlete**

- **Reduce Pain** – 'De-stressing Your Spine' - Chiropractors are spine health care experts and can help de-stress one's spine.ⁱ
- **Maintain Posture** – Use chiropractic care to understand how to manage and improve posture.ⁱⁱ
- **Activate Performance** – By placing importance on good spinal health and function, alleviating pain, improving posture and mobility, and living a healthy lifestyle, one can improve performance in life.ⁱⁱⁱ

So as you go about your day today, remember to **BACK YOUR INNER ATHLETE.**

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¹ WHO Statistics: http://www.who.int/dietphysicalactivity/factsheet_inactivity/en/

² WHO Statistics: http://www.who.int/dietphysicalactivity/factsheet_inactivity/en/

³ WHO Statistics: http://www.who.int/dietphysicalactivity/factsheet_inactivity/en/

About the Chiropractors' Association of Australia

The Chiropractors' Association of Australia (National) Limited (CAA) is the peak body representing chiropractors in Australia. It has eight autonomous CAA state and territory associations. The Association has a current membership of approximately 3,000 members. The national body is involved with such matters as education, publications, conventions, international relations and the liaison with federal government authorities. The CAA actively promotes the profession within Australia to the general public and to other professionals in health related fields.

For more information visit www.chiropractors.asn.au or phone (02) 8844 0400.

About Chiropractic in Australia

More than 215,000 Australians see a chiropractor each week to treat a range of conditions relating to spinal health including; lower back pain, neck pain and acute and chronic pain. Chiropractors are five year university trained experts in spinal health and wellbeing; delivering healthcare which is safe, effective and regulated.

i Reduce Pain

In the Western world, 80% of the population will experience disabling low back pain during their lifeⁱ. Back pain can be caused by poor posture, seating issues, ligament injury, incorrect lifting and even a lack of exercise. Neck pain is the second most common reason patients seek chiropractic care and can be caused by poor posture, stress, poor hydration and bad sleeping conditions.

Research has demonstrated that back and neck pain can be resolved when normal function has been restored to the spine. When under proper control of your nervous system, all the cells, tissue and organs of your body are designed to resist disease and ill health. The chiropractic approach to better health is to locate and help reduce interferences to your natural state of being healthy.

ii Manage Posture

Poor posture is often the result of sedentary positions, such as office work or extended use of computers and mobile devices. Poor posture places extra pressure on the spine which can lead to tension, soreness, back pain and even headaches. Patients with chronic tension-type headaches tend to have a greater forward head posture and lesser neck mobility.ⁱⁱ

Chiropractors can assess posture, offering chiropractic care to help one maintain better health in the long-term along with recommending exercises to strengthen and maintain posture.

iii Activate Performance

By building one's core strength, deep core muscles provide stability and protection for one's spine as well as maintaining good spinal function. This in conjunction with a healthy lifestyle, one can improve performance in life. This information was reiterated by the Department of Health and Ageing, which engaged a group of Consultants to undertake a review of recent relevant systematic reviews and research literature, in order to inform the development of Australian Government policy on the relationship between physical activity and health outcome indicators, and to develop a set of evidence-based physical activity and sedentary behaviour guidelines for adults (18-64 years)ⁱⁱⁱ.