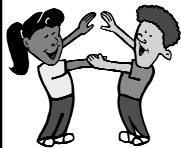


Development and Expansion of a Global Public Health Promotion Effort by Chiropractors

**APHA Annual Meeting
November 8, 2010**



John K. Hyland, DC, MPH
Ron Kirk, MA, DC


Presenter Disclosures

John K. Hyland, DC, MPH
Ron Kirk, MA, DC

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

“No relationships to disclose”

Straighten Up America - 2005



HI, BOYS AND GIRLS!

We're Vibes and Viggie, and we're excited to help you learn how to take care of your spine.

We will show you some exercises you can do everyday, called **Straighten Up.**



Always remember to stop if any exercise hurts.

Vibes Viggie

Straighten Up America®

A, THE STARS

- Become on **BASE'S** **WIDE**!! (Head at high end per leg, knees in.)
- Spread your arms and legs into a star.
- Breathe in as you slowly stretch your arms over your head.
- ...and slide your other arm down your leg.
- Slowly tilt your torso to the other side.
- Relax on the end of the stretch, and **DON'T FORGET TO BREATHE IN AND OUT!**
- Repeat both sides 2 times!

B, THE PLAYING FRIENDS

- Become on **BASE'S** **WIDE**!! (Head at high end per leg, knees in.)
- Put your arms straight out and pull your shoulders together in the back.
- Breathe in as you slowly rotate your arms with your hands touch together over your head.
- Breathe out and slowly lower your arms to your side.
- Repeat 3 to 5 times.

C, ONE BALANCE WARRIOR

- Become on **BASE'S** **WIDE**!! (Head at high end per leg, knees in.)
- Pressed the floor in front of you to a right angle high in the air. (USE IT TO GET ON A REAL MAT!)
- Take a step forward on the right foot.
- Keep your front knee over your ankle (not over your toes).
- Keep it going while you count to 10!
- Repeat with the other foot forward.

Do some **JUST** **STRETCHES** like these should you on the **TOP** page. **GOOD JOB!**



Chiropractors' Association of Australia

About the CAA Join CAA Community Media & Policy Publications

HOME COMMUNITY STRAIGHTEN UP AUSTRALIA

Straighten Up Australia

Welcome to the Straighten Up Australia (SUA) website!

SUA is an ongoing community service initiative of the CAA, and is an easy and enjoyable everyday program to improve your health and the way your body functions.

Consisting of a set of simple exercises and taking just three minutes to complete, SUA will help improve posture, stabilise core muscle groups, enhance health and prevent spinal disability.

The exercises can be undertaken by Australians of all ages with a special program tailored for children.

The exercises can be completed at any time of day but are most beneficial when they form part of a daily routine. It's hoped that over time all Australians will take a few minutes every day to care for their spinal health, just as they do for their dental health.

Studies conducted overseas indicate that 90% of people who adopted the exercises as part of their daily routine reported a postural improvement. Approximately 80% reported that their backs are more comfortable and that they have better core stability after practicing the activities for several weeks.

So go on, Straighten Up Australia - It's Fitness Fun for Everyone!



CAA Chiropractors' Association of Australia

HOME → COMMUNITY → STRAIGHTEN UP AUSTRALIA → SUA EXERCISE PROGRAMS

SUA Exercise Programs

Straighten Up Australia for Adults

Straighten Up Australia is a 3 minute spinal health program designed to help adults feel and look their best. The program is divided into three quick sessions:

- Starts series warm up
- Flying friends posture pod
- Core balance and wrap-up

Simply download the adults exercise program and start enjoying the benefits of Straighten Up Australia.

Straighten Up Australia for Children

Straighten Up Australia is a 3 minute spinal health program designed to help children feel and look their best. The program is divided into three quick sessions:

- Starts series warm up
- Flying friends posture pod
- Core balance and wrap-up

Simply download the children's exercise program and start enjoying the benefits of Straighten Up Australia.

StraightenUpUK

HOME | About SU UK | Step-By-Step Guide | Downloads/Information | Help | About Chiropractic | European Sites

Straighten Up is a simple, three minute exercise programme for all ages, designed to help strengthen the spine and improve posture.

The **British Chiropractic Association** wants everyone to incorporate this simple exercise routine into their daily lives.

Why not view the Straighten Up film clip, by clicking on the image to the right? You can then see just how simple and easy the exercises are.

This site contains information about Straighten Up, a step by step guide, as well as a range of further information sources.

If you want a free leaflet showing how to do the exercises, go to the [Downloads/Information](#) section.

Straighten Up is for kids too!
Click on the button at the top right of this page to see *Abby and Jake*, the Straighten Up kids.

StraightenUpUK

Parents/Teachers | Step-By-Step Guide | Want to Know More

Hi EVERYONE!

WE'RE **ABBY AND JAKE**. WE'RE GOING TO SHOW YOU SOME EXERCISES YOU CAN DO EVERY DAY

THROUGH THE HELP OF **ABBY AND JAKE**, CHILDREN CAN LEARN THESE DAILY EXERCISES TO HELP IMPROVE THEIR POSTURE AND SPINAL HEALTH.

AND REMEMBER TO HAVE FUN!

ROCKER
TIGHT ROPE
TILTING STARS

THE HUMMING BIRD
THE BUTTERFLY

CHIROPRACTIC ASSOCIATION OF SOUTH AFRICA

Latest CASA News

Straighten Up - South Africa Celebrates World Spine Day October 16, 2006

It's the day that the chiropractic profession and Straighten Up South Africa celebrate World Spine Day in collaboration with the Global Bone and Joint Decade Initiative. Several years ago the International Bone and Joint Decade initiated World Spine Day to call attention to the burden of spinal disability during the Decade's National Action Week.

This year World Spine Day in South Africa features *Straighten Up South Africa* as its theme. On World Spine day, *Straighten Up South Africa*, a community service initiative aimed at improving spinal health and wellbeing, will be launched.

The campaign encourages every South African family to adopt a simple three-minute exercise program as part of their daily routine, about the same amount of time it takes to brush your teeth.

- *Straighten Up South Africa* is based on an international program which was developed in conjunction with an expert team of health care leaders including chiropractors, researchers, fitness experts and officials from the World Health Organisation.
- *Straighten Up South Africa* is based on the latest scientific evidence that to prevent spinal dysfunction, the muscles that need to be strengthened and kept toned are the 'core' back muscles – the deep muscles that stabilise the spine during movement.
- The *Straighten Up South Africa* campaign is driven by the vision of one day having everyone spending 2 to 3 minutes each day to care for their spinal health just like they care for their dental health.
- *Straighten Up South Africa* will help improve posture, stabilise core muscle groups, enhance health and prevent spinal disability. The exercise program is designed to be both effective and convenient, with all exercises done in a standing position.

Straighten Up New Zealand

for Adults

Straighten Up New Zealand

for Kids

Straighten Up New Zealand

resources for practitioners & educators

Straighten Up New Zealand

resources for practitioners & educators

a healthy spine initiative to help keep us kiwi's standing tall

This section of the Straighten Up New Zealand website is for chiropractors, other health care providers and educators who wish to implement the SUNZ programmes in their practice or local school.

About SUNZ:

Straighten Up New Zealand is an easy and enjoyable every day programme to improve spinal health and posture.

Consisting of a set of simple exercises and taking just three minutes to complete, Straighten Up New Zealand will help improve posture, stabilise core muscle groups, enhance health and prevent spinal disability.

The exercises can be undertaken by kiwi's of all ages with a special programme tailored for children. Info and downloads are available [here](#).

The exercises can be completed at any time of day but are most beneficial when they form part of a daily routine. It's hoped that over time all New Zealanders will take a few minutes every day to care for their spinal health, just as they do for their dental health.

Studies conducted overseas indicate that 83% of people who adopted the exercises as part of their daily routine reported a postural improvement. Approximately 80% reported that their backs are more comfortable and that they have better core stability after practising the activities for several weeks.

So go on, help Straighten Up New Zealand. It's Fitness Fun for Everyone! Click here for our 10 Step Plan to get you started.

Regular stretching is an important part of spinal health and overall well-being... just like brushing and flossing daily is good for your teeth.

For more info contact Dr Dean Carter, Straighten Up NZ Co-ordinator: info@straightenup.org.nz

WORLD FEDERATION OF CHIROPRACTIC

WFC Congress
April 4-9, 2011
Rio de Janeiro

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Straighten Up

Straighten Up

The Straighten Up program is a bold and innovative health promotion initiative designed to empower the people everywhere toward better spinal health and an improved quality of life.

Consisting of a set of simple exercises and lasting just minutes to complete, Straighten Up will help improve posture, stabilize core muscle groups, enhance health and prevent spinal disability. It's easy and fun and can be completed quite briefly as a regular day-to-day practice. The 2-3 minute routine can counter poor posture, which is a common trigger for general back pain and can be undertaken by all ages.

Super Forme
à Le Programme Postural Des Amis Mâles

Tout Les Jours Pour Tout Le Monde
C. Equilibre et Conclusion

Respirez profondément et calmement tout en regardant votre abdomen. (20) Laissez votre tête tomber doucement vers l'avant et laissez-la reposer lentement d'un côté à l'autre.

(30) Placez vos mains derrière votre nuque et massez doucement les muscles situés directement en dessous de votre nuque. Descendez jusqu'à la base de votre nuque. Prenez définitivement et lentement toutes vos épaules vers l'arrière, puis vers l'avant. Continuez pendant 15 secondes.

LA CORDE RAIDE

10. Dans la posture de champion avec vos pieds joints à une distance plus large que les épaules, tourez doucement votre buste de chaque côté. Faites 10 à 20 tours. Laissez les bras tomber tout en alternant votre poids d'un genou à l'autre.

15. Balancez-vous doucement d'un côté à l'autre. Respirez calmement et profondément. Arrêtez-vous pendant 15 secondes.

LANCER DE L'EAU

Prenez la position de l'ébale et gardez vos pieds à une bonne distance l'un de l'autre.

LAISSEZ

A partir de la posture de champion, élevez vos bras au-dessus de la tête.

Потягивание

Потягивание - это приятная 3-х минутная оздоровительная программа, специально разработанная для того, чтобы чувствовать себя хорошо и выглядеть наилучшим образом.

Основные принципы - Создайте себе позитивный настрой - Потягитесь. Сядьте ровно в позе "внутреннего победителя" (Уши, плечи, бедра, колени и голеностопные суставы должны быть на одной прямой вертикальной линии).

Дышите спокойно, глубоко и медленно, выдыхая в верхней части живота. Дыхательная гимнастика - важный аспект программы для людей с заболеваниями сердечно-сосудистой системы и астмой, чтобы пережить, насколько вам позволяют эти упражнения.

А. Различные серии "Земля"

1. Потягитесь. Сядьте ровно в позе "внутреннего победителя". Уши, плечи, бедра, колени и голеностопные суставы должны быть на одной прямой вертикальной линии.

Встаньте прямо.

2. Из позы внутреннего победителя разведите руки и ноги в положение "Земля" (20).

3. Глаза вперед, отведите одну руку вверх, другую вправо, руку на бок, локотки, выведите одну руку над головой, одновременно выдохните позвонок за позвонком в противоположную сторону в каждую ступню правой колени бедра (20). Расслабьтесь в позу растяжения, выдыхая и снова выдох. Медленно повторите это движение дважды в каждую сторону. Выдохните еще с задержкой.

Удовольствие от упражнений

Б. Комплекс "Поза летящих друзей"

1. Дышите легко и спокойно, расслабляя область живота. (20) Наклоните голову вперед, свободно и осторожно поворачивайте ее из стороны в сторону (20) Нельзя касаться своими пальцами область основания затылка, двигаться все вниз, и вниз до основания шеи. Затем расслабьте свои плечи так сильно, насколько сможете и вперед в течение 15 секунд.

2. Опорными локотки

3. Одна "внутреннего победителя" разведите руки в стороны и широко расставьте ноги назад (60) Выдохните, медленно опускаясь вниз. Повторите 3 раза.

4. Дышите легко и спокойно, расслабляя область живота. (20) Наклоните голову вперед, свободно и осторожно поворачивайте ее из стороны в сторону (20) Нельзя касаться своими пальцами область основания затылка, двигаться все вниз, и вниз до основания шеи. Затем расслабьте свои плечи так сильно, насколько сможете и вперед в течение 15 секунд.

The Bone and Joint Decade 2000-2010

PRESS RELEASE

FOR IMMEDIATE RELEASE

The Bone & Joint Decade
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email: bjd@ort.lu.se
<http://www.bjdonline.org>

"Straighten Up" Events Backbone of World Spine Day

16 October 2008 | LUND (SWEDEN) - Today, on World Spine Day, which features "Straighten Up" as its theme, health care practitioners around the world are taking advantage of the unique spotlight on the spine to promote spinal health, posture and stabilisation in collaboration with the Bone and Joint Decade.

The International Bone and Joint Decade initiated **World Spine Day** at the start of the Decade to call attention to the grave burden of spinal disability on individuals and health care systems and to promote better spinal health habits during its annual National Action Week. This year, World Spine Day features "Straighten Up" as its theme and countries around the world are encouraged to get involved with public educational events featuring simple posture exercises, spine-protective bending, lifting techniques, and so on. The exercises are based on an international program which was developed by the chiropractic profession in conjunction with researchers, fitness experts and officials from the World Health Organisation. The movements are aimed at preventing spinal dysfunction through strengthening of the "core" back muscles - the deep muscles that stabilise the spine during movement. Examples of events include:

Straighten up America
Straighten up America was set up to celebrate World Spine Day in collaboration with the United States Bone and Joint Decade. Doctors of chiropractic will be teaching patients, school children, civic organisations, corporations and others simple enjoyable exercises to improve their spinal health. There will also be a national kick-off event in Washington DC. Please see http://www.life.edu/~bjodpractic_and_Wellness.pdf/IntroductionsSU.pdf, <http://www.chiroweb.com/archives/24/15210.html> and <http://www.usajp.org> for more information.

Bone and Joint DECADE
2002 - USA - 2011

50th ANNIVERSARY
1956-2006

On World Spine Day October 16th Straighten Up for Better Health and a More Vibrant Quality of Life

Posture Pod Flying Friends from Straighten Up

1. Stand or sit tall in Inner Winner posture with your head high and stomach in to look and feel better.

2. Breathe in and stretch your spine as you slowly raise your arms up above your head 3 times in the Eagle Enjoy.

If an exercise hurts don't do it.

3. Circle your shoulders backwards for 10 seconds in the Hummingbird. Bring your shoulder blades together.

4. Gently draw your head back into your hands 4 times in the Butterfly. Then softly massage your neck muscles in the Trap Opener. Do these twice daily for better posture.

bjdonline
Bone and Joint Decade's Musculoskeletal Portal

About BJD | News | Educational Content | Meeting | BJD Awards | Discussion | Society Portal | bjd.org

2010-11-01 The Just Start Walking program launched on October 12 is now being extensively highlighted in a number of countries from the USBD Public Education Committee. Please see the information provided by Ron Kirk 1899, the initiator of the program, as well as a recent activity from Torje.

WORLD FEDERATION OF CHIROPRACTIC

WFC Congress April 6-9, 2011 Rio de Janeiro

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Projects Just Start Walking

JUST START WALKING

World Spine Care

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Just Start Walking!

Public Health Announcement
Rita Kiriaka, DC
Professor Life University
Seed and Debra Panel Facilitator
WFC Public Health Committee

Just Start Walking
Tonga - 11 Oct. 2010

Iemaima Havea, CEO
TongaHealth Foundation
178 Ministry Of Health staff

Just Start Walking!

Improve your health and fitness in as little as 20 minutes a day!

Why Walking...

- **Simple** - no instructors or membership needed.
- **Inexpensive** - no special equipment involved.
- **Achievable** - can be done nearly anywhere, anytime.
- **Easy** - just get up and walk!

Benefits of Walking

- Improves balance, coordination and spinal health.
- Increases aerobic fitness - improves heart and lungs function and aids in weight-loss.
- Decreases bone loss.
- Improves blood and lymph circulation.
- Boosts mood, alertness and energy levels.

How to Walk

- Maintain upright posture throughout - head up and body balanced.
- Slightly increase your arm swing - (hand crosses over mid-line of body).
- Stride out briskly with relaxed hips.

Directions

- Try walking 10 minutes in one direction - turn around, walk 10 minutes back.
- You're done!

If you experience any discomfort, check with your healthcare provider.



Walking Thoughts...

- Dress for the weather - consider heat/cold/rain/snow.
- Sunshine increases healthful Vitamin D - on long walks clothing helps to prevent overexposure.
- Drink enough water before and after you walk.



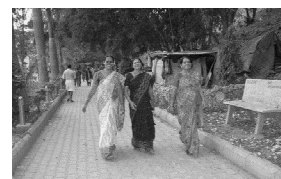
More Tips...

- Wear supportive, shock-absorbing footwear.
- Record your time in your wellness exercise diary.
- Consider walking with a friend.



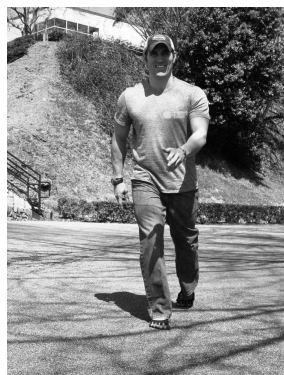
Walking with Friends...

- A walking partner is a good idea.
- It's more fun and more safe to walk with friends.
- Walk your kids to school and back.
- Walk and talk with your spouse.



For Further Progress ...

- Gradually increase your distance, speed and/or time.
- Vary your pace with fast and slow intervals.
- Park at the far end of the parking lot.
- Use the stairs whenever possible.




For Reinforcement and Relaxation...

- Consider a pedometer to count your steps.
- A walking contract adds accountability.
- Remember to breathe fully and deeply.
- Reflect calmly or count your blessings as you walk.




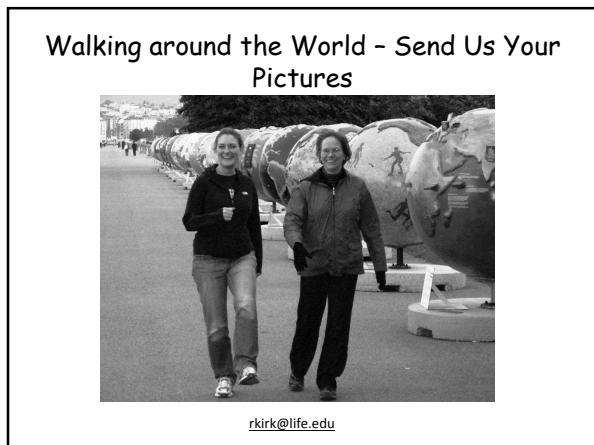
Just Start Walking Contract



To improve my health, I _____, have decided to begin walking for _____ minutes on: _____ Mon. _____ Tues. _____ Wed. _____ Thurs. _____ Fri. _____ Sat. _____ Sun. I plan to walk at the following place: _____ or if weather interferes: _____ I plan to walk for the following number of minutes per walk: Week 1: _____ min. Week 2: _____ min. Week 3: _____ min. Week 4: _____ min. Week 5: _____ min. Week 6: _____ min. Week 7: _____ min. Week 8: _____ min.

Signed _____ Date _____
Walking Partner/Witness _____ Date _____

Congratulations!!!!!!!!!!!!!!

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- ## Program Anchors
- Health Belief Model**
- Cue to Action
 - Minimal Barriers
 - Accessible Benefits
 - Self-efficacy
- Ecological Model**
- Personal
 - Family
 - Community

Development and Expansion of a Global Public Health Promotion Effort by Chiropractors

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