

Posture

- Poor posture is caused by:
 - Long periods of inactivity
 - Extended hours in front of televisions and computers
 - Being hunched over desks and electronic devices
 - Jobs that require repetitive, physically taxing activities (including a lot of bending forward and lifting)
- Poor posture can negatively impact anyone, young or old
- Benefits of stronger posture and improved spinal health include:
 - An increased resilience to psychological stress¹
 - A more positive self-image and greater sense of self-confidence²
 - Keeps bones and joints in alignment so muscles can be used more efficiently
 - Helps decrease wear on joints that could otherwise result in arthritis
 - Decreases stress on ligaments that hold the joints of the spine together
 - Helps prevent back/neck ache and muscular pain³

Straighten Up Alberta | www.straightenupalberta.com

- Straighten Up Alberta is a free public service program from Alberta's chiropractors for youth and adults, specifically designed for and completely dedicated to improving posture and spinal health
- The program is a series of easy-to-perform stretching movements that take only minutes per day
- New for 2015: SUA lifestyle video designed to motivate Albertans to include stretching as part of their everyday routines.
- SUA can be practiced almost anywhere by almost anyone as a warm-up, cool down, stand-alone routine or ergonomic break
- As part of SUA's ongoing commitment and desire to get Albertans up and moving in their daily routines, October 1 marks the release of the *I Stretch* PSA, which demonstrates that Albertans stretch to work, play, drive, perform, lift, and on duty.
- When evaluated in the US, of the study participants who practiced Straighten Up for five weeks⁴:
 - 83% reported improved their posture
 - 78% reported strengthened core muscles
 - 80% reported their backs were more comfortable from sitting and standing more upright

¹ Nair, S., Sagar, M., Sollers III, J., Consedine, N., & Broadbent, E. (2015, June). Do slumped and upright postures affect stress responses? A randomized trial. *Health Psychology*, pp. 632-641.

² Briñol, P., Petty, R. E., & Wagner, B. (2009, October). Body posture effects on self-evaluation: A self-validation approach. *European Journal of Social Psychology*, pp. 1053-1064.

³ University of California. (2015, August 31). *Good posture for a healthy back*. Retrieved from University of California: <http://www.ucop.edu/risk-services/loss-prevention-control/healthy-back/good-posture-for-a-healthy-back.html>

⁴ Kirk, R. (2006). *A Short Introduction to "Straighten Up America"*. Retrieved from Straighten Up America: <http://www.straightenupamerica.org/Introductions/index.html>

Back pain

- More than 80% of Albertans will experience back pain in their lifetime⁵
- Back pain is the second leading reason for seeing a medical doctor⁶
- Low back pain is the number one cause of job disability world-wide⁷
- Back problems comprise the greatest amount of lost-time and disabling injury claims in Alberta (~45%)⁸
- One in eight working Canadians have a chronic back problem that has been diagnosed by a health professional⁹
- The total cost of back pain in Canada is an estimated \$11-\$23 billion annually (combined direct and indirect costs)¹⁰

Chiropractic care

- Chiropractic is a treatment for back and neck pain, headaches, motor vehicle accident injuries, sports and workplace injuries, strains and sprains and restricted range of motion.
- More than half of Albertans have been treated by a chiropractor.¹¹
- Almost one million Albertans visit a chiropractor each year.
- Chiropractors receive excellent patient satisfaction ratings for treatment of back and neck pain.¹²
- Alberta has the highest reported chiropractic utilization rate in North America.

Doctors of Chiropractic (Chiropractors)

- There are currently 1,036 chiropractors in Alberta.
- Chiropractors diagnose, treat and help prevent musculoskeletal (bones, muscles, cartilage, tendons, joints and connective tissues) disorders and the effect they have on the nervous system.
- Chiropractors are trained to recommend rehabilitative exercises, and offer nutritional and general health and wellness counseling.
- Chiropractors support a multidisciplinary approach to patient care and refer patients to other health care providers when appropriate.

Alberta College and Association of Chiropractors (ACAC) | www.albertachiro.com

The ACAC regulates the chiropractic profession in Alberta under the *Health Professions Act* and is committed to its mandate of protecting the public, ensuring accountability and improving Albertans' health and well-being.

⁵ Workers' Compensation Board Alberta. (2008). *Back to Basics: A guide to good back health*. Retrieved from WCB Alberta: http://www.wcb.ab.ca/pdfs/public/back_basics.pdf

⁶ Woolf, A. D., & Pfleger, B. (2003). *Burden of major musculoskeletal conditions*. Retrieved from World Health Organization: <http://www.who.int/bulletin/volumes/81/9/Woolf0903.pdf>

⁷ Damian Hoy, L. M. (2014, March 24). *The global burden of low back pain: estimates from the Global Burden of Disease 2010 study*. Retrieved from Annals of the Rheumatic Diseases: <http://ard.bmj.com/content/early/2014/02/14/annrheumdis-2013-204428>

⁸ Work Safe Alberta. (2012). *Occupational Injuries and Diseases in Alberta: Lost-Time Claims, Disabling Injury Claims and Claim Rates*. Alberta: Alberta Human Services.

⁹ D C Cole, S. A. (2001, June 1). Work correlates of back problems and activity restriction due to musculoskeletal disorders in the Canadian national population health survey. *Occupational & Environmental Medicine*, pp. 728-734.

¹⁰ Dionne, C. E. (2007, May 16). Determinants of "return to work in good health" among workers with back pain who consult in primary care settings: a 2-year prospective study. *European Spine Journal*, pp. 641-655.

¹¹ Ipsos Reid. (2015). *ACAC 2014 Market Assessment*. Alberta.

¹² Health Quality Council of Alberta. (2006). *Satisfaction With Health Care Services: A Survey of Albertans*. Alberta: Health Quality Council of Alberta.