

MEDIA RELEASE

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Chiropractors – Helping You ‘Back Your Inner Athlete’

Spinal Health Week 2016 runs from 23 to 29 May and this year the Chiropractors’ Association of Australia (CAA) is encouraging Australians to **‘Back Your Athlete’**.

Spinal Health Week 2016 will focus on how one 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. View our website www.backyourinnerathlete.com.au and view our Spinal Health Week introductory video, which highlights this concept.

The concept of this year’s **Back Your Inner Athlete** campaign, focused around encouraging everyone’s *inner athlete* to surface, alludes to the Rio 2016 Summer Olympics, which are just around the corner. This major international multi-sport event, will involve over 10,500 athletes from 206 countries, currently in intensive training and chiropractic care to perform to their optimum. *The Chiropractors’ Association of Australia would like to use Spinal Health Week 2016, to remind 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 activate their performance.*

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. **Through the ‘Back Your Inner Athlete’ campaign, the Chiropractors’ Association of Australia would like to support the initiative of the WHO Member States in ‘WHA 66.10 to a voluntary global NCD target for a reduction of 10% in physical inactivity by 2025’².**

“Every day more and more Australians experience disabling low back pain, neck pain and headaches, limiting their ability to work and engage in an active healthy life. Think about all the hours you spend each day sitting at work or school, commuting, on your computer or other mobile device and watching television,” said CAA Deputy President, Dr Andrew Lawrence.

“Poor posture used during these activities increases pressure on your spine which can cause lower back pain, neck pain, headaches and fatigue.”

If you suffer from back pain, neck pain or headaches or if poor postural fitness is impacting on your ability to live life to the fullest, visit a chiropractor and Back Your Inner Athlete. Chiropractic care is an increasingly common and effective treatment for back pain, neck pain and headaches, eliminating the need for drugs or surgery.

“Helping patients make positive changes, with respect to nutrition, exercise and wellness is also fundamental to maintaining normal spinal function,” added Dr Lawrence.

“Adopting healthy habits today, such as improving postural fitness, can significantly reduce the risk of injury or pain in later years. What’s more, good spinal health can benefit our self-esteem, social relationships and mental health.”

Your Pocket Chiropractor

To launch Spinal Health Week 2016 and help everyone to *Back Their Inner Athlete*, the CAA has developed the **CAA Back App** – your pocket chiropractor. This is the closest thing to having a chiropractor with you 24/7. Launching on **23 May 2016**, to help celebrate Spinal Health week 2016, this app is sure to excite people.

As you go about your day, this App, which will be available for download via the App Store, Google Play and the backyourinnerathlete.com.au website, sends subtle reminders about checking your posture, activity levels, water consumption and movement. Its state of the art ‘augmented reality’ feature animates, educating people on accurate posture, when hovered over CAA’s free Spinal Health Week postcards, available your local CAA Chiropractor. The App also provides tips and up to date news on posture, health and chiropractic care.

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

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

spinalhealthweek™

23 - 29 MAY 2016

“We hope people enjoy using this interactive technology to improve their posture, which in turn can help improve their health,” added Dr Lawrence.

During **Spinal Health Week 2016**, make an appointment with your local CAA Chiropractor for a spinal health check-up and discover what steps you can take to improve your health and wellbeing and *Back Your Inner Athlete*.

You can also visit www.backyourinnerathlete.com.au to learn more about chiropractic care and Spinal Health Week 2016.

Spinal Health Week 2016 is a national initiative of the Chiropractors' Association Australia (CAA).

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