

While the nation's attention on the opioid epidemic has heightened, the media seems more focused on the problem than potential solutions.

The Foundation for Chiropractic Progress (F4CP), a nonprofit organization dedicated to raising awareness about the benefits of chiropractic care, launched a public relations and marketing campaign three years ago focused on educating the public about safe, effective and drug-free chiropractic care as a first-line option to manage pain prior to utilization of prescription opioids. Doctors of chiropractic (DCs) are specifically trained to diagnose, evaluate and provide non-pharmaceutical care and rehabilitation to individuals suffering from chronic back, low back and neck pain, headaches, neuro-musculoskeletal conditions and other related syndromes.

As part of its campaign to educate, the F4CP issued several press releases, created infographics and flyers, generated three toolkits, as well as two white papers. Most recently, the F4CP launched an eBook, "[As the Opioid Epidemic Rages On, Chiropractic is Recognized as Safer Option for Pain.](#)" These publications highlight recent evidence-based studies that chiropractic care is a safe and effective approach to opioids for pain.

The F4CP has also created Monthly PowerPoints for doctors to educate their communities about safe, effective, drug-free chiropractic care as an option to manage pain, as well as tip sheets for doctors of chiropractic to utilize in their offices to educate their patients on the opioid epidemic and provide "tips" on how they can work with their medical providers and DCs to avoid becoming addicted to prescription painkillers.

In addition, the F4CP also focused on the effects of chronic pain on our active military and Veterans. Common tasks performed by members of the military (including carrying heavy loads, running with body armor, jumping out of planes and much more) can have a long-term impact on an active duty or Veteran's body. F4CP highlighted studies done by the VA and how chiropractic care is a safe drug-free option offered by TriCare and the VA, as well as being offered on more bases nationwide.

A campaign highlight was a [press conference](#) at the National Press Club, featuring *FOX News* Medical Correspondent Dr. Marc Siegel. During the conference, Dr. Siegel with fellow presenters kicked off the F4CP's ground-breaking campaign: 'Save Lives, Stop Opioid Abuse, Choose Chiropractic,' which validates the benefits of chiropractic as a primary option.

As a result of these efforts, September has been designated as Drug-Free Pain Management Awareness Month. F4CP placed a variety of advertisements in wellness publications such as *Prevention Magazine*, and also invested in 18 billboards (and counting!) across the U.S. Most recently, a full train wrap in Salt Lake City, Utah is up and focuses on how chiropractic care can optimize health without the use of drugs or surgery. F4CP lends support to chiropractic State Associations with ads in their local newspapers and provides them with a letter template and sample proclamation to submit to government officials recognizing September as Drug-Free Pain Management Awareness Month.

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