

GOLF OUTREACH PROGRAM

The OCA's public education program *Get in the Game Without the Pain* provides information and tips on preventing common injuries while playing golf. The program focuses on warm-up routines and easy stretching techniques to help golfers avoid unnecessary pain or injury while leading an active lifestyle. For further information about the program visit the OCA's website at www.chiropractic.on.ca.



PURPOSE

Get in the Game Without the Pain materials are ideal for use in your office, by your local OCA Society, or for community-based outreach. The OCA has created interactive activities that can be used when presenting this program at golf courses, tradeshows, employee talks, community fairs, etc. By participating in community based outreach events you will build local relationships and increase the profile of the profession in your community.

WHAT YOU WILL NEED

- OCA golf brochures
- General golf knowledge
- Proper athletic gear and a few golf clubs
- Golf balls or other possible golf related items

GETTING STARTED

Once you have identified an opportunity there are several approaches you can take with outreach.

Golf Course/Local Business Outreach

- Contact your local golf course, golf store or related environment and offer to provide them with *Get in the Game Without the Pain* brochures to hand out and display in their location.
- Offer to do an interactive in-store or location demonstration of the program. Using the OCA brochure demonstrate practical tips and stretches any golfer can use to safeguard against common injuries.
- Contact the OCA and let us know if you will be doing outreach at a store or course. Depending on the event, the OCA may be able to coordinate some local media coverage.

Tournament Outreach

- Contact tournament organizers and offer to do a *Get in the Game Without the Pain* stretching station at their tournament. Follow the step-by-step stretching station activity to get golfers involved.
- At a tradeshow or booth, use the OCA golf brochure to take attendees through exercises and stretches to safeguard against common golf injuries.

Step-by-Step Stretching Station Activity

At a golf course:

1. Have a few golf clubs handy and make sure you have brushed up on the tips and stretches in the OCA golf brochure. Dress in appropriate golf attire.
2. Greet golfers at the station, either at the start of the tournament or at a specific hole. Using the OCA golf brochure take them through a few stretches, and provide them with tips on avoiding injuries while playing golf.
3. Thank the participants, pass on the public education materials. (i.e. OCA golf brochures, golf balls etc.) Keep in mind that time is sensitive when doing outreach at a golf tournament, specifically at a hole and it's important to keep in mind that people are there to tee off and play golf. Judge each foursome accordingly to avoid disrupting the flow of play. Try to keep it quick and positive.

At a booth or other outreach:

1. Have a few golf clubs handy and make sure you have brushed up on the tips and stretches in the OCA golf brochure.
2. Use the OCA golf brochure to take attendees through exercises and stretches to safeguard against common golf injuries.
3. Thank the participants, pass on the public education materials. (i.e. OCA golf pamphlets, golf balls etc.)

TIPS FOR A SUCCESSFUL EVENT

Try to:

- keep activities educational and promote the chiropractic profession, as a whole, not your individual service.
- get the maximum number of members involved.
- have a professional looking display.
- have appropriate handouts and give-away materials from reputable sources.
- refer the public to the OCA's "Find a Chiropractor" feature at www.chiropractic.on.ca, or our toll-free referral number 1-877-327-2273.
- demonstrate using models and props.
- remember you are representing the profession as a whole when dealing with the public.
- ensure that you are familiar with and follow the CCO Public Display Protocol Policy — (P-016) and the Advertising Standard of Practice (S-016).

Avoid:

- pre-screening patients or performing spinal screenings.
- providing treatment to anyone in a mall or trade show setting.
- offering free consultations as a result of someone coming to the booth.
- performing any examination procedures at a mall display (including thermography scanning, SAM machines, etc.)
- guessing — If you're not sure of an answer to an inquiry don't guess. Get contact information and indicate you will get back to them.
- talking negatively about other professions or professionals.
- handing out your own business cards or booking appointments with potential clients.
- making an on-the-spot diagnosis.
- providing specific treatment advice or discussing specific back issues with participants.

Please share with us any stories of successful events/ approaches you or your Society have used in your community.



INQUIRIES

Questions and requests for assistance or further information may be directed to:

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