


Note to presenter:

- These speaker’s notes are designed to be reviewed **prior** to your presentation. They are not a script – one of the keys to delivering an effective presentation is to avoid reading from notes. Similarly, do not read each slide to your audience; allow them to do so on their own, while you elaborate on the points
- Your presentation will be most effective if it is delivered in your own words. Draw on your experience and use examples to illustrate key points. This will make your presentation more meaningful and memorable
- The presentation consists of 23 slides and will take approximately 30 minutes to deliver. If you haven’t already done so, before your presentation it is recommended that you review the [Member Advocacy Presentation Backgrounder & How-To Guide](#)

Tips:


- If you have decided to provide a copy of the presentation (handout), it’s a good idea to distribute it prior to starting your talk so that your audience can follow along
- The OCA will provide informational literature for your audience as “take-aways.” It’s generally a good idea to introduce and distribute them at the conclusion of your talk to avoid distractions during your presentation



Welcome

The purpose of today's session is to talk about:

- The importance of back care – not just at work, but also at home and at play
- How a few basic rules can make an important difference in how well your back performs, both on and off the job

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Talking points:

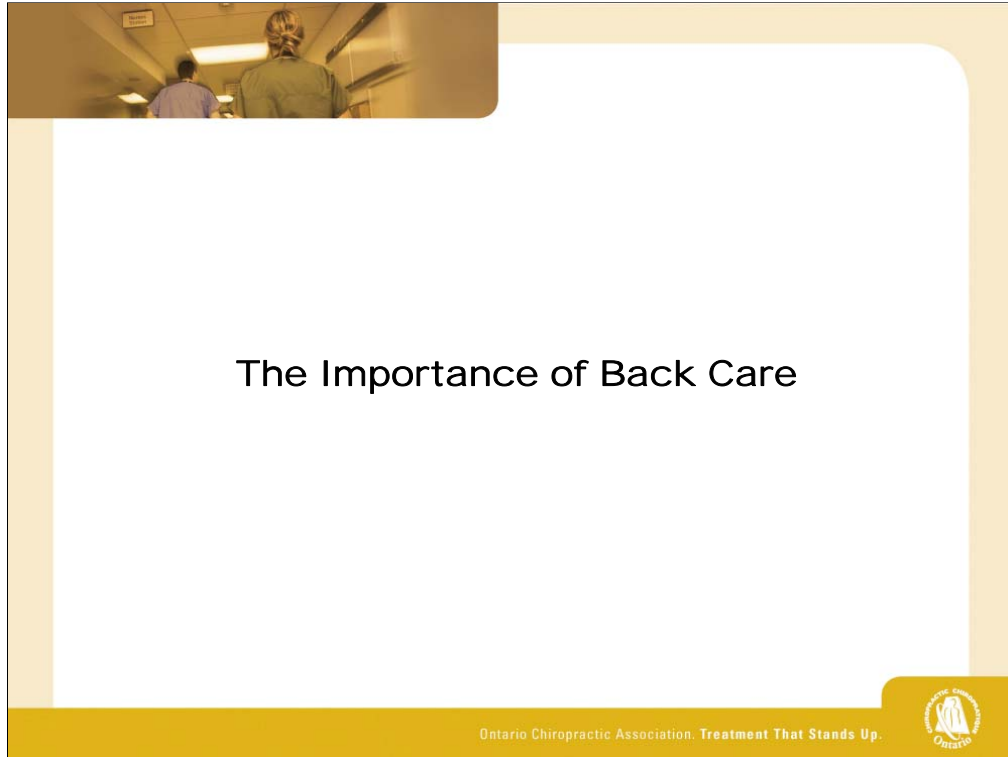
- This is the outline for the presentation
- If you haven't already done so, briefly and formally introduce yourself and thank your audience for their interest
- Advise your audience of how the presentation will be conducted (see tips, below)

Note to presenter:

- Each section of the presentation is introduced by a transition slide to help your audience follow along and to help you manage the pace of your presentation (see tips, below)

Tips:

- Before beginning, advise your audience as to how you will address questions and comments. If:
 - The audience is small and informal, you may prefer to take questions throughout your presentation, or at the end of each section
 - Time is limited or if you are addressing a large group, it is a good idea to ask people to hold their questions until the end of your talk
- Regardless of the approach you take, it is important to encourage questions and to budget time at the end of your presentation to respond to questions and/or to chat with people who may wish to speak with you one-on-one



Note to presenter:

- This section focuses on the prevalence of back pain, and why we should think about back pain holistically – that is, not as just a workplace problem but as a health issue that affects every aspect of daily life
- It is important to focus on “what is in it for your audience” as you present this section

Back Pain

- Every day back pain and related (neuro-musculoskeletal) ailments affect millions of Canadians
- Back pain is one of the most common causes of lost time at work
 - Low back pain affects 85% of working population¹
 - Over 50% of sufferers find back pain affects their quality of life and limits recreational activities²

1. Jill A. Hayden, Maurits W. van Tulder, Antti V. Malmivaara, and Bart W. Koes
Annals 2005 142: 765-775. (in) Meta-Analysis: Exercise Therapy for Nonspecific Low Back Pain
2. SURVEY OF CANADIAN ADULTS:BACK PAINPrepared for: The Canadian Chiropractic Association Prepared by: Environics Research Group Limited May 2003

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Talking points:

- These statistics demonstrate the prevalence of (low) back pain

Note to presenter:

- The Institute of Work and Health (IWH) who have similar stats is a Toronto-based independent, not-for-profit organization whose mission is to conduct and share research with workers, labour, employers, clinicians and policy-makers to promote, protect and improve the health of working people
- This is a good workplace information resource for you or your audiences

Tips:

- Use patient examples from your own practice to illustrate the debilitating nature of chronic conditions and how they have limited patients in their productivity at work, from participating in everyday activities and enjoying quality of life

Watch Your Back

- Back pain not only affects performance and reduces productivity at work, it affects quality of life
 - Back pain frequently interferes with a person's ability to perform and enjoy simple day-to-day tasks
 - It also interferes with and even prevents participation in many important activities
- Pain may be associated with, or even be caused by, both work-related and non-work-related activities

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Talking points:

- Regardless of its nature or cause, every day back pain prevents many people from realizing their full potential and doing the things they love
- According to a study published in the American Medical Association journal, **Archives of Internal Medicine**, back pain is the most prevalent medical condition affecting the general and working population. Back pain is a leading cause of:
 - Medical visits and hospitalizations
 - Restricted physical activity
 - Use of prescription (and non-prescription) drugs

Tips:

- Again, use examples from your own practice to illustrate

Can you spot the risks?

- At work...

- Chef
- Construction worker
- Lawyer
- Student
- Nurse
- Teacher
- Truck driver

- At play...

- Computer gamer
- Cyclist
- Do-it-yourselfer
- Gardener
- Golfer
- Hiker
- Musician

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Talking points:

- Consider the association of routine activities for each profession to risks of injury – for example, repetitive strain injuries (RSIs)
- Also consider how someone engaged in an occupation that would not normally be associated with risk of back injury is susceptible to back injury because of a particular leisure activity or hobby – for example, a lawyer who gardens
- Similarly, someone who is involved in physical labour such as a construction worker is susceptible to RSIs and other effects associated with extensive computer use at home
- As computer use increases, children and adolescents are increasingly at risk for RSIs and other problems

Note to presenter:

- Encourage your audience to think of examples from their own experience that make them susceptible to injury

Tips:

- Again, use examples from your own practice

A Healthy Back

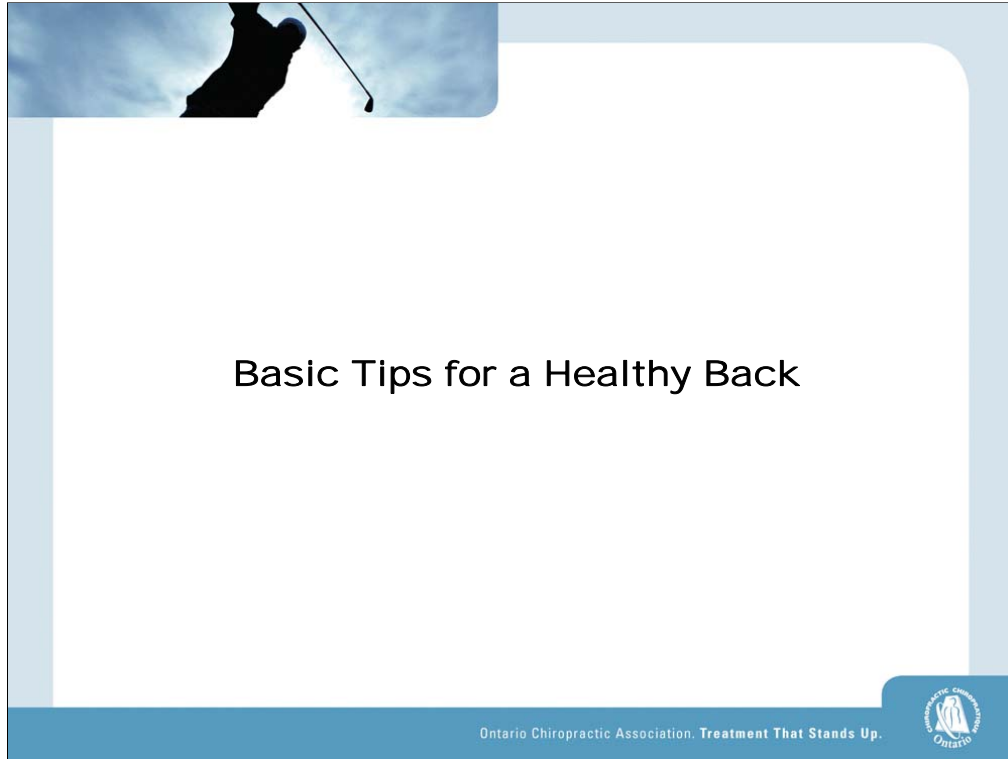
- Your back supports you “24/7”
- A healthy back is integral to your overall health and well-being
- Today, we’ll focus on some simple but important things you can do to prevent injury to your back, and to keep your back strong and healthy

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Talking points:

- Back health is something we need to be mindful of at work, at home, and in our leisure and other activities
- Because back health is so important to our overall health and well-being, it is important to understand warning signs and to practice injury prevention



Note to presenter:

- This section provide four tips for maintaining a healthy back

Basic Tips for a Healthy Back

1. Keep things “neutral”
2. Give your back a break
3. Warm up before activity
4. Pack it light, wear it right



Keep Things 'Neutral'

- Keep a neutral spine
 - This is your back's natural curve
- Practice good posture
 - Posture is important when standing, sitting or sleeping
- Practice good technique
 - Keep your back as straight as possible when lifting and bending
 - Here are some tips for lifting and bending...

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Note to presenter:

- Use examples from your practice to illustrate the points
- You may even want to demonstrate by modeling the behaviour or choosing someone from the audience to help you illustrate what you are talking about

Tips:

- The more interactive you can make this component of the presentation, the better engaged your audience will be

Tips for Lifting

- Bend at your knees, lift with your legs
- Hug that load
 - Holding loads close to the body reduces strain on back muscles and trunk
- Flex your abs
 - Contracting or bracing abdominal muscles improves spinal stability
- Don't do the twist
 - Twisting decreases back stability and increases likelihood of injury; pivot feet rather than twisting the body

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Talking points:

- Even slight abdominal contractions can help

Note to presenter:

- Again, you may want to demonstrate these positions yourself or with a volunteer

Tips for Bending

- Keep a neutral spine
 - Again, bend at your hips or knees but lift with your legs
- Stabilize
 - Keep feet apart for stability and balance
- Support
 - Support your weight, especially when crouching



Give Your Back a Break

- Any body position can cause discomfort and fatigue if maintained for long periods of time
- Take frequent breaks, regardless of the task or activity
- Varying movements is especially important when engaged in repetitive tasks such as:
 - Typing
 - Snow shovelling
 - Standing and sitting
 - Here are some tips for maintaining a healthy posture when sitting...

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Tips:

- Getting the audience on their feet participating and engaged will help them retain more of the information you are presenting

Tips for Posture and Sitting

Do:

- Sit close to your work
- Sit on a chair low enough to just place feet on floor
- Have a chair support your back in a slightly arched position
- Organize work station to avoid repetitive bending, twisting and reaching
- Use arm rests to reduce stress to the upper body and neck

Don't:

- “Slump-sit” – your lower back should be supported
- Lean forward/downward to reach work
- Sit for long periods of time without getting up
- Sit on the floor
- Cradle the phone in the crook of your neck



Warm Up Before Activity

- Warming up and preparing properly before participating in physical activities can:
 - Reduce likelihood of injury
 - Increase strength and flexibility
 - Reduce muscle tension and stress
 - Facilitate movement and increase range of motion
- Here are some tips for warming up and preparing...

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Tips:

- Again, stories and anecdotes from your practice work really well to illustrate the points in the slide

Tips for Warm Up and Preparation

- Preparation is especially important when learning a new sport or starting a new exercise routine
- Select the right clothing and footwear
- Remember to stretch:
 - Appropriately for the sport or activity
 - Gently to avoid strain

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Note to presenter:

- Use concrete examples of appropriate stretching for a specific activity such as gardening, work place lifting. OCA public education materials can support this component of the presentation.
- Make the presentation interactive, you may want to demonstrate appropriate stretching techniques yourself or ask someone from the audience to come up and help you demonstrate.

Pack it Light, Wear it Right

- Heavy loads and improper use of bags are a growing source of strain and injury
 - Computer and briefcases
 - Purses and carry-on bags
 - Backpacks
- Young children are especially vulnerable, so make sure they pack their backpacks correctly ³

3. "Pack it Light and Wear it Right" – Developed by Tara Tasker as part of a multi-disciplinary project conducted by the Queen's University Ergonomic Research Group

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Talking points:

- The OCA has long focused on the particular risk of improper backpack use to young children, particularly as students increasingly carry more to and from school in their backpacks
- In conjunction with Queen's University, the OCA has developed a public education program called "Pack it Light" (provide your audience with samples) that provides important information about the correct packing and use of children's backpacks.
- Another growing problem is strain on the back as more people carry laptop computers
- Airline carry-on luggage and even large, heavy purses also pose risks

Note to presenter:

- Remember to bring OCA public education materials as hand-outs.

Summary

- Following these simple tips and techniques can help you maintain a healthy back
- Remember, if you experience back pain:
 - Take it easy
 - Seek appropriate care

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Tip

- You will want to explain that “take it easy” does not mean bed rest, because inactivity is generally harmful



Note to presenter:

- The purpose of this section is to inform audiences about chiropractic and its position in the health care system

Tips:

- Be careful not to assume prior knowledge or acceptance. At the same time, it is important not to be defensive and to anticipate prejudices or misconceptions
- It is also important to focus on staying positive and not to criticize other professions for the sake of promoting chiropractic. Staying positive will build credibility for the profession

Chiropractic Care

- Chiropractors use manual therapies to treat neuro-musculoskeletal disorders, including:
 - Acute and chronic injuries and conditions
 - Back and neck pain, sciatica, headaches, chronic pain, osteoarthritis and many more
- Chiropractors also assist their patients with:
 - Nutrition and exercise programs
 - Lifestyle and work habits

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Talking points:

- This is a very basic description of what chiropractors do – it is sometimes called the scope of chiropractic practice (see below)
- Elaborate on “manual therapies” and explain what makes chiropractic unique
- Briefly explain the meaning of the terms and use examples to illustrate

Note to presenter:

- Regulation of chiropractic is discussed on the following slide; by way of background, the scope of practice according **The Chiropractic Act**:
 - "The practice of chiropractic is the assessment of conditions related to the spine, nervous system and joints, and the diagnosis, prevention and treatment, primarily by adjustment, of:
 - Dysfunctions or disorders arising from the structures or functions of the spine and the effects of those dysfunctions or disorders on the nervous system;
 - Dysfunctions or disorders arising from the structures or functions of the joints."

Tips:

- Keep it simple and avoid use of jargon or complex terms
- Use examples from your own practice experience to make the talk more compelling and to illustrate what you mean

About Chiropractic

- Chiropractic is a regulated health profession
 - There are more than 6,000⁴ chiropractors in Canada
 - Each year more than 4 million Canadians visit a chiropractor ⁴.
- Chiropractors are primary health care professionals
 - They are authorized to perform and communicate a diagnosis, and to use the title “Doctor”⁵

4. Miller W. Use of Alternative Health Care Practitioners by Canadians. Canadian Journal of Public Health 1997;

5. Government of Canada's Chiropractic Act, 1991

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Talking points:

- Many people are unaware of the popularity and prevalence of chiropractic, and that chiropractic is one of the largest primary-contact health care professions in Canada
- Each year more than 1.2 million Ontarians visit a chiropractor
- An MD referral is not required in order to secure chiropractic care, as chiropractors are doctors.
- Chiropractic in Ontario is regulated under the Regulated Health Professions Act (RHPA) and The Chiropractic Act. The CCO is the governing body established by the provincial government to regulate chiropractors in Ontario
- The other professions permitted to perform and communicate a diagnosis are: medicine, dentistry, optometry and psychology
- The educational requirements for DCs are: Three years undergrad (minimum) prerequisite; Four years of full-time academic and clinical study, including a one-year internship. There are 18 colleges in North America, two in Canada (CMCC and UQTR)

About Chiropractic

- Chiropractors consistently receive among the highest patient satisfaction ratings because patients report:
 - Chiropractors take the time to listen
 - Chiropractors understand their condition
 - Treatment was effective
- Chiropractors are back experts — and more

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Talking points:

- Compared to other treatment options, chiropractic care provides extremely effective and sometimes more cost-effective treatment for back pain and other neuromusculoskeletal conditions
- Understanding chiropractors' unique approach to patient care is the key to understanding its effectiveness and cost-effectiveness:
 - Chiropractors take a “hands on” approach
 - Chiropractic is non-invasive
 - Chiropractic takes a holistic approach to health and wellness

Note to presenter:

- This is the “case for chiropractic.”
- Emphasize that chiropractic is a “win-win” proposition for both organizations and their members, as outlined in the OCA patient brochure “When Chiropractic Care is Covered, Everyone Benefits” (have samples of the brochure on hand)

Tips:


- Use patient examples and personal stories to illustrate how chiropractors deliver on a patient focus
- Ensure you do not oversell



We've Got Your Back

- Taking care of your back is a full-time job
- Chiropractors can help

When chiropractic is covered, everyone benefits

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Talking points:

- As you invite questions and comments, be sure to distribute and introduce available hand-out materials including:
 - OCA public education materials and OCA patient advocacy materials

Note to presenter:

There are three issues relating to EHC coverage that you may be asked to comment upon:

1. Levels of coverage: although virtually all EHC plans (over 90%) cover chiropractic care, the level of benefit and reimbursement varies widely. It is ultimately up to the plan sponsor (employer) to determine what the plan will cover (this is why we encourage patients to talk to their employers and/or unions about the importance of chiropractic care)
2. Physician referrals: referral requirements are not illegal. Because EHC plans are private plans, there is nothing prohibiting a medical referral requirement for any covered service. Some employers believe that referrals will help avoid unnecessary claim costs, however there is no evidence to support this, and insurance companies do not condone it
3. Orthotics: orthotics prescription and dispensing is largely unregulated. Although it is clearly within the scope of chiropractic practice, because of concerns about fraud some insurers have unfairly excluded chiropractors and other qualified professionals from prescription and/or dispensing. The OCA continues to work with the industry to resolve this

Tips:

- EHC plans are a complex and technical area. If you aren't certain of how to answer a question, don't be reluctant to say so. Offer to secure an answer from the OCA

More information

For further information, please contact my clinic or:

The Ontario Chiropractic Association

5160 Explorer Dr., Unit 30, Mississauga, Ont., L4W 4T7

Web www.chiropractic.on.ca
E-mail oca@chiropractic.on.ca
Phone 905-629-8211 | 1-877-327-2273

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Note to presenter:

- The OCA web site has a special section, “Extended Health Care” if you need an EHC resource
- Be sure to thank your audience