

[IMAGE]

A Dose of Prevention (Magazine)...

By Editorial Staff

You're probably already a big fan of chiropractic care based on your experiences with your chiropractor (or the articles found in this newsletter every two weeks), but it's good to see that the public is learning more about the benefits of chiropractic care from mainstream media sources. Case in point: *Prevention* magazine, which continues to publish articles online and in print that share the power of chiropractic with its sizable readership.

The latest examples: "6 Things Chiropractors Can Help With – and What They Can't" and "7 Things Your Chiropractor Knows About You the Minute You Walk in the Room," published in November 2015 and February 2016, respectively.

In the November article, author Judy Koutsky begins with a statement that's been paraphrased in chiropractic offices and press releases for years (although it's great to hear it repeated by a consumer magazine): "Most people assume that chiropractors are good only for neck and back pain. And while they do treat a lot of that, there's plenty else they can do." What else? As explored in the article: pregnancy pain, digestive issues, headaches and blood pressure.

Low back and neck pain round out the list, and the article quotes chiropractors Drs. Gregory Fox (president of the Maine Chiropractic Association), Gabrielle Francis (a DC in NYC) and Sunil Pullukat (a Chicago chiropractor).

In "7 Things Your Chiropractor Knows About You the Minute You Walk in the Room," Amanda Kelly explores the importance of posture and what it can reveal to the astute DC:

1. You're addicted to your phone.
2. You're a writer.
3. You have stomach issues.
4. You sleep on your stomach.
5. You're out of breath.
6. You lug your laptop around all day.

7. You're feeling down.

This article also relies on doctors of chiropractic for insights: NYC chiropractor Dr. Karen Erickson and Georgia DC Dr. Robert Hayden, who get ample discussion time in explaining the link between poor posture and the above-mentioned health revelations.

The magazine's publisher, Rodale, Inc., lists *Prevention's* current U.S. readership at 8.6 million and its digital presence at nearly 5.5 million unique monthly visitors, which means more and more people are learning about the power of chiropractic. That's a great thing! Perhaps paralleling the evolving health care industry, the magazine seems eager to advance chiropractic and other forms of alternative care as its namesake – prevention – takes center stage as the preferred model of health promotion.

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