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NATIONAL CHIROPRACTIC CARE WEEK – MAY 24 TO 30

New health website launched - *'What's your posture?'*

It's National Chiropractic Care Week (May 24 – 30) and the Chiropractors' Association of Australia has launched a new interactive website specifically designed to help you watch your back!

According to CAA National spokesperson, Dr Jennifer Barham-Floreani (Chiropractor), the new site (www.whatsyourposture.com.au) is an important resource, providing free posture self assessment tools and comprehensive information, tips and exercises to help Australians improve their posture and achieve better wellbeing.

"Up to 90 per cent of people have a posture problem," Dr Barham-Floreani explained.

"The most common problems include slouching, forward pelvis and rotated hips, forward head position, rounded shoulders. All these postural problems put extra pressure on the spine and can lead to tension, soreness, head ache, back pain and fatigue."

And while Australia currently has a poor report card when it comes to posture, the good news is that postural issues can often be corrected and sometimes even reversed.

"The new website is a good starting point for anyone wanting to take charge of their posture," Dr Barham-Floreani advised.

First step - check the new website to learn more and use the on-line self-assessment tool to help you identify which of the four typical Australian lifestyle profiles most matches you.

Many people will relate to the office worker - hunched over a computer all day...or the parent carrying kids on one hip, or repeatedly bending down into cots and baths. Then there are the green thumbs who fancy a spot of weekend gardening, but sustained crouching and bending over can play havoc on necks and backs. And let's not forget the school kids and uni students weighed down by heavy school bags, or slouching over their handheld computer game.

MORE

“Once you have identified your posture profile, follow the tips and exercises provided to help counteract lifestyle-triggered problems and straighten up,” Dr Barham-Floreani advised.

Anyone with postural concerns can also make an appointment with a member chiropractor of the Chiropractors' Association of Australia for a posture assessment, personalised advice and appropriate chiropractic care to help the body overcome structural problems.

Chiropractors are five year university trained, government regulated and registered healthcare professionals who specialise in the diagnosis and management of spinal health related problems.

Make the most of your posture during National Chiropractic Care Week - log onto www.whatsyourposture.com.au because a healthier spine leads to a healthier life!

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For further information please contact: Felicity Sincock or Kelly Ward at
The Reputation Group on 03 9820 2633 or 0407 860 834.

About the Chiropractors' Association of Australia

The Chiropractors' Association of Australia (National) Limited (CAA) is the peak body representing chiropractors. An underlying principle of chiropractic is “healthy spine, healthier life”. By offering expert, drug-free spinal health care and lifestyle advice, chiropractors help Australians lead and maintain healthy lives. With over 2,900 members, the CAA is the largest chiropractic health body in Australia, and coordinates its efforts with its 8 autonomous CAA state and territory organisations.