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How You Can Provide Backpack Safety Awareness Programs For Your Community

The Congress of Chiropractic State Associations recommends that every chiropractor publicly address the serious health problems that can result from carrying a backpack that is too heavy or improperly worn. AirPacks suggests the following:

- **Conduct a backpack safety clinic** at your facility or a community center such as local schools, YMCA, church or library.
- **Hang posters** around the community that announce the clinic. Make sure you include time, place, and date.
- **Discuss the health issues and long-term consequences of carrying backpacks that are too heavy.** Use demos such as a skeleton and vertebrae to illustrate the injuries. Stay focused on the issue of backpack safety. Avoid controversial subjects.
- **Organize a backpack weigh-in.** This is a great event to conduct at local schools by contacting the school's principal, nurse or parent association president. Most students will be surprised to see how much they are carrying. Healthcare professionals recommend that people should not carry more than 15% of their body weight.
- **Conduct Scoliosis screenings for students in 5th-8th grade.** Medical research suggests that continued use of heavy backpacks have been linked to scoliosis, posture problems and back and neck injuries. . Early detection and appropriate treatment can prevent progressive spine deformities, which occur in approximately 2-5% of the US population.
- **Give away an AirPacks backpack** as a solution to non-ergonomic backpacks. This will provide an additional reward for attending the clinic.
- **Have attendees sign a guest book.** This will provide a mailing list for future events.

- **Media**

School Newspaper:

- Provide an article to the school newspaper that informs and educates students about the problems of too heavy backpacks and tips on how they should be carried properly.
- Take photos of the event. Provide photos to the school newspaper as a follow-up. This will remind everyone of your clinic. You can also hang some of the photos in your office as a point-of-interest.

Local press:

- Send a press release about your **Backpack Awareness Clinic** to your local newspaper, TV and radio station.
- Send photos to the local paper after the event. Most local papers love to run articles about community events that take place in their district.

- **AirPacks can help**

- AirPacks will supply sample press releases that you can customize to your needs.
- AirPacks will supply an educational video at a cost of \$25 each, or a packet of 125 educational flyers at a cost of \$25.

To order or for more information please call an Account Manager, Health Care Division, 1-800-310-7383.