

National Backpack Safety Month

The Congress of Chiropractic State Associations, in conjunction with AirPacks Inc., launched National Backpack Safety Month in April 2002. The program educates students, parents, and teachers about the health issues of backpacks and related injuries; teaches children how they should carry backpacks correctly; and puts chiropractic in the forefront on this national epidemic. The program had great success in its inaugural year. Nine state associations and over 150 Doctors of Chiropractic participated, and it received widespread media coverage, including an article in the *Wall Street Journal*.

The program consists of a Backpack Safety Kit that is sold to Doctors of Chiropractic through an 800-fulfillment number. The kit includes:

- A comprehensive "How-to-Manual" explaining the logistics of setting up a backpack safety program.
- Sample talking scripts for presentations.
- Sample press releases to send to the local print and broadcast media.
- A backpack safety video to show at events.
- Backpack safety brochures to send home after the presentation.
- One AirPacks backpack to be used in demonstrations and for fundraising opportunities.

The cost of the Backpack Safety Kit is \$199.99 for doctors who are members of their state association and \$349.99 for non-members, plus shipping and handling. COCSA member associations that participate in the program will receive \$25 for each Backpack Safety Kit ordered by an association member and \$50 for each kit ordered by non-members. In states where two COCSA member associations participate, monies earned from kit sales to non-member doctors will be split between the two associations. The only requirements to participate are that you notify us in writing of your intent to participate and actively promote the program to the doctors in your state through your publications, your website, and other appropriate communication resources. Press releases and a one page advertisement will be provided.



For more information, contact COCSA:



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