



Dr Trevor Junge

Healthy Spines – my chance to learn the real skills of health promotion, not self promotion

By Dr Trevor Junge

After almost fifteen years in private practice I felt the need to give something back to my community, my practice's clients and their families. The time seemed right for a new approach to how I worked with chiropractic and the benefits that I know I have been able to bestow on countless clients over the years.

I am sure many fellow chiropractors have at one time or another traversed this same emotion. I have always been on the conservative side of promoting chiropractic; in fact my shyness meant that I felt that to step outside my practice door to promote chiropractic was one fraught with danger! Thankfully the National Healthy Spines Health Promotion Program has come along at the right time to bridge what I know are the wonders of chiropractic and looking after one's spinal function, and being able to give something back to my local community above and beyond simple self-promotion of me and my practice.

It has given me greater confidence and ability to:

- engage and work with children
- understand and practice health promotion
- create good relationships with school communities
- promote good spinal health for Australia's young people.

Is it your time to get involved with Healthy Spines?

Healthy Spines is a golden opportunity to learn some 'real' health promotion skills to use within your local community that are specific to chiropractic and spinal health, and significantly extend any health education work you may be doing currently. In fact, you will learn the important difference between health education and health promotion.

These skills are 'transferable'. You will find them incredibly useful in other aspects of communication and healthcare within your practice. The promotion of health, including spinal health, can lead to better-informed people, and safer and healthier environments, as well as reduced health-care costs for both individuals and society in general. It can mean an increased quality of life for people – this is an idea that fits well with the aspirations of chiropractic. I am sure you would agree that there is no better place to start this process than with children; after all they will be around long after us.

I implore anyone who wants to make a difference to the next generation, where chiropractic can take centre stage as the spinal health expert, that this is your chance. Come and join the growing number of chiropractors becoming Healthy Spines volunteers.

The 2007 Expression of Interest form went out in the last issue of *The Australian Chiropractor* – if you don't have it, then call the CAA and they will send you one. Get your name on the list for consideration in the 2008 program – the **deadline is 14 September 2007**. Your fellow chiropractors already on the team look forward to welcoming you.

For more information on how to get involved in the Healthy Spines Program contact Denise Nixon (nhq@caa.asn.au) at the CAA National Office or phone 02 4731 8011. More information on Healthy Spines is available at www.healthyspines.com.au where you can download copies of the 2006 Evaluation Report from the Healthy Spines Research section.