

By Dr Nick Hodgson

The brain is sexy! Let me put this another way - Talk about the brain and how to make it work better, and people sit up and listen.

Let me illustrate this with three examples: I contribute health related articles to a number of online magazines and forums, and I have to tell you that it is hard work finding topics and content that pulls readers. You probably already know this as a Chiropractor - especially if you have run regular "spinal health" workshops, covered your coffee table in health brochures (which gather dust), or grappled with how to get people to line up at your booth at a health expo or shopping centre?

On one site that I contribute to my articles usually get just over 100 hits with about ten comments. This disappoints me as I believe the message I share is applicable to everyone searching the net - and when you can log onto YouTube and see some chick in knickers getting millions of hits. But to put this in context, most of the other contributors receive 60-80 hits to their offerings. Recently however I ran a piece on "how do you keep your brain healthy?" I posted this a few weeks ago now and it is still running with close to 800 hits and nearly 50 comments.

I regularly send in article submissions and short health tips to the local media, with the all too common cold shoulder response - "we had too many other news pieces to run this week", "we didn't think this would appeal to our readership", "if you'd like to run a half page ad I'm sure we could get that article included". Recently I promoted a "healthy brain workshop", and received a number of "bites" and coverage from the local media with much larger than normal attendances to my workshops.

In May I was privileged to be invited to train a group of Chiropractors in Johannesburg in Torque Release Technique. The organiser had struck up a conversation with a PhD Psychologist who specialises in Brain EEG mapping, and when he had suggested to her that he believed that a chiropractic adjustment changed brain function, she had politely snubbed him based on her scientific experience. When he asked me what to do I suggested that he invite her to our program and ask if she would be willing to do pre and post exams on the Chiropractors that were adjusted at the end of a long day of training. She happily accepted the challenge.

We only had time to do a limited ("statistically insignificant") number of trials, and afterward when we asked her what she had observed she commented that each participant had experienced a "shift" in their brain function. Most of us being EEG novices we pressed her further to explain this - apparently it usually takes approximately 6 months of neurobiofeedback to achieve this phenomenon - not bad response to the carefully selected delivery of 1-3 primary subluxation adjustments? Her response was to demand that I adjust her before she left - I think her scientific opinion had been shifted.

Some research supports this observation that chiropractic adjustments change brain function (1-3): Hang on a minute - don't skim over that statement - CHIROPRACTIC ADJUSTMENTS CHANGE BRAIN FUNCTION. Do you own that statement yourself? Do you comprehend the implications to the community IF that statement is correct and consistent?

Let me propose two shifts that may need to occur in our profession for this secret to get out to where it needs to be heard:

- 1) Our comprehension of the spine as being ligaments, muscle, discs, joints and biomechanics; needs to mature to neurones, neuropeptides, tensegrity, brain holography and quantum physics.
- 2) Our model of analysis, adjustment and communication needs to shift from a bone/back focus to a nerve/brain focus.

Are you ready to make this shift yourself? Torque Release Technique training provides you with comprehensive training in the Art, Science and Philosophy of adjusting from a more neurological, quantum physics and vitalistic model. The next training program will be held on Saturday/Sunday October 18/19 in Geelong. Check out details at www.superhealthy.com.au or you can call me on 0419 104 076 to request a free demo audio CD and have any questions answered.

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1) New Technique Introduced - EEG Confirms Results: (Jay Holder. ICAC Journal, May 1996.)

www.torquerelease.com.au/ICAC%20EEG%20Confirms%20Results.pdf

2) The effect of the Chiropractic adjustment on the brain wave pattern as measured by QEEG. A Four Case Study. Summarizing an additional 100 (approximately) cases over a three year period. (Richard Barwell, D.C.; Annette Long, Ph.D; Alvah Byers, Ph.D; and Craig Schisler, B.A., M.A., D.C.

www.worldchiropracticalliance.org/tcj/2008/jun/n.htm

3) New Science Behind Chiropractic Care (Haavik Taylor H and Murphy B. (2007). World Federation of Chiropractic's 9th Biennial Congress Award Winning Paper (3rd Prize): Altered sensorimotor integration with cervical spine manipulation. Journal of Manipulative and Physiological Therapeutics, in press.)

<http://www.scoop.co.nz/stories/GE0711/S00116.htm>

Have your details changed recently?

If you have changed your clinic address or any other details would have changed eg phone numbers, e-mail addresses, etc, please let the CAA know.

Members should note that under the Chiropractors Registration Act 1996 a registered chiropractor is legally bound to inform the Board of any change of address in writing.

We will pass the information on to the National office for you and also where relevant to the Chiropractors Registration Board.

How can patients find me?

Make sure your clinic details are always kept up-to-date with the CAA! We're finding that patients use the CAA websites for finding chiropractors, so we need to have your correct details.

Patients will sometimes ask for a chiropractor who does a specific technique, so if you're not sure of the techniques you have listed with us, please check by emailing membership@caavic.asn.au

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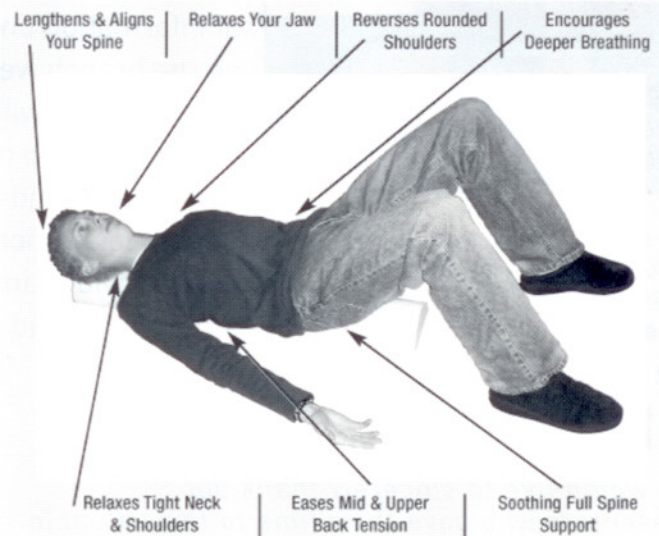
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