

Dear Member

This year Spinal Awareness week will be held on 9th -15th May 2016. The theme is '**Keeping You Connected**'.

Our aim is to promote Chiropractic as a whole - looking at the art, science and philosophy.

Through Spinal Awareness Week we plan to promote the huge benefits chiropractic can have on everyone within our communities, and how Chiropractic keeps people connected not just within themselves and their health & vitality, but also with their families, friendships, communities and globally.

We hope that you will get involved with this years campaign, and find the resources and information we have available useful to help you promote Spinal Awareness Week successfully in your practice and beyond.

Here is a list of the resources available and various things the UCA are doing:

1. SAW Poster imagery – You will all have received a paper copy of this to put up in your practice. A printable version is included in our online resource pack at <http://www.spinalawarenessweek.co.uk/chiropractor-pack>. This will enable you to have as many posters as your practice needs.
2. "Are You Connected" Quiz – a short online/offline quiz to help people take stock of their lifestyle and how Chiropractic can help them. A printable copy is included in your online resource pack, along with an online version, which we would like you to add to your website and share via social media.
3. Colouring in pages for children in your clinics. These are also included in the online resource pack.
4. Educational videos about Chiropractic and the relationship to this years theme "Keeping You Connected". Feel free to upload to your website, play in your practice at a spinal screening or health talk. These videos will be able to be used on an ongoing basis, not just this year for Spinal Awareness Week.
5. The launch of an ongoing Spinal Awareness Week website. This website will be a permanent fixture and help promote Spinal Awareness Week throughout the year, not just through the week. The website will also include a live social media stream. <http://www.spinalawarenessweek.co.uk>
6. Some new ground breaking research from Heidi Haavik about how Chiropractic works from a scientific perspective. These are critical pieces of research you should be sharing with patients in your practice and using it as part of your marketing documentation.
7. Spinal Awareness Week hashtag. When posting online in any social media about this year's Spinal Awareness Week, we ask that you use the hashtag #spinalawarenessweek. This will help us collate all SAW content which we can search and use easily online.
8. Launch of the United Chiropractic Association Blog <http://blog.united-chiropractic.org> and our new Instagram account @unitedchiropractic.

We have also enclosed a branded balloon. If you would like more, you can purchase direct from the office along with branded pens (a pack of 12 pens - £5 / a pack of 12 balloons - £5).

If you have any questions or need some assistance please call the office (**01293 817 715**) or email jeremy@united-chiropractic.org. We look forward to receiving photographs and stories that we can use in our next magazine!

Enjoy!

Jeremy, Claire and Melissa - Your UCA Head Office Team