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the Scottish Chiropractic Association
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## **The Scottish Chiropractic Association campaigns to improve our posture and reduce back pain**

The Scottish Chiropractic Association today launches a national campaign to help us to “straighten up”, improving our posture and reducing back pain. The campaign is centred on two colourful new [\*\*Straighten Up Scotland\*\*](#) exercise leaflets, one each for children and adults. The campaign also marks the 30<sup>th</sup> anniversary of the Scottish Chiropractic Association.

Dr Ross McDonald (Chiropractor) describes the urgent need for the campaign: “Posture is very

important, particularly now that people lead such sedentary life-styles.

Poor posture results in head, back, neck and nerve pain plus repetitive strain injury, at a huge cost to society in lost working days as well as to our own quality of life.

The exercises in the

[\*\*Straighten Up Scotland\*\*](#)

leaflets are quick and easy and only take three minutes.

The modified version only takes 45 seconds.

By repeating the exercises regularly, you can make a really big difference to your own health and well-being”.

“The leaflet for children makes the exercises fun so children are more likely to do them. Chiropractors are seeing children as patients with a raft of spinal problems, increasing in severity and number, partly because of heavy school bags and partly because of sedentary life-styles.”

“We all need to take a much more active role in our own healthcare. [\*\*Straighten Up Scotland\*\*](#) is a step in the right direction and enables adults and children to take control of their spinal health.

Posture has a very significant effect on self-esteem and confidence as well as impacting on multiple areas of life such as sleeping, working and playing.”

**Straighten Up Scotland** leaflets are available to download from the SCA website [www.sca-chiropractic.org](http://www.sca-chiropractic.org)

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(Note: the leaflets can be found in the Press section of the website).  
Please consult your local SCA chiropractor for additional advice and help.

**For press information, please contact:**

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**Background:**

Chiropractic is a primary health-care profession that specialises in the diagnosis, treatment and overall management of conditions that are due to problems with the joints, ligaments, tendons and nerves of the body, particularly those of the spine. Chiropractors focus on the relationship between the structure and function of the human body, primarily coordinated by the nervous system. Treatment consists of a wide range of techniques designed to improve the function of the nervous system, relieving pain and muscle spasm and improving overall health.

**Scottish Chiropractic Association** [www.sca-chiropractic.org](http://www.sca-chiropractic.org)

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