

Chiropractic

NATURAL HEALTH™

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Study Shows Chiropractic is 90% EFFECTIVE IN RELIEVING WHIPLASH!

Your whiplash symptoms, such as headache, neck, shoulder, arm or back pain, dizziness and poor concentration, can surface days, months, or even years after your accident. Yet, you may have been told you're fine!

To clear up any of misconceptions, we've had the privilege of interviewing renowned whiplash researcher and recipient of the Chiropractor of the Century Award—Dr. Arthur Croft.

As a former clinician specializing in Chiropractic orthopaedics, Dr. Croft co-authored the first international medical textbook on whiplash and has recently written a second textbook geared more toward patients.

But Dr. Croft wasn't always so sympathetic to the cause. In fact, for years he questioned whether "whiplash" really existed at all. That is, until he uncovered a heaping

mount of evidence that it does exist. Then, any lingering doubts quickly faded on that fateful day when he sustained—you guessed it—a whiplash injury!

Now Dr. Croft has a personal, powerful message to share with patients like you. He says **being informed can mean the difference between life and death, injury or no injury...and just "existing" or enjoying a good quality of life.**

World Renown Whiplash Researcher

DR. ARTHUR CROFT IN HIS OWN WORDS...



DR. ARTHUR CROFT

Renowned whiplash researcher, co-author and recipient of the "Chiropractor of the Century Award"

In a nutshell, what do you want patients to know?

DR. C: I can state, categorically, that whiplash injuries are a very real problem. So if you are a sufferer—don't worry, it's really not all in your head. And about half of these injuries occur in crashes in which the actual property damage to the vehicle is quite minor.

What inspired your latest textbook?

DR. C: I felt the need to reach those who need the information most—you, the patient—to help you heal.

Patients are sick and tired of hearing their unenlightened [medical] doctors or therapists say, "I don't see anything on your x-rays, and I can't find anything physically wrong with you."

How did you become a whiplash expert?

DR. C.: During my Chiropractic training, I had a friend whose family members suffered from whiplash injuries. They also developed unrelenting pain that sent them from one specialist to the next. Even though they got some relief from Chiropractic care, I was still skeptical. After all, everyone knows whiplash is a phony illness, right? Then I asked myself, "What actual evidence do I have that it's phony?" The answer was, "None!"

What really turned things around for you?

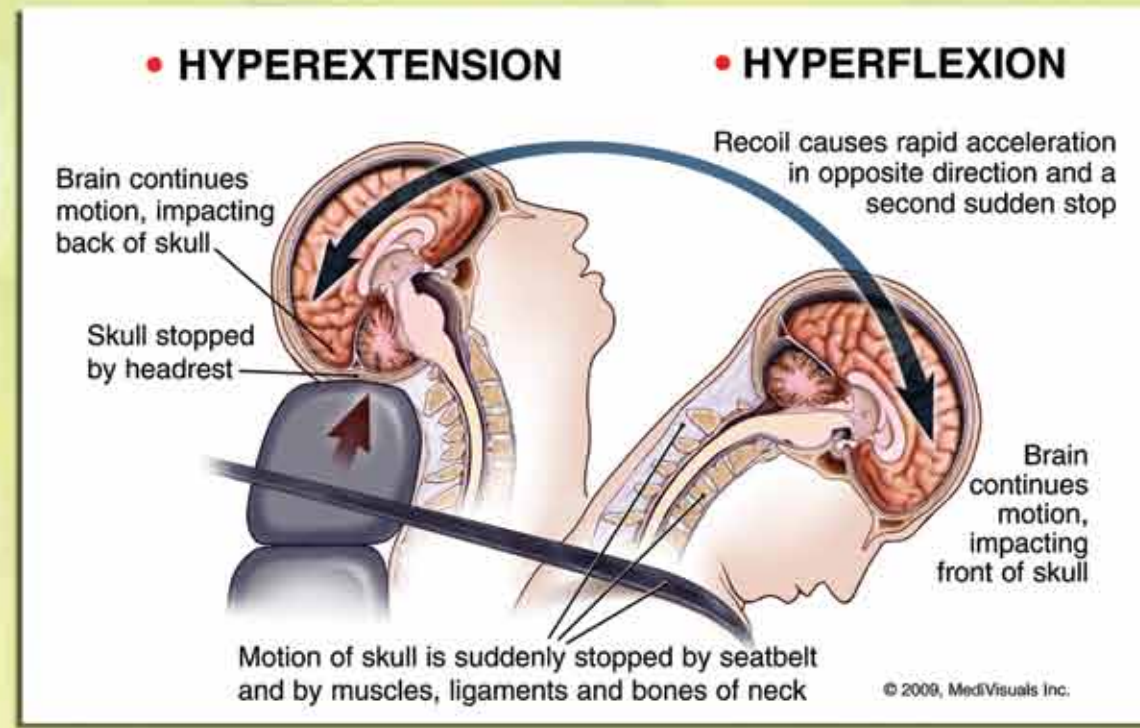
DR. C.: Simply immersing myself in the literature...thousands of studies. Then, in 1995, I was rear-ended and, in addition to a mild traumatic brain injury, I suffered the typical neck pain, headaches, and other manifestations that my patients had been telling me about for years. So I know this disorder *inside and out*.



Dr. Croft (far right) lectures to medical doctors, Chiropractic physicians and physical therapists, worldwide. Dr. Croft is courtroom-qualified as an expert in biomechanics, trauma epidemiology, and accident reconstruction.

What is unique about your research?

DR. C.: The Spine Research Institute of San Diego (SRISD) has conducted over 100 full-scale crash tests—using human subjects and crash test dummies.



What are the some of the long-term risks of ignoring whiplash?

DR. C.: One study links a history of neck injury due to a motor vehicle crash with allergy, breathing disorders, cardiovascular disorders, GI disorders and low back pain. We don't know a lot about neurological connections right now. Long-term degeneration of the spine, however, is well known.



“One U.K. study shows Chiropractic to be 90% effective in relieving whiplash pain.”

How big is the problem?

DR C.: There are an estimated 3 million whiplash injuries per year in the U.S. The toll in human suffering is simply unacceptable, especially when you consider that this is a potentially preventable condition.

How effective is Chiropractic in the treatment of a whiplash injury?

DR. C: One U.K. study shows Chiropractic to be 90% effective in relieving whiplash pain. **Chiropractic has been shown to outperform both acupuncture and [traditional] medicine for chronic spine pain.** Chiropractic management guides the body toward the most natural and rapid healing state.

How is whiplash “potentially preventable”?

DR. C: It takes just seconds to remove some of the risk factors. Your seat belts and shoulder harnesses are your car's most important safety features.

Make sure your head restraint can be locked into position. If your head restraint is lower than the top of your ears, your risk of neck injury is greater. With a head restraint properly positioned, the injury will be minimized, or prevented altogether.

Also, if you know you are about to be hit and are already stopped, look straight ahead. Place your hands flat against the wheel, don't grip it because this can result in serious shoulder injury.

Put your head and back tightly against the head restraint and seat back. Put your foot firmly on the brake. Tilt your head back a few degrees. Scrunch up your shoulders in a shrug to reduce the ability of your neck to whip back and forth. Practice this until it becomes an automatic response.

What about treating whiplash with medications?

DR. C: No drug repairs damaged tissue. The whiplash injury is a spinal injury. So it only makes sense to have it treated by spine experts. **Doctors of Chiropractic have the most concentrated training in this area.**

Is there anything else you'd like to share?

DR. C: Rehabilitation begins at the time of the injury. With whiplash, there is no quick fix—no magic bullet. If you respond well to Chiropractic care, it should translate into less pain and better overall function and more quality of life in the future. No more excuses. It's time to make some positive changes.

I sincerely wish you the best in your quest for health.



by Juanita Kenyon

“I Can Do the Things I LOVE Again!”

I have been experiencing lower back pain since the seventh grade, as well as severe headaches throughout my life. Having been to many doctors with little to no success, things began to feel hopeless.

Finally, I found my Chiropractor. They knew exactly where my back and neck were out of line. As I kept up with my treatment plan, **I was seeing a big difference in the way I felt... in no time at all!**

Because of my consistent Chiropractic care, my headaches are now gone and I

have more range of movement in my body. In fact, I don't miss work because of pain, and I can actually work longer hours. Not only that, but **I am now able to do the things I love, like gardening and hiking, again.**

I have more energy after every visit. My Chiropractor was the answer I had been searching for.

My Chiropractor always knows exactly where my back and neck are out of line. And after a quick adjustment, **I always feel relief from any pain or discomfort.**

I refer everyone I know and keep several copies of my Chiropractors card with me at all times. ❖