

# Wellness Matters

## A Star in His Own Right

Growing up in a family of accomplished actors, Dr. Brad Sullivan could have tried to follow in their footsteps. His father is Bruce Kirby, a legendary character actor of stage and television for 55 years, and his brother is the late Bruno Kirby, who is well known for his roles in *The Godfather* and *City Slickers*. There was just one problem.



Past president of the California Chiropractic Association, Brad Sullivan, DC, (fourth from right) is shown with other past presidents of the organization.

"I was terrible," Dr. Sullivan admits of his acting skills.

But, he found a way to be a part of the entertainment business and still achieve his dream of working in a profession where he could help other people. Today, as a doctor of chiropractic, he treats some of the biggest names in Hollywood, including Academy Award winners and pop culture icons.

Despite his Hollywood connections, he fell into treating celebrities by accident when a patient referred a friend to him on an emergency basis. When the man arrived for treatment, he was so stooped over that "he was facing his ankles," Dr. Sullivan recalled. "When he left, he was walking normally."

The patient's wife, a medical doctor who works with insurance underwriters that cover work stoppage due to health issues of leading stars, became an instant believer. From that point on, she authorized Dr. Sullivan to go "on location" and handle work-related injuries of some of Hollywood's top celebrities.

Dr. Sullivan can't divulge the names of the stars he has treated because of industry insurance and confidentiality issues. But without naming names, he can share a few anecdotes.

One famous Academy Award-winning male comedian he treated was injured when hanging from a wire for 14 hours while filming a "green screen" scene. After the actor's treatment, the director insisted the star

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*Chiropractic is a health care discipline which emphasizes the inherent power of the body to heal itself without the use of drugs or surgery. Wellness Matters is a publication of the California Chiropractic Association providing insight into the chiropractic profession and its positive effects on the wellness of our patients and our communities.*

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## Linking to DrWeil.com

Dr. Andrew Weil is a nationally recognized, leading proponent of integrative medicine, which combines the best ideas and practices of alternative and conventional medicine in order to maximize the body's natural healing mechanisms. Like chiropractic, integrative medicine emphasizes the whole person, while focusing on health and healing rather than disease and treatment.

Now, visitors to Dr. Weil's Web site, [www.drweil.com](http://www.drweil.com), are able to find a doctor of chiropractic near their home or place of work by searching on "chiropractic" and entering their zip code. The doctors of chiropractic listed on the site all have been educated in a technique called the Activator Methods, which involves the use of a small instrument to deliver a low-force adjustment. More than 25 California Chiropractic Association members are participating in Dr. Weil's referral program.



Dr. Susan Goodwin



Dr. Troy Brunke

"It's a plus for the profession, and a plus for the Activator technique, to have such a well known person supporting the work we are doing," said Susan Goodwin, a doctor of chiropractic based in Concord.

Another participant, Dr. Troy Brunke, of Monterey, said: "I am excited to see doctors of chiropractic and like-minded medical practitioners, such as Dr. Weil, having more and more dialogue. Working together, we can use a multi-disciplinary approach to care that is very beneficial for the patient."

## In the Dugout with the San Diego Padres



## What's Inside

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## Capitol Corner

There are many ideas being offered on how to close the state's multi-billion dollar state budget deficit. One proposal is to eliminate some health benefits, including chiropractic, from those covered by Medi-Cal. The California Chiropractic Association strongly opposes this proposal. Chiropractic care reduces costs because patients do not use expensive pharmaceuticals, often are saved from having surgery, and can continue working when they have access to chiropractic treatment. The story of Cherece Norris is a strong case for continued access to chiropractic care.

## Hard-Working Mom Relies on Medi-Cal for Back Treatment that Keeps Her Self-Sufficient

Cherece Norris is a hard-working mother of two living in Crescent City, California. She has had a bad back since she was 16 years old, when she took a fall at her first job in a fast food restaurant. Today, she suffers from degenerative disc disease and a bulging disc. But that doesn't stop her from working every day to support her family.

Cherece and her husband run a home daycare center for 14 children. They work six days a week from 7:00 a.m. to 7:00 p.m. She gets treatment for her chronic back problems at her bi-monthly visits to a doctor of chiropractic, paid for by Medi-Cal.

"There's not enough money left over to pay for health care after paying all the bills every month," Cherece says.

Even on her good days, she can't lift much, or sit for more

than half an hour or so. She can do only limited chores. Going to a doctor of chiropractic helps her stay mobile, and without it she says she would be unable to continue working.

"Dr. Cole has been a lifesaver for me," she says, referring to Tracy David Cole, a doctor of chiropractic who has treated her for 10 years.

Cherece is proud of being self-sufficient and running her own family business. But she readily admits she could not afford to pay for the chiropractic care that enables her to work without the help of Medi-Cal.



Cherece Norris

## A Star

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continue working four more hours.

One of his more unusual calls was to treat a very heavysset comedian filming a scene in a small sports car. The actor had swelled up and couldn't get out of the car.

"Actors consider their bodies to be their instruments. They are required to do a lot of physical work. They have to learn a lot of lines, ad lib and be sharp. They don't want to take drugs or anything to mask their injury, so they're very appreciative of chiropractic work because of its holistic nature.

"If a crew member can't work, you call in a replacement. But it's not so with the lead actors. If they can't work, it's a major problem. I'm glad I can help," he added.



## Research Update Chiropractic Care and Stroke: New Study Finds No Increased Risk

A definitive new study on the safety and effectiveness of clinical approaches to neck pain finds there is no evidence of increased risk of stroke following chiropractic treatment. In the study, researchers determined that patients are no more likely to suffer a stroke following chiropractic treatment than they would be after visiting their family doctor's office.

The study was conducted by the World Health Organization's Task Force on Neck Pain, a group of 13 international researchers and scientist-clinicians, who spent seven years undertaking a comprehensive review of research on neck pain. The task force and its advisory committee members represent 14 disciplines, ranging from neurology and rheumatology to epidemiology, chiropractic and physical therapy. Unlike previous studies on the subject, this study looked at patient visits to

family doctors as well as doctors of chiropractic that preceded a stroke. They found that it is likely that patients in the early stages of vertebrobasilar (VBA) stroke are presenting to both doctors of chiropractic and family doctors because of neck pain and headache. The study also noted that VBA dissection and stroke is extremely rare.

"We know there are people who could benefit from chiropractic care but who have stayed away because they've heard the myths and false claims about a link between chiropractic care and strokes. Our hope is that this study's conclusive findings will give those who have not tried chiropractic care the peace of mind to see if it is the right treatment for them," said William Updyke, DC, president of the California Chiropractic Association.

## Montel Williams

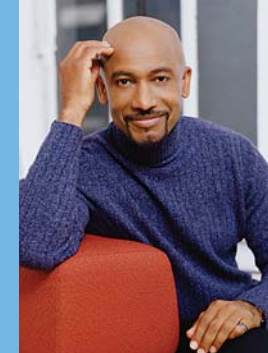
On the January 15, 2008 segment of Montel, television talk show host Montel Williams shared his recent experience with chiropractic care. The following is an excerpt from that program.

"I'm not certain because I haven't done the scientific research on it to know if this can work for everybody else out there...

"I suffer from MS [multiple sclerosis]. I have extreme neuralgic pain in the lower extremities. I'm in pain 24 hours a day, seven days a week, 365 days a year. And then I go to see this doctor [doctor of chiropractic Patrick Kerr]...12 days ago. And there's not a person who knows me who will not confirm this if you just ask them...I'm walking differently; my pain is less...It's the most amazing thing that's ever happened to me...

"For me it was almost an instantaneous relief..." It's almost as if, for the first time, I can stand straight for the first time in five years."

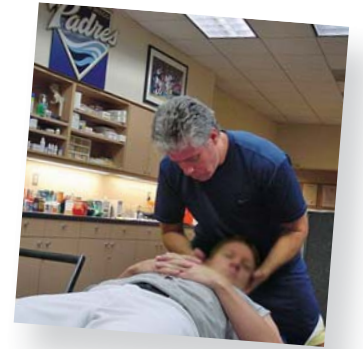
Montel Williams



Montel Williams

## Treating the San Diego Padres

As a young boy, native New Yorker and die-hard Mets fan Dr. Craig Cook never imagined he would one day be part of a National League baseball team. Today, as he stands in the dugout at Petco Park – not as a player, but as an official doctor of chiropractic for the San Diego Padres – he freely admits "it's the next best thing" to playing on the field.



Dr. Craig Cook treats a San Diego Padre.

Dr. Cook was recruited by the Padres in 1998, a year they went to the World Series. Along with fellow team chiropractor Dr. Doug Roche, he has been helping the players avoid injury and stay in top form ever since.

"Baseball players play about 160 regular season games a year. In a grueling season like that, there is no substitute for the type of wellness and preventive care that chiropractic emphasizes," Dr. Cook said.

In an interview with *Today's Chiropractic* magazine, Padres' dominant closer and all-time "saves" leader Trevor Hoffman said of his chiropractic treatments, "As a whole, it is enhancing my performance."

Dr. Cook says it is deeply satisfying to help athletes be at their physical best to compete. And, he confesses, the Padres have replaced the Mets as his favorite team.

## California Doctor of Chiropractic Featured Nationwide for Calorie Advice



Dr. Linda Berry

Doctors of chiropractic, as providers of holistic, preventive care, often counsel their patients on exercise, diet and nutrition as part of an overall wellness regimen. California Chiropractic Association member Dr. Linda Berry, a San Francisco Bay Area doctor of chiropractic, was interviewed recently by an Internet news journalist about how to approach calories and weight management.

The resulting story, *To Count or not to Count*, ran on NBC, ABC, CBS and FOX Internet news services and at more than 70 of their local affiliate sites nationwide, from Boston to Honolulu.

The following are excerpts of Dr. Berry's insights offered in the interview:

• Most people eat more than their caloric needs, but are lacking nutrients. We are an overfed but undernourished society.

• Stop focusing on an actual number of calories. Rather than count the number, look at what and how much you are eating.

• If you want to know if you're eating the right amount of calories, look in the mirror. If you don't have a waist, it is time to adjust what you eat and your activity level. You may also want to consult a healthcare specialist about other possible weight-related factors such as hormones, toxins, stress, sleep and lifestyle habits.

• You can eat more if you exercise. A one-mile walk burns 100 calories on average.

• Pause and think about what you are consuming. If you make a mistake, correct it with your next meal.

• Stack your plate correctly to control portion size; half the plate should be high water-content vegetables and the other half should be protein and starch.

• Once you become familiar with things like serving size and the right foods to eat, you will know what your body needs to stay healthy without having to do the math.