



Welcome to the September Marketing Roadmap

focused on September's National Drug-Free Pain Management Awareness Month

IN PREPARATION FOR SEPTEMBER, the Foundation for Chiropractic Progress (F4CP), a not-for-profit organization dedicated to building awareness regarding the benefits of chiropractic care and its role in drug-free pain management, has outlined action items to complete in advance of the Awareness Month launch.

With 136 Americans dying a day from an opioid-related overdose, chiropractic offers a safe and effective pain management solution.

The F4CP is honored to work alongside organizations committed to countering the U.S. opioid epidemic:



JULY 2021: CONTACT LOCAL LEGISLATIVE BODY

Beginning in July, contact your local legislative body (Board of Supervisor or City Council) requesting a proclamation for the month of September to mark September as Drug-Free Pain Management Awareness Month.

Customize the sample letter on page 2 and attach the personalized proclamation on page 3 of the Roadmap.

[Download and customize the letter template](#)

[Download and customize the proclamation](#)

LETTER TEMPLATE

INSERT STATE ASSOCIATION OR CLINIC LOGO

RE: Request for Formal Proclamation Commemorating September 2021: Drug-Free Pain Management Month

July **XX**, 2021

The Honorable First Name, Last Name

Street Address

City/Town, State, Zip Code

Dear **TITLE (Governor, Assembly) AND LAST NAME**,

In response to the ongoing opioid crisis and alarming death rate both nationally and in our state, which was accelerated due to the COVID-19 **pandemic**, our organization requests that you sponsor a formal proclamation commemorating September 2021 as Drug-Free Pain Management Awareness Month.

Please consider the following statistics:

- We are losing **136** people a day from opioid overdoses.
- In 2019, more than **153 million** opioid prescriptions were dispensed in the U.S.
- During 1999-2019, overdose deaths involving prescription opioids more than **quadrupled**.
- **80%** of heroin users reported using prescription opioids prior to heroin.

Chiropractic care is a drug-free, evidence-based and primary option for pain management that yields improved clinical outcomes, reduced costs and high levels of patient satisfaction. In fact, a 2018 **study** revealed that adults receiving chiropractic care for low back pain were 55 percent less likely to fill a prescription for an opioid analgesic in comparison to adults who did not receive chiropractic care.

Please take this opportunity to visit www.drugfreepaincare.org and review the papers: **'Chiropractic Care: An Effective, Drug-Free, First-Line Approach To Pain'** and **'As The Opioid Epidemic Rages On, Chiropractic Care Is Recognized As A Safer Option For Pain.'**

We have prepared a proclamation for review. Please see the accompanying document.

Please help to advance the accessibility of care that is drug-free, safer and effective, as well as cost-effective. I look forward to hearing from you regarding this proclamation.

Sincerely,

FIRST NAME, LAST NAME

TITLE, ORGANIZATION

EMAIL; PHONE NUMBER

PROCLAMATION

A proclamation supporting the goals of ending opioid abuse, advancing utilization and accessibility of drug-free chiropractic care, and designating September 2021 as Drug-Free Pain Management Awareness Month.

Whereas, prescription opioid use and abuse leading to addiction and catastrophic outcomes has become a national crisis;

Whereas the leading cause of injury death in the United States is drug overdose, and a majority of the deaths from drug overdose deaths involved an opioid;

Whereas from 1999 to 2019, nearly **500,000** people have died in the U.S. from overdoses related to prescription opioids;

Whereas we are losing **136** people a day from opioid overdoses and nearly **49,860** people died from opioid overdoses in the U.S. in 2019 (70.6% of all drug overdose deaths);

Whereas the total economic burden of prescription opioid misuse alone in the U.S. is estimated around **\$78.5 billion** a year, including the costs of healthcare, lost productivity, addiction treatment, and criminal justice involvement;

Whereas prescription opioids are often recommended for low back, neck and musculoskeletal pain management;

Whereas over 100 million suffer with chronic pain and an estimated 80 percent of all Americans will experience some form of back pain during their life time;

Whereas doctors of chiropractic (DCs) are educated and trained to effectively address spinal and neuro-musculoskeletal pain with non-surgical, non-drug management;

Whereas numerous published studies, including The Lancet (March 2018), document spinal manipulation as effective for the management of low back pain;

Whereas the Bulletin of the World Health Organization (WHO) published recommendations to manage low back pain initially with non-pharmaceutical interventions, such as spinal manipulation (chiropractic adjustments), while avoiding opioids, spinal injections and surgery;

Now, therefore, be it resolved, that September 2021 be declared Drug-Free Pain Management Awareness Month, to raise public awareness that chiropractic care is a primary first-line, non-pharmacologic approach to safely and effectively relieve acute, subacute and chronic pain.



Marketing Roadmap

Marketing Implementation Toolkits

This Marketing Implementation Toolkit is a downloadable, monthly resource designed for delegation to staff for easy implementation in your practice. It connects you to marketing tools designed to inspire your patients, grow your practice and further advance the profession!

CLICK HERE TO DOWNLOAD THE SEPTEMBER MARKETING IMPLEMENTATION TOOLKIT

"Medical Doctor Referral Letters"

Monthly Theme: Drug-Free Pain Management

WEEK 1	
Strategy	Easy Weekly Action Step(s)
Social Media Cover Photo	Update your social media cover photo to reflect this month's theme of "Consider Chiropractic for Drug-Free Pain Management" This photo can be uploaded to Facebook, Twitter and LinkedIn for example STANDARD COVER PHOTO CUSTOMIZABLE COVER PHOTO
Pain Management Continuing Education Course	Brought to you by F4CP and Best Practices Academy, and sponsored by NovoPulse, the "Effective Strategies in Pain Management" program is a 13-hour CE course developed to provide pain management training to F4CP members. ACCESS THE COURSE
Practice Progress Webinar for DCs	Register and attend the webinar "Chiropractic Care: A Solution to The Opioid Crisis" presented by Dr. Mark Charrette and sponsored by Foot Levelers on Thursday, September 2 at 1:00 pm EST. REGISTER FOR THE WEBINAR
Social Media	Share the posts to practice Facebook, Twitter and Instagram accounts on Thursday, September 2. SHARE ON SOCIAL:
Community Outreach	Coordinate one breakfast meeting with your community to showcase your practice and share resources with them on the benefits of drug-free chiropractic care. Utilize the definitive chiropractic resource, as well as the F4CP brochure about chiropractic care. DEFINITIVE CHIROPRACTIC RESOURCE BROCHURE

WEEK 2	
Strategy	Easy Weekly Action Step(s)
Social Media	Share the posts to practice Facebook, Twitter and Instagram accounts on Tuesday, September 7. SHARE ON SOCIAL:
Practice Progress Webinar for DCs	Register and attend the "The ECS Role in the Inflammation Process" webinar, presented by Dr. Kimberly Besuden and sponsored by Standard Process on Tuesday, September 7 at 1:00 pm EST. REGISTER FOR THE WEBINAR
LinkedIn	Share the article, 'The U.S. Still Feeling the Effects of "The Crime of the Century"' to professional LinkedIn page on Thursday, September 9 to engage with the business community on this platform. Click the "LinkedIn Article" link for a new screen to open up with a large graphic. Click "Share in a post" on the bottom. Then, you can insert your own text to accompany the article. Next step, click "Post" in the bottom, right-hand corner and the article will be shared to your LinkedIn page. LINKEDIN ARTICLE

WEEKS 3 & 4 ON NEXT PAGE

WEEK 3

Strategy	Easy Weekly Action Step(s)
Practice Progress Webinar for DCs	<p>Register and attend the “Drug-Free Management of Chronic Musculoskeletal Pain: Advances in Chiropractic Care” webinar, presented by Drs. Anthony Lisi and Rob Silverman and sponsored by NCMIC on Tuesday, September 14 at 1:00 pm EST.</p> <p>REGISTER FOR THE WEBINAR</p>
Social Media	<p>Share the posts to practice Facebook, Twitter and Instagram accounts on Tuesday, September 14.</p> <p>SHARE ON SOCIAL:   </p>
Practice Reception Room	<p>Print out and share “Chiropractic Care: An Effective, Drug-Free, First-Line Approach to Pain” paper in your practice reception room.</p> <p>This resource doubles as an eBook (electronic book) that can also be shared in a patient newsletter, on your website or on social media.</p> <p>EBOOK</p>
Monthly Progress PowerPoint	<p>Utilize the PowerPoint presentation “Chiropractic: A Safer Strategy than Opioids,” to schedule a virtual community presentation this September, or even a Facebook Live!</p> <p>Have your office manager or CA research local community groups (health clubs, civic groups, etc.) and establish a list of contacts. You can also record and post a video of the presentation on your YouTube channel and other social media channels.</p> <p>POWERPOINT PRESENTATION</p>
Social Media	<p>Share the posts to practice Facebook and Twitter pages on Thursday, September 16.</p> <p>SHARE ON SOCIAL:   </p>

WEEK 4

Strategy	Easy Weekly Action Step(s)
Practice Reception Room	<p>Print out and post the “Understand Your Options to Manage Pain” trifold brochure in your practice reception room.</p> <p>BROCHURE</p>
Social Media	<p>Share the posts to practice Facebook, Twitter and Instagram accounts on Thursday, September 23.</p> <p>SHARE ON SOCIAL:   </p>
Pump Up Your Progress Webinars for CAs	<p>Register and attend “Chiropractic Coding for Pain Management” webinar, presented by Dr. Samuel Collins and sponsored by ChiroSecure, on Wednesday, September 22 at 1:00 pm EST.</p> <p>REGISTER FOR THE WEBINAR</p>
Practice Progress Webinar for DCs	<p>Register and attend “Documenting Chronic Pain Management,” webinar, presented by Dr. Scott Munsterman and sponsored by ChiroHealthUSA, on Tuesday, September 28 at 1:00 pm EST.</p> <p>REGISTER FOR THE WEBINAR</p>

*Need a media list generated? contact Marketing Director, Alexis Lignos alexis@f4cp.com.

** Social Media Accelerators™

Please check your inbox for emails from the Foundation including easy-to-share social media content for Facebook, Twitter and Instagram.

Subject line is: “Share F4CP Resources on YOUR Platforms”

If you are not receiving these emails, please contact alexis@f4cp.com

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