

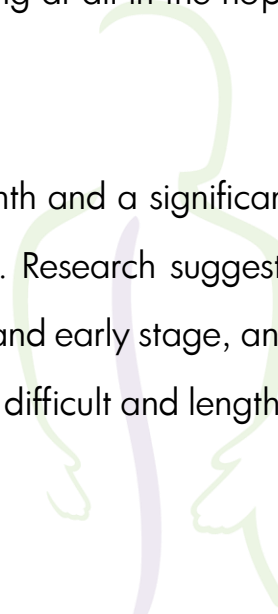
Back Pain 101

Approximately 80 per cent of Canadians will experience back pain at some point in their lives. Add this to our stressful schedules and work-related back injuries, and we have a virtual back pain epidemic.

Our inactive lifestyle is damaging our backs. Many of us spend our days driving or hunched in front of computers, often without any postural support. Studies show that sitting places significantly more pressure on the joints and discs of the spine than either standing or walking. After all, our bodies were built to move!

We spend upwards of \$21 billion annually on back pain products, including over-the-counter pain medication. Yet, amazingly, most people wait up to six months to seek treatment, while 30 per cent do nothing at all in the hope that the back pain will eventually go away.

Nearly a third of back pain cases last longer than a month and a significant portion become chronic and persist for months to years. Research suggests that back pain treatments are most effective in the acute and early stage, and that the longer the problem is allowed to linger, the more difficult and lengthy the healing process may be.





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Doctors of chiropractic are specialists, who provide drug-free, hands-on treatment that targets the source of pain. Studies show that chiropractic treatment is increasingly recognized as one of the safest and most effective solutions for most back pain sufferers.

