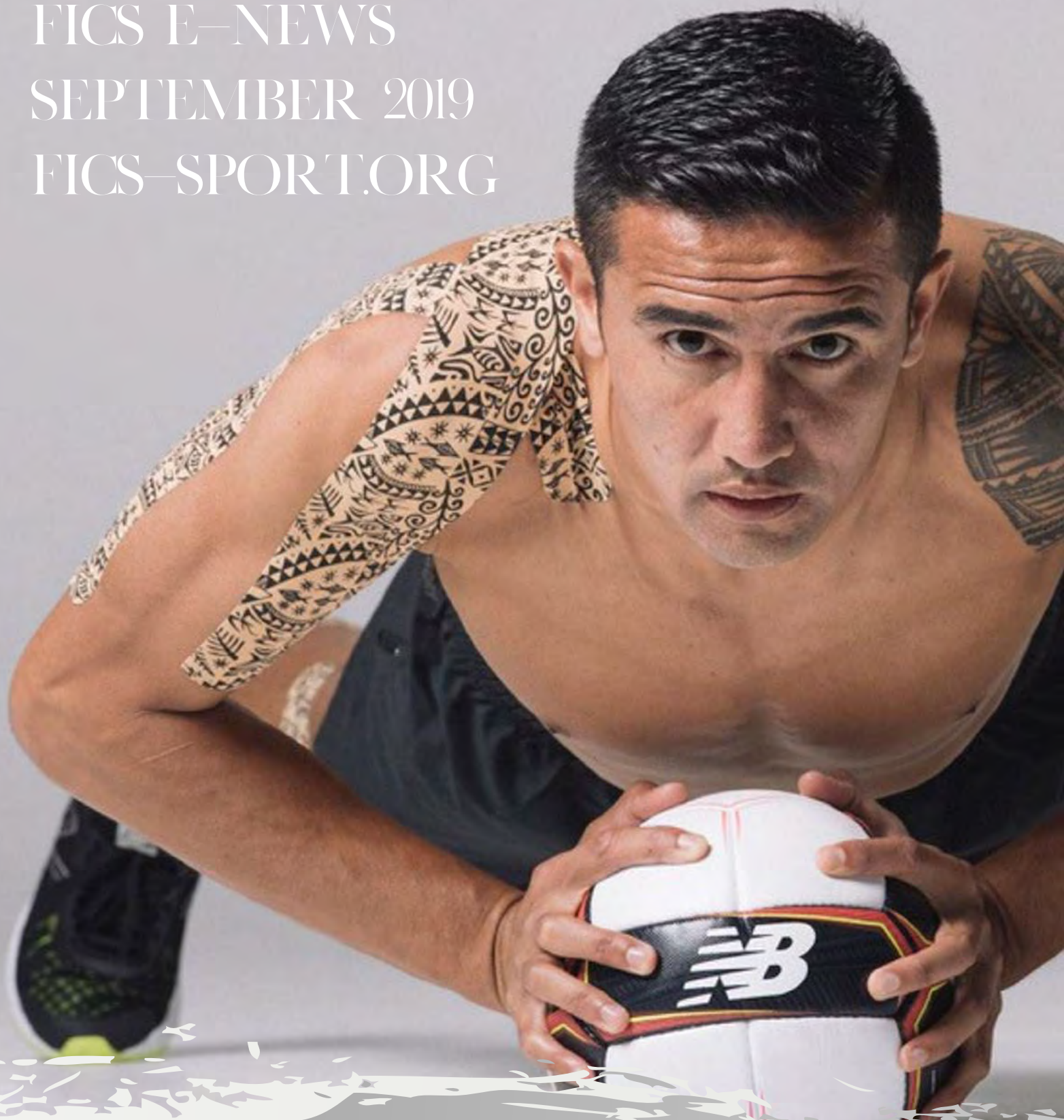


FICS E-NEWS
SEPTEMBER 2019
FICS-SPORT.ORG



EVERY ATHLETE
DESERVES ACCESS TO
SPORTS CHIROPRACTIC

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SEPTEMBER 2019

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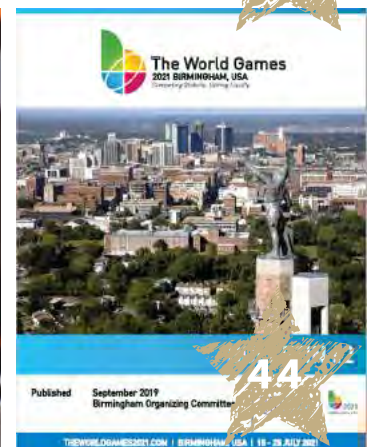
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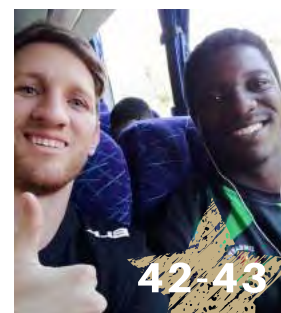
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PRESIDENT'S MESSAGE

Mustafa H Agaoglu - pres@ficsport.org

FICS has recently gone through a change of President, with Dr. Pete Garbutt standing down due to a change in personal circumstances. This unplanned change was a good reminder to the organisation, that defined processes are important and that a review of these should occur as part of the quality review cycle. In accordance with the FICS Statutes, the Executive Council came together at the end of August 2019 to elect a new President.

All involved in FICS governance, whether the executive council or the commission chairs and members of the commissions, are leaders with adamant will. I can only say that I am privileged to be part of this team and absolutely humbled to be voted in as the new President.



My new position as the FICS president is a significant challenge and I will attempt to further build on the legacy of all of the previous leaders in FICS. Transparency, modesty, unquestionable morals, ethics and integrity hold profound meaning in my life. It is my intention to strengthen these qualities already established within FICS and to continue building on the framework and change management process which FICS has embraced over the past 18 months. The legacy I aim to leave behind is the elevation of these fundamental qualities to ensure they are deeply rooted within the FICS governance model.

In taking this position, I took a moment to reflect on the journey which FICS has travelled since its birth. The International Federation of Sports Chiropractic / Fédération Internationale de Chiropratique du Sport (FICS) was founded in 1987 by Dr. Stephen Press at a meeting of national sports chiropractic leaders held in London, England, and has represented sports chiropractic on an international basis since that time.

“ My new position as the FICS president is a significant challenge and I will attempt to further build on the legacy of all of the previous leaders in FICS.



PRESIDENT'S MESSAGE CONTINUED

Mustafa H Agaoglu - pres@ficsport.org

During the past 10 years major FICS activities have included building relationships with international sports federations, athletes, other health care professionals and their representative organizations; developing and presenting postgraduate educational programs for sports chiropractors; and coordinating teams of properly credentialed sports chiropractors to provide services to athletes at major sporting events up to and including the Olympic Games.

For a baby to grow, mature and become an independent human being, it initially needs devoted, passionate and unconditionally loving parents. Well, for sports chiropractors

FICS is our baby. Since its birth in 1987, there has been many to name pioneers, leaders and unsung heroes in the chiropractic profession who served FICS with much devotion, passion and nurturing with love for it to be where it is today. Obviously for any relationship to succeed there must be a transparent dialogue between the partners.

Well the sports chiropractic athletes have responded with much dedication to the care they received. Hence, FICS is definitely a quality product of such healthy relationship.

Which brings me to thanking the immediate past President Dr. Pete Garbutt for his services and dedication to FICS, within the many roles which he has held. Dr Garbutt's contributions have assisted FICS to further grow and mature as it serves athletes at all levels throughout the World. I wish him all of the best in his professional life as continues to serve sports chiropractic and athletes in a different capacity.

“ Since its birth in 1987, there has been many to name pioneers, leaders and unsung heroes in the chiropractic profession who served FICS with much devotion, passion and nurturing with love for it to be where it is today

Mustafa H Agaoglu

SECRETARY GENERAL MESSAGE

Graeme Harrison-Brown - SecGen@ficsport.org

As we hit the home stretch for 2019 we get a chance to look back on what we have achieved so far while preparing ourselves for what is at times the busiest quarter of the year from a planning perspective. It is during this period that we increase our focus on our members, partners and sponsors to ensure we have their ongoing support for the coming year. We also take time to look at where we need to tweak our business model based on lessons learned to ensure we are providing the optimum value exchange for the support they provide.

The generation of revenue is an important part of our planning cycle as it is critical to being able to achieve our objectives of growing sports chiropractic globally, and providing volunteers to support athletes at world

class events so they can perform at their optimum levels. In the fast-paced world of volunteer organisations vying for a shrinking pool of sponsorship dollars as a result of the fiscal pressures faced by commercial organisations, we need to be able to offer better value. As an organisation we need to understand the value that current and potential sponsors are looking for and to map this back into our daily activities.

FICS, by the nature of what we do, offers a perfect platform for organisations selling directly to athletes and chiropractors to market their products and services through us as a part of their sponsorship deal. With access to over 1500 Sports Chiropractic members, a Facebook following of over 2000 direct members, the ability to advertise more through our soon to be released new web site, the use of sponsor products at games and events as part of the treatment process, and the ability for sponsors to include the sale of courses and services through our eLearning portal, means that FICS has a return on sponsorship investment that few other organisations can compete against.

Our biggest challenge is getting the word out there so we can engage with likeminded organisations that want to assist in developing sports chiropractic further.





CONTINUED ... SECRETARY GENERAL MESSAGE

The Changing Face of FICS

As my tenure with FICS comes to a close I have taken the time to look back on what the organisation has achieved over the last 18 months. I was honoured to have been given the opportunity to be a part of the drive for change given that I am a business strategist and not a chiropractor. The organisation showed great maturity in its decision to appoint a person with no vested interest in the sports chiropractic profession, and I hope that I have lived up to their expectations.

It would be fair to say that FICS will still be on the pathway to change for a few years yet, however it is now an organisation with a Strategic Plan geared for growth and an organisational structure that separates strategy from operational activities. It is also supported by an extremely professional and capable Administrative Service Provider in Corranga Pty Ltd that successfully won the FICS contract in a global open tender process. The methodology used in this process will be used by FICS for all future procurement strategies to ensure that the best value for the organisation is found.

The move to a new service provider has proven critical in the development of a strong infrastructure base for FICS as we now have sound financial statements that comply with international standards, our processes and policies are being reviewed and standardised, and our social media and marketing presence has skyrocketed with our click through ratios now up to 7 times industry standards.

We have established an international bank account in Switzerland and are able to do on-line transactions removing the manual processes previously used.

We have also engaged a number of sponsors on a two-way value exchange relationship where they provide services in return for an equivalent value sponsorship. iMap, our technology provider of choice and hosting provider and MyNextMatch, the provider of event management, medicard and CRM solutions are examples of these types of relationship. We also engage sponsors that provide tape and other products on a part product part revenue arrangement so that our volunteers have access to products at events.

The Commissions have operational plans that detail deliverables and responsibilities and we have been slowly mapping the processes for our key activities to ensure repeatability as repeatability means lower costs in the long run. The next step in the process is to implement quality improvement so that the business is continually evolving from lessons learned.

The eLS has been totally revised and FICS now offers its own branded certification for international sports chiropractors in the ICSC. The inclusion of other courses and certifications is on the road map so we can provide ongoing training courses for our members.

CONTINUED ... SECRETARY GENERAL MESSAGE

The Changing Face of FICs continues...

We will open up the eLS to our sponsors to sell their courses through, at a cost, so they have greater exposure to a wider audience. This is a step towards a more commercial organisation that understands the need to generate revenue to achieve its objectives.

The FICS web site is undergoing a major overhaul and will be released in September 2019 under the www.fics.sport domain. The web site will provide more information to our members and enable us to actively represent our sponsors to ensure they are gaining greater value for their sponsorship dollars.

We have moved our operations to the cloud enabling the organisation to operate from anywhere anytime. This also ensures that critical information is not lost and there is continuity of service when key positions are changed out.

We have disestablished the Toronto office and moved our headquarters and focus for operations back to Lausanne, Switzerland where FICS was incorporated. The eventual outcome is to have a physical presence within the House of Sport, so we are interacting directly with our international federation partners. This also allows us to move our administrative mailing address anywhere in the world if we change service providers. The outcome is a more flexible organisation with representation at the home of the Olympics.

The Future

Your FICS is now a strategically focussed, tactically oriented organisation that is cloud based to provide security of data and flexibility of operations. It is developing a more commercial focus to ensure that the resources are available to meet its organisational objectives.

We will assist in increasing the number of Sports Councils across the globe as we expand sports chiropractic. We will increase our participation rates at world class sporting events and meet our commitments each time. We will continue to develop our revenue streams so we can supplement the costs to our volunteers of attending. FICS will be the voice of sports chiropractic.

Graeme Harrison-Brown



Sports Chiropractic Team CSIT Games July 2019

FÉDÉRATION INTERNATIONALE DE CHIROPRACTIQUE DU SPORT (FICS) INVITES APPLICATIONS FOR OUR PART-TIME SECRETARY-GENERAL POSITION, COMMENCING JANUARY 2020.

This is a part-time, voluntary position with an honorarium and expenses. The FICS head office is located in Lausanne Switzerland, with our administrative office in Australia. There is NO requirement that the new Secretary-General needs to be from either Switzerland or Australia.

For further information and the application process see the [position specifications](#).

Applications due by October 31, 2019, to be sent via email to admin@ficsport.org

It is requested that along with your Resume/CV you submit a letter of claim against the selection criteria within the position specifications outlining in each of the areas, what you will be able to bring to the position.

Yours truly
Dr. Mustafa Agaoglu
FICS President



FICS ARE CALLING FOR
APPLICATIONS
FOR OUR PART TIME
SECRETARY-GENERAL POSITION

EXPRESSION OF INTEREST


FÉDÉRATION INTERNATIONALE
DE CHIROPRACTIQUE DU SPORT

▶▶▶▶▶

For further information email
admin@ficsport.org
Application and position specifications.

FICS Secretary General
Position
commencing January 2020



FICS in collaboration with our digital technology partner iMap has developed a digital service offering for the benefit of our members and other interested sports chiropractors wanting to grow their practices.

Why has FICS Developed a Digital Marketing Product for its Members?

Considering just how accessible the internet is today the number of people who go online every day is still increasing exponentially. In fact, "constant" internet usage among adults increased by 5% in just the last three years. And although we say it a lot, the way people shop and buy really has changed along with it. This effectively means that offline marketing isn't as effective as it used to be. Marketing has always been about connecting with your audience in the right place and at the right time. Today, that means you need to meet them where they are already spending time: on the internet.

Enter **digital marketing**. In other words, any form of marketing that exists online. Unfortunately for most businesspeople they do not have the skills or time to develop a truly effective digital marketing plan.

At FICS we believe that we can add value to our members by providing discounted services that will aid in the growth of their business interests without the need to give up valuable practice time or develop the skills themselves.

So what is digital marketing?

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Digital marketing benefits businesses of all sizes by giving access to the mass market at an affordable price. Unlike TV or print advertising, it allows truly personalised marketing. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers.

Why should you bother with digital marketing?

While traditional marketing might exist in print ads, phone communication, or physical marketing, digital marketing can occur electronically and online. This means that there are a number of endless possibilities for brands including email, video, social media, or website-based marketing opportunities.

Because digital marketing has so many options and strategies associated with it, you can get creative and experiment with a variety of marketing tactics on a budget. With digital marketing, you can also use tools like analytics dashboards to monitor the success and ROI of your campaigns more than you could with a traditional promotional content -- such as a billboard or print ad.

How does a business define digital marketing?

Digital marketing is defined using numerous digital tactics and channels to connect with customers where they spend much of their time: online. From the website itself to a business's online branding assets -- digital advertising, email marketing, online brochures, and beyond -- there's a spectrum of tactics that fall under the umbrella of "digital marketing." The best digital marketers have a clear picture of how each digital marketing campaign supports their overarching goals. And depending on the goals of their marketing strategy, marketers can support a larger campaign through the free and paid channels at their disposal.

Digital Marketing Examples:

- Search Engine Optimization (SEO)
- Content Marketing
- Social Media Marketing
- Pay Per Click (PPC)
- Affiliate Marketing
- Native Advertising
- Marketing Automation
- Email Marketing
- Inbound Marketing



Advantages of digital marketing:

The main advantage of digital marketing is that a targeted audience can be reached in a cost-effective and measurable way. Other digital marketing advantages include increasing brand loyalty and driving online sales.

The benefits of digital marketing include:

- Global reach - a website allows you to find new markets and trade globally for only a small investment.
- Lower cost - a properly planned and well targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
- Trackable, measurable results - measuring your online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.
- Openness - by getting involved with social media and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.
- Improved conversion rates - if you have a website, then your customers are only ever a few clicks away from making a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.



Together, all these aspects of digital marketing have the potential to add up to more sales.

Disadvantages of digital marketing

Some of the downsides and challenges of digital marketing you should be aware of include:

- Skills and training - You will need to ensure that your staff have the right knowledge and expertise to carry out digital marketing with success. Tools, platforms and trends change rapidly and it's vital that you keep up-to-date.
- Time consuming - tasks such as optimising online advertising campaigns and creating marketing content can take up a lot of time. It's important to measure your results to ensure a return-on-investment.
- High competition - while you can reach a global audience with digital marketing, you are also up against global competition. It can be a challenge to stand out against competitors and to grab attention among the many messages aimed at consumers online.
- Complaints and feedback - any negative feedback or criticism of your brand is can be Visible to your audience through social media and review websites. Carrying out effective customer service online can be challenging. Negative comments or failure to respond effectively can damage your brand reputation.
- Security and privacy issues - there are a number of legal considerations around collecting and using customer data for digital marketing purposes. Take care to comply with the rules regarding privacy and data protection.

THIS IS WHERE THE FICS OFFERING COMES IN

Our offering will provide you with a solution tailored & branded specifically for your practice and we will create a trusted online visibility for your practice on all major online search platforms - Google, Bing, Yelp, Vitals.com, HealthGrades.com, Facebook, Instagram, Youtube, etc..

Setup/Clean-up Services Includes:

- Digital Footprint build on search platforms - Google, Yelp, Bing, HealthGrades.com, Vitals.com, etc.
- Clean-up any existing inaccurate or negative content related to your practice.
- Branded Review Request email custom designed & branded for your practice - uploaded on iMap's review platform.

Monthly Services Include:

Complete Online Reputation Management for your practice. FICS online reputation management will assist your practice to create a trusted and highly visible digital footprint on all major search platforms and social media platforms:

- Monthly performance monitoring and technical adjustments to insure optimal search visibility.
- Branded Review Request email custom designed/branded for your practice and uploaded on iMap's review platform.
- UNLIMITED branded review requests sent to your patients on your behalf.
- Monthly online reputation monitoring - iMap monitors your digital footprint for negative reviews and assists with negative content.

Free Setup for FICS Members

One Time Setup Fee for Non-FICS Members

Annual Cost for this Service:

\$1,788. USD for FICS Members

\$2,388. USD for Non-FICS Members



FICS - MEMBERSHIP

BY NAT AKMENS - FICS MEMBERSHIP COMMISSION CHAIR



A warm introduction to our newest National Sports Chiropractic Councils in Spain and Botswana, and our independent sports chiropractor members in Vietnam. All were officially welcomed into the FICS family at the General Assembly in Berlin earlier this year. It has been pleasing to see new councils forming in the regions of the world and flying the sports chiropractic flag. It takes considerable effort and hours of organisation to form a new NCSC and see the process through from start to finish. FICS Membership Commission applauds all the dedicated volunteers who serve for their NCSC's, providing the strength and foundation for sports chiropractic to grow. Over on the FICS Facebook page we ran a series highlighting each of the new NCSC's over the last month so be sure to check that out at @FICSsportschiro. Development of new councils are continuing at good pace, and I look forward to sharing exciting news of these in the future.

A collaboration within FICS has seen a presentation dubbed 'The Great FICS Roadshow' make its way around to the final year students at chiropractic institutions globally. Students have been hearing all about sports chiropractic, their local NCSC representative bodies, sports chiropractic pathways available after graduation, and the role of FICS internationally. These talks have been positively received and are set to continue on an annual basis. Membership Commission sees the great benefits of aligning with institutions and allowing students to explore the benefits of a sports chiropractic focus to their career.

On the theme of students, applications have recently opened up for the **FICS Student Scholarship** with a submission **deadline of October 31**. Make sure you take the opportunity to read the article on the next page by Phoebe Henry who is a recipient of the 2018 scholarship. The information on how to apply for the 2019 Scholarship prizes is listed on the following page. Share the news widely to any students you know within your networks, we are looking for some high quality submissions.

The next quarter will see the annual online meeting of NCSC Presidents' and Membership Commission take place. This presents another opportunity for everyone to sit down together and listen to all developments from the countries and regions of the world. Our last opportunity to meet was in Berlin and it is crazy to think where the last 6 months have gone!

Wishing everyone a great next few months.



From Left to Right, some of our new NCSC members are and about: Spain, Botswana, Vietnam

FICS - Corporate and Social Responsibility Commission (CSR)

Phoebe Henry - 2018 Recipient of Student Scholarship



Phoebe Henry is one of the four award holders of the 2018 FICS Student Scholarship. Phoebe work on the FICS CSR commission over the last year has provided her with an opportunity to grow, learn and explore future possibilities within the supportive network of Sports Chiropractic.

Who are we? A community of volunteers committed to providing high quality sports chiropractic care to athletes globally - we believe that every athlete deserves access to sports chiropractic. We recognise the term 'athlete' should encompass anyone who participates in sport, exercise, or a game requiring physical skill, and not just those who are privileged to compete at an elite level. Therefore, in 2019 and beyond we seek to expand our impact to reach the impoverished and disadvantaged factions of society who are participating in sport.

Why CSR? We believe in the positive potential of sport - it has the power to act as a universal language to transcend religious, cultural, socio-economic and political differences. Sport can facilitate inclusion, strengthen communities, and work as a driver for social change and development. As a community of volunteers, we are motivated to contribute to sports-based community development in order to inspire and drive social change, and ultimately empower communities to sustain positive outcomes in their region and throughout the world.

Our values: We stand for equal opportunity, healthcare accessibility, gender equality, inclusion of refugees/asylum seekers and access to education for all. We believe that every child deserves the right to grow up without barriers, that every individual with a disability is in fact celebrated for their ability, and that girls and women in developing nations feel empowered to participate in sport and physical activity.

Our short-term goals with CSR: To assist organisations and community groups who are using sport to enact change. With a community of motivated volunteers based around the world, we are wanting to mobilise our volunteers and contribute to projects through the provision of sports chiropractic care and health education.

Our long-term goals with CSR: To build a respected reputation known to sporting organisations, NGOs and other community groups who are contributing to sports-based community development. We seek to deliver sports chiropractic care through mobilising our volunteers and creating sustainable projects with communities in a way that builds their capacity to deliver ongoing outcomes autonomously.

Current projects: Peace & Sport April 6 Campaign 2020 – Soccer for Peace Tournament, Melbourne AUS. The aim of this project is to encourage community inclusion for Refugee/Asylum Seeker/Migrant communities. Through partnering with Community Soccer Hub, Welcome to Australia, Spectrum, Victoria Police and other local soccer teams, FICS can deliver a community event raising awareness and celebrating the International Day of Sport for Development and Peace.



EVERY ATHLETE DESERVES ACCESS TO SPORTS CHIROPRACTIC

FICS Student Scholarship Application

*Open to chiropractic students
worldwide.*



2019 Student Scholarships - Call for nominations

FICS, the international organization representing the specialty of sports chiropractic, is pleased to announce four \$1,000 USD sponsorship for chiropractic students.

Recipients of this award will be appointed to be a member of a FICS commission to allow them to widen their networks and further develop their interest in Sports Chiropractic

2019 submission **MUST** be sent to admin@ficsport.org before 5pm AEDT (UTC +11) 31 October 2019. Late submissions will not be considered.



**Email: admin@ficsport.org for
application form.**

WORLD SPINE DAY 2019

GET SPINE ACTIVE!

October 16 is World Spine Day, and we are thrilled to join #WSD in promoting physical activity for this year's theme of [#getspineactive!](#)

World Spine Day is a part of the Global Alliance of Musculoskeletal Health's Bone and Joint Decade Action Week, which occurs each year in October. Coordinated by the World Federation of Chiropractic - WFC, World Spine Day calls on people and organizations from all different backgrounds around the world. It brings them together in a common goal to raise awareness surrounding the prevention and effective management of spinal conditions and the promotion of spinal health. With health professionals, exercise and rehabilitation experts, public health advocates,

school children and patients all taking part, [#LoveYourSpine](#) will be celebrated on every continent!

WORLDSPINEDAY.ORG
WORLD_SPINE_DAY
#GETSPINEACTIVE
#LOVEYOURSPINE



International Sport Chiro Certificate

BY BETH ANTOINE, FICS FELLOW

The redesign of the online ICSC program has finally been completed! FICS has not increased the price of the e-learning courses since 2010 and this 25% increase falls in that lower range (2.5% per year). FICS wants to provide the highest quality and most current sports chiropractic information to our members and train high quality doctors.

Whilst the price increase has now come into effect, FICS will be offering incentives for members who participate in hands on seminars to also sign up to the online learning, providing them every opportunity to complete the ICSC requirements.

Over the last 7 months, as part of the phase in period, over 236 members have made the transfer to the new online learning required for the ICSC, with 57 members completing the ICSC Postgraduate certificate.

Hands on Seminars


FICS is excited to offer several upcoming hands-on seminars throughout the world.

The aim for the coming years is to ensure we give members as many opportunities as possible to attend a hands on seminar within their country, increasing the opportunity for members working towards the ICSC Post Graduate degree the opportunity to complete. We will update the website and social media with seminar information once the organisation and details of the seminar are confirmed.

Keep an eye on the website under the education section for a complete list of upcoming hands-on seminars and registration information.

Upcoming Hands-on seminars for 2020 include:

- Lower Extremity - 25-27 October - England - Registration open
- Upper Extremity - 17-19 January 2020 - France - registration open
- Lower Extremity - 24-26 January 2020 - Norway (Registrations opening soon)
- Upper and Lower Extremity- 12-15 March 2020 - Mexico City (opening soon)
- Upper Extremity - 22-24 May 2020- Melbourne, Australia (details TBC)

If your NCSC would like to host a hands-on seminar, please reach out to the FICS Education Commission Fellow, Beth Antoine at bantoine@nwhealth.edu 



PURSUE A DOCTOR OF CHIROPRACTIC SPORTS EMPHASIS

Practice treating professional athletes like NFL alumni, Minnesota Vixen team members and more. We also offer programs in:

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- Post-Bac Pre-Health/Pre-Med
- Massage Therapy
- B.S. Completion
- Nutrition

Learn more at **DISCOVERY DAY** on **Saturday, Jan. 19**
Register today!

nwhealth.edu/discover

 Northwestern Health Sciences University
Bloomington, MN
952-885-5409

25 October 2019

UK - Oxford

Lower Extremity

International Sport Chiro Certificate

BY BETH ANTOINE, FICS FELLOW

The new eLS offers an extraordinary Head Injuries in Sport Module which will provide doctors of chiropractic with training in the evaluation, treatment and management of sport related concussion, hematomas, and facial injuries. The course will discuss: sport related concussion including definition, examination, mechanism of injury, cervico/cranial syndrome, and management). Subdural, epidural, and intracerebral hematomas as well as increased intracranial pressure will be discussed. Finally, injuries of the eye, ear, nose, and mouth which are commonly seen in sport will be presented



We are also pleased to offer a Rehabilitation of Sports Injuries module featuring FICS education commission chair and world renowned sport chiropractor: Dr. Tim Stark! This module will provide doctors of chiropractic with training in the functional evaluation, restorative treatment and active management of sport related injuries to the spine and extremities. The course will provide the sports chiropractor with a high level understanding of the role of therapeutic exercise with sports related injuries and foundational appreciation of functional testing of the spine, and extremities as well as basic application for rehabilitation



We are excited to continue to register students in the eLS and hands-on seminars. FICS is here to support our members and provide our members with the highest level of training to prepare them for their endeavors as a FICS sports chiropractor!

REGISTER TODAY <http://ficsport.org>

Chile ICSC Seminar Wrap Up

BY TIM STARK -CHAIR FICS EDUCATION COMMISSION

I have been an instructor for FICS since the mid 2000's, over 15 years! I been honored to present to extraordinary providers, around the World. One of my favorite regions is Latin America. I enjoy visiting this region because, without fail, the hosts of my visits make one feel very special. Dr. Matias Hassan and his team in Chile clearly created an exceptional learning environment, and yes, made me feel very special as their instructor.

Forty-two Chilean doctors, and a couple of rogue Europeans (you know who you are), made-up the audience of eager students, anxious to gain a deeper understanding of becoming an international sports chiropractor. Both modules including the upper and lower extremities were instructed over four days. Yes, 40 hours of instruction in four days; these student-doctors endured a tremendous amount of data and hands-on skills. Like all of our seminars, we are dependent on our Corporate Partners to assure we have high quality resources to instruct our primary topics of head injuries, extremity manipulation, soft tissue manipulation, and strapping.

FICS' Education Commission wishes to thank our valuable partners for their support; Cramer via Performance Health, FAKTR via South East Seminars, and Dynamic Tape. Once again, thank you to Matias for his tireless efforts to organize this event. FICS wishes the new Chilean Sports Society luck and we look forward to your organization growth.



SOUTHEAST
SPORTS SEMINARS



**PERFORMANCE
HEALTH™**





NEW ICSC GRADUATES IN LAST QUARTER

ICSC GRADUATES 2019

Brett Jarosz - Australia
Cameron Benjamin Champion - Australia
Li Jen Wong - Australia
Mark Trbojevich - Australia
Tara Maree - Australia

Mark Poray - Canada
Thomas S. Halyk - Netherland

Paton Glen James - South Africa
Steven Smilkstein - South Africa
Jaidan Mays - South Africa
Bernadette Coston - South Africa

Diego Busto Rosillo - Spain
Guillermo Busto Rosillo - Spain

Melanie Lopes - United States
Sara Cuperus - United States
Tyler Jack - United States
Alexander R Sundin - United States
Emily Jane Wills - United States
Elizabeth Moos - United States
Gregory Amber - United States
Landon Christy - United States
Scott Douglas Vanina - United States
Shea Stark - United States
Scott Rosner - United States

Cassie Atkinson-Quinton - Australia
Amy L Herreen - Australia
Antoine Cassis - Australia
Aaron Hennessy - Australia
Lorenzo Campagna - Australia
Michael Benporath - Australia
Ali Zaher - Australia
Haralambos Harris Delfinis - Australia
Crispin Bracefield - Australia
Peter Mason - Australia
David Steven - Australia

Darren Strong - Canada
Bronwyn Hunt - Canada
David Wasylenko - Canada
Kenichi Oumi - Japan
Amaury Leporé - France
Stephan Aurimond - France
Neki Patel - New Zealand

Gert Ferreira - South Africa
Jaidan Mays - South Africa
Bernadette Coston - South Africa
Neil Salter - South Africa
Justin Petzer - South Africa
Carly Zuehlke - Netherlands
Björn Denissen - The Netherlands
Lobke De la Ruelle - The Netherlands

Lisa Goodman - United States
Anthony Branker - United States
Jonathan Wilhelm - United States
Courtney Wells - United States
Christopher de Geer - United States
Joy Henry - United States
Jennifer McCleary - United States
Mindy Mar - United States
Martin Skopp - United States
Michael Krasnov - United States

Jennifer Barr - United Kingdom
Mika Janhunen - United Kingdom
Michael John Pride - United Kingdom
Anna Maria Holmberg - United Kingdom
Juliet Lock - United Kingdom
Lowena Sandercock - United Kingdom



Meet Catalina Escobar Gomez! She is an Olympian gymnast from Columbia and in her sixth trimester at Texas Chiropractic College.

Hear from her about her amazing journey from the Olympics to becoming a world class doctor of chiropractic through FICS's World Olympian Scholarship Program.



Dr. Jay Greenstein
FICS Chair
Corporate and local Responsibility Commission


Catalina Escobar Gomez
Olympian gymnast from Columbia
Current Reception of FICS's WOSP Program



World Muay Thai Championships 2019

BY MIGUEL CAMARA

The 2019 World Muay Thai Championships went back to its roots this year and were held in Bangkok, Thailand. Over 600 athletes from 89 different countries participated in this grueling eight day tournament. Continuing their great run from last year, Russia once again took the most number of gold medals home and won the overall gold medal for the event. The FICS team this year was composed of three chiropractors from around the world. Robert Wasserman (USA), Jackie Huang (Taiwan) and Miguel Camara (Philippines) all volunteered for the event. Throughout the length of the tournament, over 120 adjustments were delivered to over 80 athletes, coaches, and staff. The chiropractors thoroughly enjoyed interacting and educating athletes and coaches about chiropractic care.

Many of the athletes saw how chiropractic affected their overall performances and came back after their initial fights to get treated. Among some of those getting regularly adjusted was Dr. Chao Wathayotha, one of only nine doctors of Muay Thai. Dr. Chao came in every single day after discovering what chiropractic was because he felt the difference in his body. He was so enthusiastic about getting adjusted that he insisted his daughter, a referee for the event, also be seen by the team. He mentioned that he could feel the difference chiropractic was making on his body and even mentioned that he wished that something like this was available 40 years ago, when he was still fighting at his prime.

Overall, the event was a huge success, as the chiropractors did all that they could to help the athletes. A combination of kinesiology tape, muscle release techniques, and different chiropractic techniques were all used to bring the athletes to optimum function before and after their bouts.

We look forward to working with IFMA (International Federation of Muay Thai Associations) and other sports organizations to educate and offer quality chiropractic care to athletes from all over the world.



Photo left: Dr. Jackie Huang, IFMA General Secretary Stephan Fox, Dr. Miguel Camara, Dr. Robert Wasserman



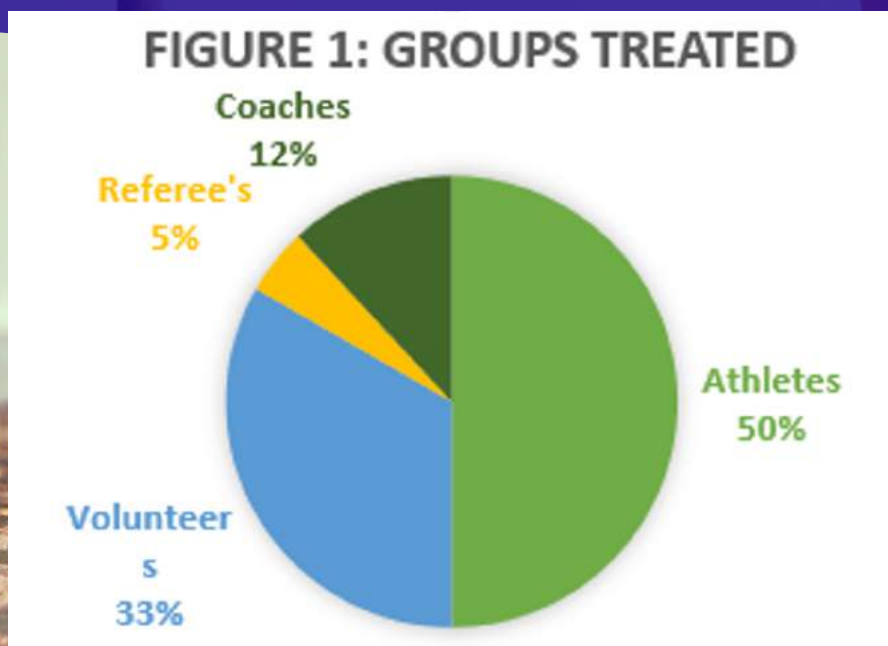
Photo right: Left to right - Dr. Miguel Camara, Dr. Chao Wathayotha, Dr. Jackie Huang, and Dr. Robert Wasserman

European Championships U20 FIVB Beach Volleyball

DR MARTIN ISAKSSON
PRESIDENT IKS

On the 27th-30th of June the European Championships U20 (men and women) of Beach Volleyball commenced in Gothenburg, Sweden. The Swedish chiropractic sports council IKS had successfully signed a contract with the organiser for this event and were providing chiropractic treatment for athletes, coaches, referees and volunteers each day of the game. Our chiropractors co-managed patients with physios, medical doctors and massage therapists. First-time chiropractors have been working at a Beach Volleyball championship in Europe, and the athletes were pleased to receive treatments from experienced sports chiropractors.

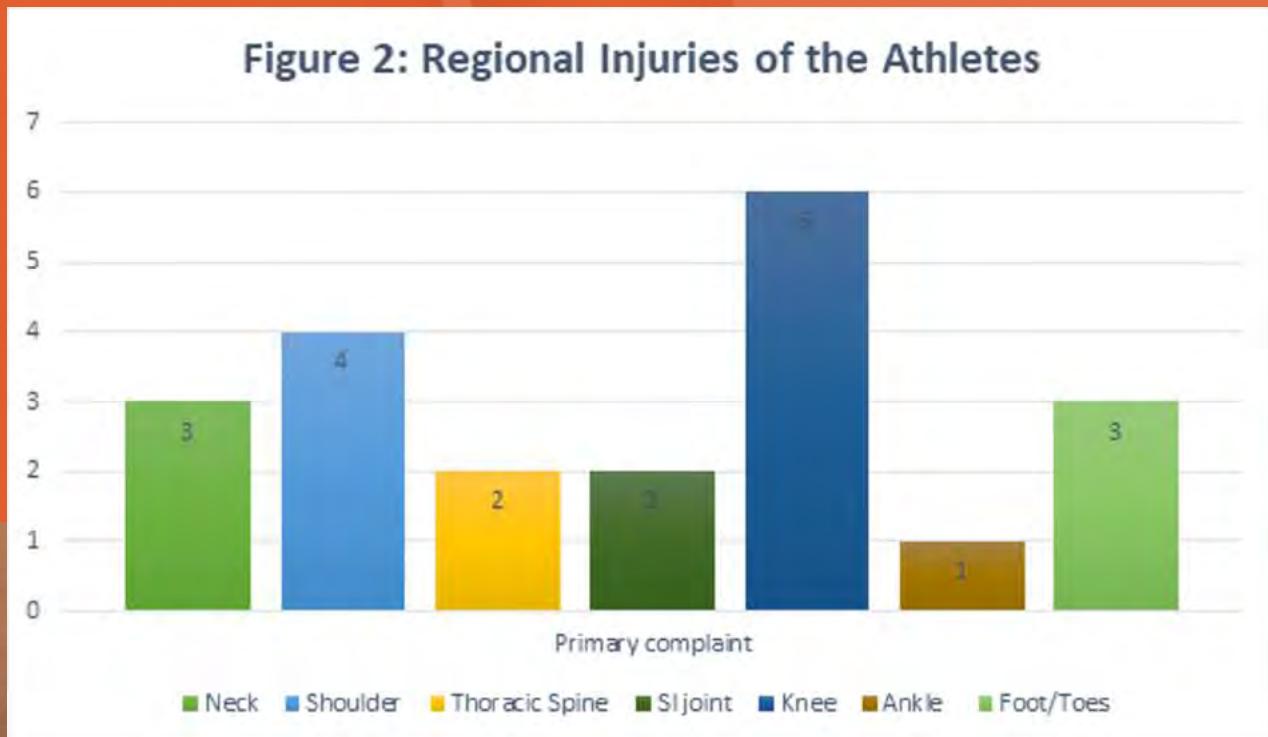
The distributions of treatments are as seen in figure 1 below:



Chiropractic Treatments

The total number of treatments ended up on 66 for the four days, which is a significant number considering this group has not previously had any chiropractors working at their games. 90% of the treated athletes, coaches, referees and volunteers had never received chiropractic treatment before. Not only were they amazed about how well their bodies felt after the adjustment but also what difference it made for the players on the court.

Primary complaint amongst the athletes seen in figure 2:



Beach Volleyball in Sweden

Sweden has the most prominent beach volleyball indoor arena in the world and has nearly 1500 members. The club/organiser took such great care of us chiropractors, and everyone was super friendly and happy with our presence there as sports chiropractors. A huge thank you to KIRO the Norwegian chiropractic sports council that sent one of their highly dedicated sports chiropractors Dr Daniel Vestol, without their support we could not have had such a successful event. I would also like to thank Dr Christian Calvert.



Left Photo from left:

Daniel Ahlstedt, massage therapist @danielahlstedt

Elin Andersson, physiotherapist, #StarkRehabSverigeAb #Westcoast_Elite

Dr Daniel Vestol, sport chiropractor, @atlasklinikken

Emelie Efraimsson, medical practitioner, <https://www.facebook.com/emelie.efraimsson.5>

Dr Christian Calvert, sport chiropractor, @kiropraktikochhalsa

Right Photo From left:

Vilhelmiina Prihti, Finnish National team U20, @vilhelmiinaprihti,

@bvteamprihtivuorinen Dr Martin Isaksson, sport chiropractor, @sportsdocmartin

Aliisa Vuorinen, Finnish National team U20, @aliisavuorinen, @bvteamprihtivuorinen



The 2019 Regent Aguila IRONMAN

BY DR. MARTIN CAMARA - PHILLIPPINES

The 2019 Regent Aguila IRONMAN 70.3 Asia Pacific Championship was held in Mactan, Cebu. The tournament gathered 2,190 participants coming from 57 countries. During the event, the PCSC offered dynamic taping and chiropractic services to bring the triathletes to their optimum level of functionality before the race.

The PCSC works closely with the elite athletes of the Jiu-Jitsu Federation of the Philippines as they condition and train for the 4th Asian Jiu-Jitsu Championship in Ulaanbaatar, Mongolia. Prior to their competition, a combination of chiropractic services, physical therapy, and medical laser were all utilized to bring the athletes to their optimal physical level. Jiu-Jitsu Team Philippines won one Gold medal (Meggie Ochoa), 2 Silver medals (Annie Ramirez, Carlo Pena), and 4 Bronze medals (Kaila Napolis, Andrea Lao, Kimberly Custodio, Jolly Co) in the competition.

The PCSC also treated the elite athletes of the PhilSat Team as they gear up for the 7th Singapore Pencak Silat Open Championships 2019. The PhilSat Team bagged numerous medals from the competition. A total of 7 Gold Medals (Mary Francine Padios, Ckurt Anievas, Jade Padios, Yhanq Asmad, Alvin Campos), 5 Silver Medals (Cherry Mae Regalado, Alfau Abad, Angel Derla, Dines Dumaan, Juryll Del Rosario) and 7 Bronze Medals (Jeff Abilay, James Mayagma, Rick Ortega, Jeremae Beato, Jude Jalandoni, Jamaila Ramos, Raymund Bueno, John Adante, Stephen Suazo, Jheil Huinda).

Dr. Martin Camara also provided Chiropractic care for Ariana Dormitorio, Asia's Queen of Trails, as she represented the Philippines in the Asian Mountain Bike Continental Championships for a slot to the 2020 Tokyo Olympics.



Left: Meggie Ochoa, Philippines First Jiu-Jitsu World Champion and other Jiu-Jitsu team members have their chiropractic adjustment and physical therapy session before the 4th Asian Jiu-Jitsu Championship



Left: Dr. Martin Camara provided chiropractic care to Ariana Dormitorio as part of her preparation for the 2019 Asian Mountain Bike Continental Championships



Below: The PhilSat Team at the 7th Singapore Pencak Silat Open Championships 2019

AUSTRALIA NCSC

BY LUKE NELSON - PRESIDENT SPORTS CHIRO AUSTRALIA

The inaugural Sports Chiro Australia “Strength and Conditioning event” saw 60 practitioners assemble at the Australia College of Physical Education in Sydney, on the 20th and 21st July. In partnership with Iron Edge, the weekend saw 12 speakers from chiropractic, Physiotherapy, podiatry and strength & conditioning discussing all the hot topics in S&C.

Sydney Strength & Conditioning Coach Elliot Taylor kicked off proceedings with his 2 talks “Testing and assessing strength & power” and “Modifying exercises for the injured athlete”. One of the key takeaways from his talk was the importance of seeking alternative exercises when an athlete is injured, rarely is complete rest needed! Up next was one of the headline acts:

GWS Head of High Performance, and Physiotherapist, David Joyce. David did an exceptional job of condensing a huge amount of information into his 2 talks on Strength & conditioning for calf injuries and Adductor/groin injuries. These presentations were chock full of clinical pearls. Our very own Luke Khoury backed up David, with his talk “Progressions 101” where he discussed the different progression models for rehab exercises.



Australia NCSC S & C Event cont....

Nick Papastamatis (“Mr Squat”) then spoke on his favourite topic: squatting! Nick spoke about some of the common faults in the squat and some solutions to correct them. An important attribute for many athletes, chiropractor Matt Wall then discussed the development of rotational power. Lorenzo Campagna imparted his wealth of experience in youth athlete development with a discussion on Strength and Conditioning Considerations for Young Athletes. Closing out Day 1 was chiropractor Andrew D'Ath-Weston discussing the importance of assessing and correcting breathing dysfunction in the athlete, and yes it's more complex than just “breathe in, breathe out”.

With Lachlan Wilmot unfortunately falling ill, a reshuffled program saw Day 2 kick off with some practical demonstrations, which worked really well and had some fantastic feedback from attendees. Nick continued his talk from Day 1 with a practical demonstration on the squat, with yours truly getting singled out to demo, let's just say I've some work to be done ahead of next years' seminar! Matt Wall then got attendees sweating with a 30min practical on rotational power.



Australia NCSC S & C Event cont....



It was time to kick off the shoes, as podiatrist Tim Brandson took attendees through the importance of healthy, strong feet, and was perhaps to some surprising and refreshing to hear a podiatrist talk about foot function in this manner. Strength & Conditioning Coach Clint Hill then discussed the ins and outs of putting S&C programming into practice, tapping into his vast experiences in sport.

Another 2 talks packed with clinical pearls followed, with Physiotherapist Tim Rowland discussing Advanced S&C considerations for low back pain and knee pain. Tim did a great job covering modifications in the gym, and key exercise considerations for these conditions. Finishing on a high, the weekend concluded with the chiropractic team act of Andrea Feinbier & Brad Immerman as they covered the deadlift: variations and common faults.

I would like to personally thank all our speakers for their hard work over this weekend, and our amazing group of attendees, which made the inaugural event such a success! We hope to see you all in July 2020 in Melbourne, when we will be holding another ASCA and S&C event.

Respectfully Submitted, Luke Nelson, President SCA



Turkish Nationals

MUSTAFA H. AGAOGLU, B.S., D.C.

FIRST VP EASTERN MEDITERRANEAN & MIDDLE EAST CHIRO FEDERATION
FICS PRESIDENT AND REGIONAL REP EASTERN MEDITERRANEAN

Mustafa Fatih Çetintaş is a physiotherapist and a chiropractor. He is one of my students having recently graduated from Bahçeşehir University, Health Sciences Institute chiropractic masters program of İstanbul.

He is currently part of the medical staff of the Turkish nationals at the Shanghai world basketball championships.



Mustafa Fatih Çetintaş
pictured above - third to left



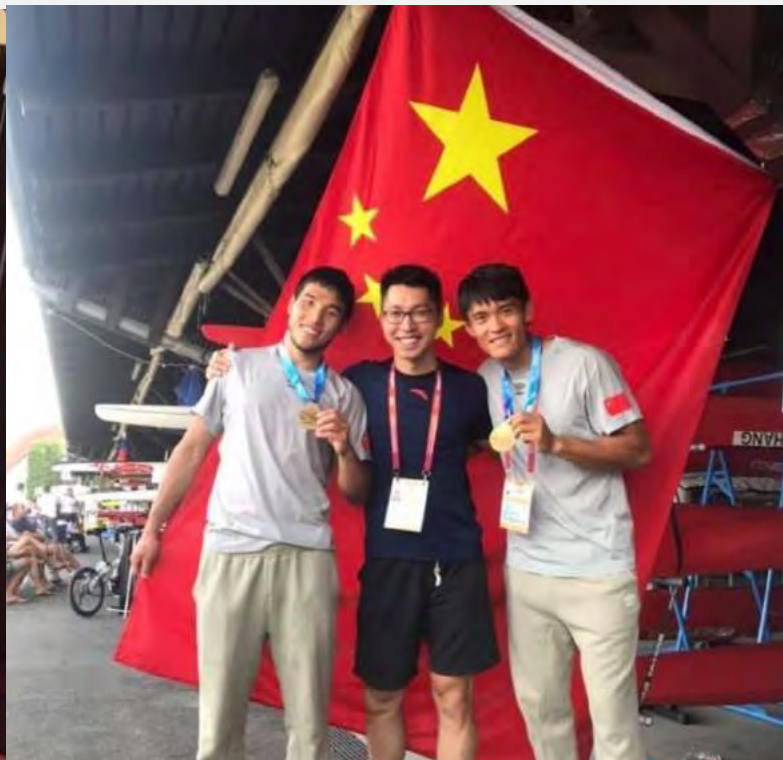
HONG KONG NCSC

DR ERIC CHU



Below: 2019 Szeged, Hungary ICF Canoe Sprint World Championships!

Dr Li Peng DC is the official and only team chiropractor for the Chinese National Team. He witnessed the first in history for China winning the gold medal in Canoe Sprint World Championships.





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THE TEAM BEHIND THE TEAM

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Thank you to our sponsors.

FICS MEMBERS out and about BELGIUM NCSC

BY: ROLAND CLAES, DC FCIS FEAC

I've become 4 months ago the official chiropractor, strength & conditioning coach of the Pro Cycling Team Pauwels Sauzen. This team plays a prominent role during the UCI World Cup and 3 other professional international major competition during the September - March cyclocross season.

The first results were awesome

- UCI Cross China : 2 races, 2 victories
- UCI Cross USA : 3 races 6 podiums 2 victories
- UCI Cross Belgium Men : victory
- UCI Cross Belgium Women : victory

Net test results power output increase in Watts after 3 months training at my ESP (Elite sport Performance) facility in Kraainem, Belgium : 125-175 watts extra!

Preparation is everything ! The rest of the season looks promising with cyclocross races all over Europe and the Middle East.



FICS Members out and about

WILBOUR KELSICK FROM CANADA

My name is Wilbour Kelsick from Canada. I am fellow in sports chiro and rehab. I am long time FICS supporters. Larry Bell, Mike Murray, Gordon Lawson and Brian Nook are all good old colleagues back in the day. Thought I would share this with you my latest work with Arron brown. Top world class sprinter. I am doc in the first video working with Arron.



Sports Chiropractic empowering athletes so they can achieve their optimal performance naturally

FICS Members out and about

DR. JON WILHELM - MEMBER OF THE ACS SPORTS COUNCIL

Dr. Jon Wilhelm is a member of the ACS Sports Council, ICSC member and member of FICS. Having access to a Sports Chiropractic expert can be extremely valuable to an amateur, professional or Olympic athlete who wants to perform optimally.

In that spirit, Dr. Jon Wilhelm of Pro Chiropractic has enthusiastically helped the team at the USA Gymnastics National Championships. August 18, 2019 Smart Coaches and competitive athletes trying to stay injury-free and recover as quickly as possible understand the value of Sports Chiropractic methods.

Bozeman Chiropractor Dr. Jon Wilhelm of Pro Chiropractic has become a favorite choice in this area for his deep experience and understanding athletic needs. This was recently highlighted at the 2019 USA Gymnastics National Championships where Dr. Wilhelm was very happy to be present working with these driven athletes, doing all he could to help them safely perform their best.

"These are literally the finest gymnasts in the world, attempting some of the highest-level gymnastics ever seen," commented Dr. Wilhelm. "It was truly special to be invited once again to work with USA Gymnastics at such an important event to these athletes. To me it was vital that each athlete receives competent and compassionate care in a safe and comfortable environment. I was part of a fantastic medical team that worked hard to deliver the finest level of professional care at the 2019 National Championships!"



Read more about the
USA Gymnastics
National Championships

Sports Chiropractic empowering athletes so they can
achieve their optimal performance naturally

FICS Members out and about

DR. JON WILHELM - MEMBER OF THE ACS SPORTS COUNCIL

Dr. Jon Wilhelm Selected by USATF to Provide Sports Chiropractic Care at 2019 USA Track and Field National Championships by Pro Chiropractic | Aug 13, 2019 | Chiropractic Care, News, Press Release, Sports Chiropractic

Continuing his work with some of the world's top athletes Dr. Jon Wilhelm of Pro chiropractic recently provided care at the 2019 USA Track and Field National Championships in Des Moines, IA July 24-29 at the invitation of the USATF. August 2, 2019 There's no doubt having access to a professional sports chiropractor can help athletic performance and recovery. USA Track & Field (commonly called the USATF), along with nearly every other major sports body, fully believes this. In exciting recent news, the USATF selected Bozeman,

Montana's Dr. Jon Wilhelm of Pro Chiropractic to provide his abilities in the service of their athletes at their major event the 2019 USA Track and Field National Championships held in Des Moines, IA. Dr. Wilhelm was present for the length of the competition from July 24 to July 29, delivering value to the top competitive athletes. "I always appreciate being able to help athletes across a wide range of sports and sincerely thank the USATF for this opportunity," commented Dr. Wilhelm. "I had a wonderful time helping these athlete achieve and hope to get to work with USATF athletes more often in the future."



Read More about the
USA Track & Field
National Championships

Sports Chiropractic empowering athletes so they can
achieve their optimal performance naturally

FICS Members out and about

HARESH PATEL - QUEENSTOWN, NEW ZEALAND

Dr. Haresh Patel is a first year graduate chiropractor from New Zealand.

Haresh has been working with the Skycity Stampede Ice Hockey team, based in Queenstown, in the 2019 New Zealand Ice Hockey League. The tournament was founded in 2005 and has been held annually since. The Skycity Stampede beat West Auckland Admirals 6-2 at the Queenstown Ice Arena in the finals, claiming the Birgel Cup 2019. They have won the cup 5 times in this tournament through the years, the last one being in 2017.

Being a newly graduated chiropractic, I was a bit nervous and found it daunting to go into this unfamiliar environment working with sports teams at a high performance level. I am currently under-going my postgraduate studies in the FICS program, International Certificate of Sports Chiropractic (ICSC), which has helped me learn and understand what it entails to work athletes in sports teams.

The Queenstown Health clinic have been supporting the Skycity Stampede for many years and continue to do so. The clinic has supported both myself and a physiotherapist to work with the players from the Skycity Stampede. Working beside a physiotherapist, I have been able to view player's injuries from a different viewpoint which is great allowing growth from both professions of chiropractic and physiotherapy.



Sports Chiropractic empowering athletes so they can achieve their optimal performance naturally

FICS Members out and about

HARESH PATEL - QUEENSTOWN, NEW ZEALAND CONT.....

Working together has been quite beneficial for the athletes when providing treatment for their sports related injuries, to allow them to function at a higher capacity and to perform at their peak. The treatment I provide for the athletes comprised of spinal/extremity adjusting, soft tissue therapy, taping, stretches and strengthening exercises.

I have found the athletes have benefited immensely through chiropractic care, they have found increased mobility in their hips while ice skating, increased endurance/strength, increased reaction time, better hand-eye coordination to name only a few benefits! It has been an enjoyable experience getting to know the athletes and being a part of their journey.

It is an absolute privilege providing chiropractic care to support the team. The Skycity Stampede look forward to competing for the Birgel cup again next season in 2020 with the support of Queenstown Health Clinic.



Sports Chiropractic empowering athletes so they can achieve their optimal performance naturally

FICS Members out and about

BY: JESSE B ROBERTS

SUPER SPORT RUGBY CHALLENGE- ZIMBABWE

The vital link between provincial and club rugby in South Africa has somewhat been lost and the SuperSport Rugby Challenge aims to revive that. The tournament's mission is to bring rugby back to the people, using club grounds in the rugby heartlands to showcase some of SA's biggest provincial club derbies.

This year's 59-match tournament kicked off on the 26th April, featuring 14 South African provincial unions, Namibia's Welwitschias and Zimbabwe in an 8-week event. The grounds were packed and televised, hosting up to 3 back-to-back games at a time and giving the amateur athletes a much-deserved chance to showcase their talents on a bigger stage. As the new addition and 16th team to enter, the Zim Academy were an unknown factor in the competition and I was quite surprised when the first two players arrived in my Claremont waiting room.

Both teammates were currently playing for the national 7s side and had recently picked up mild niggles at the Hong Kong 7s tournament. I was impressed to hear that they regularly and primarily sought out chiropractic care for recovery, prevention and performance. After inquiring further, I was told that the Zim Academy was made up of the national team and coached by former Zimbabwe flanker Brendon Dawson, ex-Springbok winger Tonderai Chavhanga and former Boks, Marius Hurter and Brendan Venter, consulting as scrum and defence coaches.

CONTINUED ON NEXT PAGE ...



Sports Chiropractic empowering athletes so they can achieve their optimal performance naturally

SUPER SPORT RUGBY

CHALLENGE- ZIMBABWE cont.....

The players went on to describe some of the financial difficulties faced by Zimbabwean Rugby, whose 7s team turned up without a kit in 2015 and came within a heartbeat of winning the qualifying tournament, losing narrowly to Russia in the final.

“Due to flight expenses, it is a challenge to get players together and often, players have to meet at tournament destinations to start training.”

Needless to say, when travelling, Zimbabwe does not have the budget for a full medical team and I was only too happy to offer our practice's services at an affordable rate to the players.

The very next day, I had a waiting room full of players all eager to get treatment and I made the decision to contact the coaches and volunteer my services while the team was in here in SA, explaining that all I expected in return was experience and passion. The coaches did not hesitate to bring me on board and queued up for treatment themselves, along with the rest of the team, on my first visit to the training camp. Players presented with everything, from the usual sprains, strains, back and neck pains to suspected fractures, concussions or just the general check-up and confidence boosting KT tape.

My first game, sitting on the bench at Newlands stadium in Cape Town, was against Western Province and I was happy to hear that I would be meeting the team's physiotherapist for the match. It was a pleasure to have another mind and perspective to work with throughout the tournament and we quickly established each other's strengths and weaknesses. The synergy continued and improved as the tournament went on and the players felt confident that they were being well-looked after for a change.

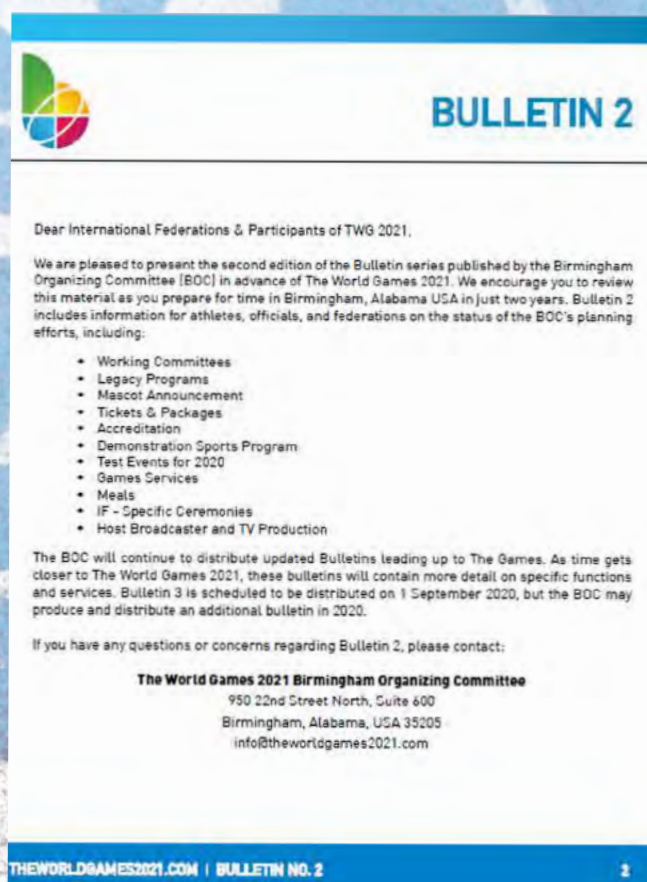
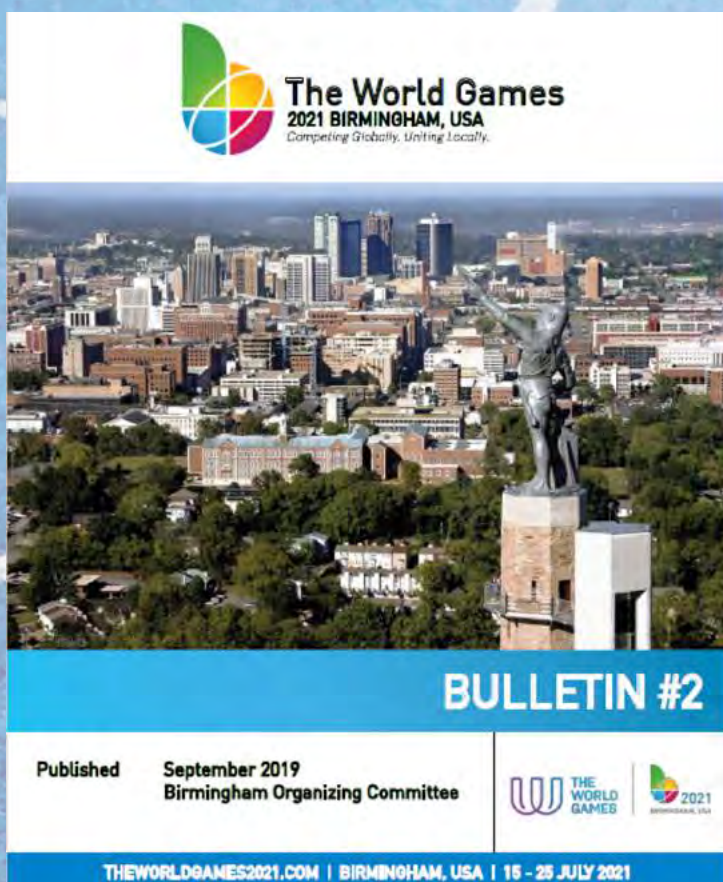
Having had the opportunity to look after a local South African rugby club for 2 seasons, it was interesting to be able to compare experiences. Besides the general professionalism, player conditioning and on-field experience, one of the major differences I found between club level rugby and national level rugby was the respect for an injured player's wellbeing.

At club level, amongst players, coaches, medical staff and management, there is general lack of emphasis placed on the severity of injuries and their potential long-term effects. My time spent with Zimbabwe taught me that this does not need to be the case and that coaches, medical staff and management can work together with the players best interest being the priority.

I believe that SA club rugby should aim to reach this level of professionalism and that getting a chiropractor involved in every team is the first step in the right direction. Chiropractic has a way to go in SA Rugby but the fact is, the players want chiropractic, the coaches want chiropractic and the medical teams need chiropractic. The onus is on the individual sports chiropractor to approach clubs and offer their services.



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FRANCE NCSC

BY AUDREY YARGUI
VICE-PRÉSIDENTE AFC

Over the last 3 months, The CFCS has been present at the Women's Football World Cup in France on June 7 or July 7, 2019.

Teams between 3 and 6 chiropractors were able to attend some matches and promote chiropractic sport.

- ➔ Paris: 80 treatments per day or 360 over 4 days
- ➔ Reims: 250 treatments over 5 days
- ➔ The harbor: 140
- ➔ Grenoble: 160 out of 4 days
- ➔ Montpellier: 150 treatments over 3 days

It was a great experience and promising encounters, like the national association of referees.

As every year, the first Sunday of June sees Angers become the number 1 sports attraction in the Pays de la Loire region!

For this tenth edition, our team of chiropractors was strongly solicited at the arrival of the various trails (gathering no less than 5000 runners in total) to offer a recovery session for those who needed it!

The day of care was very intense in an overwhelming heat. All the runners enjoyed the comfort of chiropractic care at our booth, whose reputation never stops growing! Highly the next edition!



Bahrain NCSC

DR. AMY BOWZAYLO, DC

Dr. Amy is the Medical Services Director of the Bahrain Rugby Football Club for the past 6 years, our season generally runs from September to April and we look after the following sports: Rugby, Gaelic Football, Netball, Football, Cricket and Triathlon.

We travel with the 1st team and Bahrain are the current Champions, for 2 years running, of both the GCC Premier league and the West Asia Cup Rugby Championships. We also do a yearly talk on Concussion Management and how Chiropractic aids recovery. This season we will implement Mobility classes for Performance Improvement.

Once a quarter we are the Medical and Rehabilitation providers for a White-Collar Charity Boxing Event. We are in our 3rd year of this.

BSBK Ducati Superbikes, we are the Performance Improvement providers and race day support for the 3rd season as well and there are 6 races a year. This season marks our 4th consecutive season with this event.

Boost Bahrain hosts 4 open water swims and 3 Sprint triathlons per season, and we are into our second season with them as the Race Recovery Providers.



CONTINUED ON NEXT PAGE ...

Bahrain NCSC

DR. AMY BOWZAYLO, DC



May 2018, We travelled to Sri Lanka for a Charity Rugby Tournament, The InTouch Team provided on field support.



November 2018, Bahrain hosts the largest Gaelic Tournament outside Ireland. This year 76 team in 3 locations on the Island took part. Dr. Amy is the Medical director for the event and we bring in 3 additional Sports Chiropractors as well as Physical therapists and Massage therapists for the event.



October 12-14, 2018 Hankook 12 hour endurance race 2000CC class, Spa Belgium. Dr. Amy worked with Spanish racing team, Tic Tap Total providing Chiropractic and Nutritional/



Rehydration guidance to the drivers and mechanics.

February 2019, Pro Cyclist Mariama was injured in a Hit and Run, whilst training, our team helped her back to racing.



Dec 2018, InTouch provided rink side assessment and care for a GCC ice skating competition.

August 30- September 1, 2019 24 hour Endurance European Championships, Barcelona Dr. Amy worked with Spanish racing team, Tic Tap Total providing Chiropractic and Nutritional / rehydration guidance to the drivers and mechanics.

RESPECTFULLY SUBMITTED
DR AMY BOWZAYLO
BAHRAIN NCSC

Italy's NCSC, the Comitato Italiano di Chiropratica Sportiva

BY GINO CAMPANELLI, DC - REP. ITALIAN CHIROPRACTIC SPORTS COUNCIL

The 3rd edition of the Chianti Classic Marathon took place on June 2, 2019. The event was divided into three distances: an Ultra-trail marathon of 45.6 km, a half-marathon trail run of 21 km and an 11 km fun run and Nordic walking route.

Italy's FICS NCSC, the Comitato Italiano di Chiropratica Sportiva, had the privilege of serving at the event at the request of the main organizing committee. A group of 6 chiropractors, led by Joshua Luster and Luca Nannetti provided chiropractic care beginning in the early morning pre-race and continuing until the last finishers' post-race needs were met in the late afternoon.

An estimated 100 athletes were evaluated and treated. Participants varied in age from teenagers through senior citizens in their mid-seventies. The participants were from all over the world, including runners from Ukraine and the United States. However, the majority hailed from the local Tuscan running clubs but also included many others from several regions of Italy. Approximately 90% of the athletes treated reported to have never been to a chiropractor before this encounter.



THE 3RD EDITION OF THE CHIANTI CLASSIC MARATHON CONT.....

Overall, there were no major acute injuries reported during the event. The athletes treated pre-race presented with mainly muscular complaints from their warm-up or with questions and concerns about lingering chronic issues. Several athletes returned post-race to thank the staff for relief with other problems such as headaches, that plagued them during training but were managed for the event.

The feedback was overwhelming positive both from athletes and the Chianti organizing committee, the latter of which has already extended an invitation to CICS to participate as the sole group of practitioners for next year's event.

Thank you to other DCs that contributed their time and talents:
Max Piani, Antonio Calamai, Bettina Binazzi and Gianluca Rossetti.

In a country like Italy, where the chiropractic profession is still not fully regulated and lacks a clear professional profile, FICS/CICS participation in local events is fundamental in providing the public with a reliable source of experience and information regarding the care that we offer. It's very satisfying that 100+ active people had access to chiropractic care at the Chianti Classic Marathon and positive results in achieving their personal goals.



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"For more information on LIFE's Doctor of Chiropractic program, and their 19 graduate and undergraduate offerings, visit LIFE.edu."

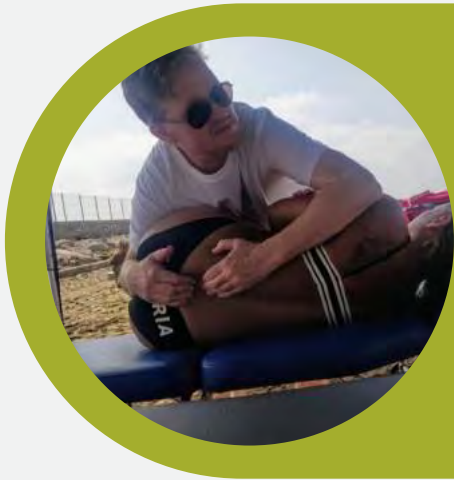
FICS Foundation

BY SHEILA WILSON - PRESIDENT FICS FOUNDATION

FICS Foundation awards

Thomas Jeppesen and Scott Mooring each received a USD \$500 travel stipend for their winning applications following the CSIT World Sport Games.

The travel awards for the World Sport Games were a way for the Foundation to support members volunteering their time and paying most of their expenses the chance to offset those costs.



“Coming home from this type of event I am always buzzing, the enjoyment of working with a FICS team, having to think on the spot, getting the rewards of being able to support the athletes achieving what they train so hard for, is something we all should experience.”
Thomas Jeppesen



“The challenges of working with International athletes who compete at a high level can be stressful and rewarding and every event I have worked enhances my personal and professional growth”
Scott Mooring

The FICS Foundation is a not for profit organization dedicated to supporting sports chiropractors and athletes. We hope to continue to offer support for other FICS events.

AND COMING SOON:

“The FICS Foundation is proud to partner with the Pelino Institute for Athletic Performance to bring more research opportunities to our members. This is a great opportunity for sports chiropractors and the sports chiropractic community as a whole to improve treatment for all athletes.”

Sheila L Wilson, DC, ICCSP, FICC, GTS
President, FICS Foundation

To learn more about the Foundation and to become a monthly donor please check out www.fics-foundation.org

IWWF Notable Changes A New Dawn has Arrived

*IWWF President,
Jose Antonio Perez Priego*



In conjunction with 2019 IWWF World Waterski Championships in Putrajaya Malaysia the International Waterski and Wakeboard Federation (IWWF), the world governing body for towed water sports, celebrated its Biennial Congress encompassing more than 39 national federations present at the meeting.

Leading up to the congress, the IWWF Bureau and Executive Board met to discuss the future of the sport and upcoming challenges both short and long term. President Jose Antonio Perez Priego (MEX) presented a diagnostic of the current situation and proposed an “athlete centric” strategy to propel future growth and sustainability of the sport. Several actions were presented to these bodies and a clear mandate emerged from the constituency, “move forward with the plans”

[Click here to read more....](#)



RESEARCH CORNER

BY STEPHEN M PERLE, D.C., M.S.
FICS RESEARCH COMMISSION CHAIR
EXECUTIVE COUNCIL, NORTH AMERICAN REPRESENTATIVE

As sports chiropractors most of us have the experience of an athlete telling us how, in their opinion, our treatment improved their athletic performance. The fact that it happens so often makes us, even the most evidence based amongst us certain that this is so. However, determining why this occurs from a research standpoint is difficult but not insurmountable. More evidence on this is appearing.

In this column I would like to present an article that on its face would seem to have little to do with the topic - Contextually Aided Recovery (CARE): a scientific theory for innate healing.(1)

This paper starts with a discussion of Descartes' 1644 idea that the mind and the body are separate and distinct. In biomedical research this dichotomy is often expressed as specific and non-specific effects of a therapeutic encounter. For example, a couple of specific effects of a spinal manipulation is that it increases the flexibility of the motion segment and improves the contractility of the multifidi. (2) The non-specific effects are often simplified to be just the placebo effect. (1)

Newell et al note that there is emerging evidence that some fatigue maybe from the CNS and not the peripheral physiology. They cite a study that by deceiving cyclists about the difficulty of cycling as comparable to previous best effort can result in a 2% increase in power output. At the highest levels in cycling 2% increase in power can be the difference between no medal and winning an event.



RESEARCH CORNER

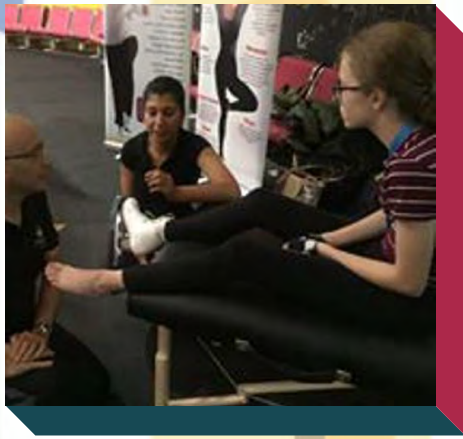
CONTEXTUALLY AIDED RECOVERY (CARE): A SCIENTIFIC THEORY FOR INNATE HEALING.(1)
CONT.....

Newell et al discuss the theory proposed by Dr. Tim Noakes in 2011, the central governor model (CGM) with regard to all healthcare. Regarding athletes, wherein Noakes first formulated the model, it appears that they do not function like the physiological machine as proposed in 1923 by Nobel Laureate A.V. Hill. In Hill's view of one's maximal athletic performance was limited by one's biochemistry. Yet research has not validated that theory despite its dominance. Noakes notes that anticipation of the future performance needs strongly influences what one is capable of in an effort to modulate exercise output to prevent catastrophic biological failure.

In Newell's paper they argue that using the CGM we can produce positive outcomes for patients by how we control the context of our care. Likely we can do the same to improve athletic performance. Conducting good quality research investigating the ergogenic performance enhancement) effects of the chiropractor's care is quite difficult as the contextual effects are difficult to control for and maybe they don't need to be, as they are still part of what leads to performance improvement independent of training. Research suggests that such an effect as a placebo cannot be done by the athlete on themselves. They need someone else to deceive them in order for it to improve their performance.

1. Newell D, Lothe LR, Raven TJL. Contextually Aided Recovery (CARE): a scientific theory for innate healing. *Chiropr Man Therap.* 2017;25(1):6. *Physiol.* 2018;118(4):737-49.
2. Wong AYL, Parent EC, Dhillon SS, Prasad N, Kawchuk GN. Do Participants With Low Back Pain Who Respond to Spinal Manipulative Therapy Differ Biomechanically From Nonresponders, Untreated Controls or Asymptomatic Controls? *Spine (Phila Pa 1976).* 2015;40(17):1329-37.





FICS E-NEWS SEPTEMBER 2019

As the leaders in Sport Chiropractic we strive to provide equitable access to sports chiropractic care, education, mentoring and research to all athletes and sports chiropractors regionally, nationally and internationally.