Newsletter and Information Resource of the Palmetto State Chiropractic Association

PSCA
Palmetto State Chiropractic Association

TONE

Issue 4 FALL 2023 PSCA - Chiropractors Correcting Subluxations © 2023 PSCA

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tone /ton/ - 1. general character; attitude 2. giving greater strength 3. harmonize

CHIROPRACTIC VERTEBRAL SUBLUXATION

Dwayne A. Hoskins, BA, DC
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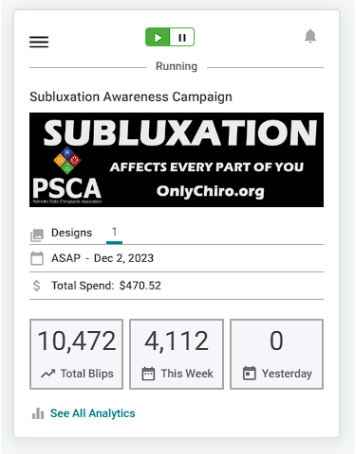
Oh, you may think they know what you're saying, but they hear "choir practice in a vertical subway station."

I actually had a coach tell me that once … recently.

If the multi-trillion-dollar pharmaceutical industry can spend billions coming up with three and four letter acronyms and "sell" them to people, I know that they can understand what we are telling them.

So, when I was confronted last February at the Jones Family Philosophy Forum about "what kind of things are you (the PSCA) doing for public awareness," I had to realize … it was time.

- It was time to ask for funding – public awareness is not free. In fact, it costs a lot.
- It was time to do some homework – to see what methods would have the most impact on the most people in SC.
- It was time to shed perceptions that were antiquated and held us back – as I explained above.
- It was time to stop treating the public as "unable to understand."
- It was time to stop assuming they weren't interested.



Therefore, we created the "Subluxation Awareness Campaign." We had generous donations from some very big names in our state, and we investigated and created some strategies. In addition, the PSCA took existing funds and allocated them to this campaign to make the "war chest" even more robust.

Our first line of attack is just the awareness of the term ***subluxation.***

Continued on page 2

SUPPORT OUR PLATINUM AND GOLD SPONSORS.

THE CHIROPRACTIC TRUST
ChiroFutures Malpractice Insurance Program www.chirofutures.org
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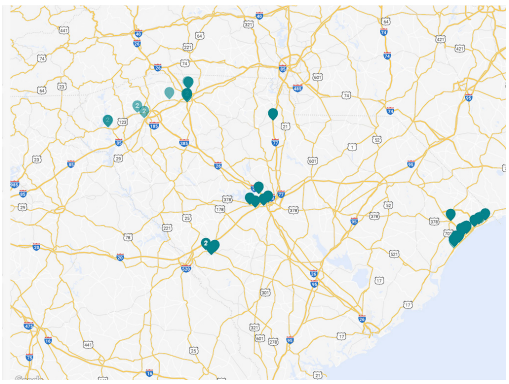
In that attack we attached that word with Chiropractic and the web address OnlyChiro.org, which redirects to a specific Doctor Locator page on the PSCA website. (Go ahead, give it a try.) On that list are our current members and the donors to our campaign. While we were diligent to be as accurate as possible, we are fully aware that mistakes will happen, and we welcome gentle and kind suggestions for edits and such.

Our first approach in this attack is a state-wide billboard campaign on digital billboards through BlipBillboards.com. There are 46 billboards in SC that are available, and we "bid" on the exposures.

This billboard approach has had the following exposure on those billboards around the state: There were 10,472 times that banner was up, over 4,000 just this week. (Today is November 2.) The schedule I have is Monday, Wednesday, and Friday during drive times.



This is the billboard design that is running now:

I have designed these to be part of the campaign, and they are coming up in the future – one per month.

And, if you have any questions, comments, or positive/constructive suggestions, please reach out to me at PSCA1895@gmail.com.

I love you because you love what I love – Chiropractic.

Dawn Maynard, DC
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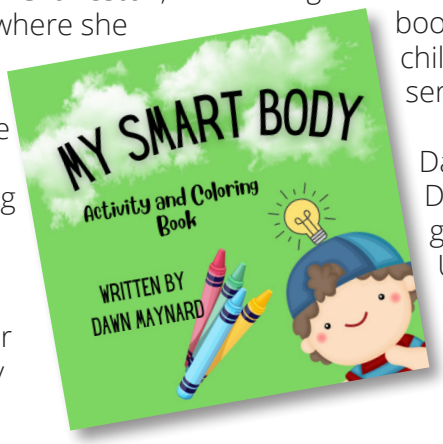
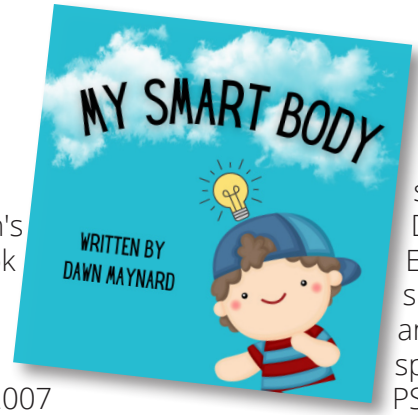
Dawn Maynard grew up in the marshes and salty air of Charleston, SC, where she attended the College of Charleston and has been a practicing chiropractor since 2009.

When she isn't in her office adjusting busy and healthy families, she can be found taking care of her plants and her house with her husband, Eric, and her two terriers, Beron and Ellis.

My Smart Body and its companion *Activity and Coloring Book* are the first books in Dawn's children's book series.



Dawn is a December 2007 graduate of Life University. Upon graduation she moved home to Charleston, SC. After working as an associate for two years, she started her own office, Prime Chiropractic.



Dr. Maynard has served as a speaker for Dynamic Essentials since 2018 and has also spoken at PSCA events. She is a member of the PSCA, GCC, FCS, ICA and ICPA, with whom she is Webster Certified.

CONSISTENCY

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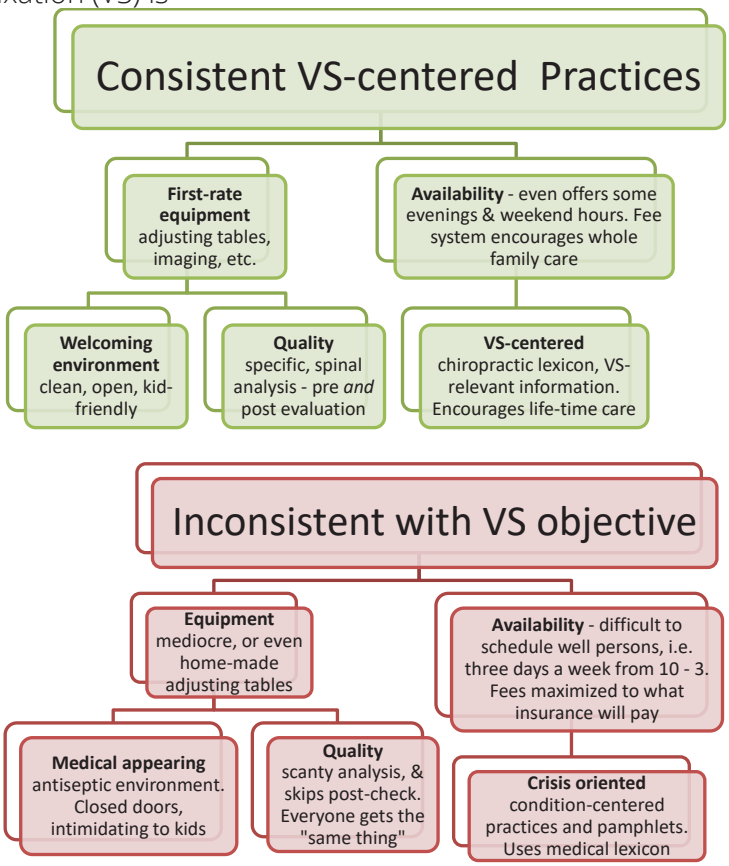
This issue of the PSCA newsletter is about *organization*. Since our practice and personal lives are ultimately inseparable, let's consider the glue that binds them: consistency.

It's hard to overstate the importance of consistency. Volumes have been written about it, and philosophers consider it a criterion of truth. Children flourish with it and become insecure and confused without it. For professionals inconsistency betrays the absence of confidence or, worse yet, suggests that one is untrustworthy.

Our practices flourish when our actions correspond with our objectives. For example, if we teach people that living free of vertebral subluxation (VS) is essential, then we should excel in providing that service. These two charts contrast some practices that are consistent and inconsistent with that core objective. Perhaps you'd like to review them and ask yourself, *how's my consistency?*



DO YOU PRAISE THE PIANO?

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The first rock concert I attended was at Madison Square Garden in New York City, to see Elton John. The ticket was an exorbitant $14. The Garden was packed, and after each song NOT ONE person clapped or hollered for the piano.

Billy Joel came to put on a show in Poughkeepsie, NY where I was enrolled in college. It too was a fantastic show in the local civic center, and after each song NOT ONE person clapped or cheered for the piano.

I enjoy watching *America's Got Talent* in the summertime. Many great acts, but a couple that stand out involved autistic young people playing the piano. They each played one song, and I think they did a terrific job, but NOT ONE person stood to clap and holler for the piano.

Now, of course there were folks cheering wildly after each of these performances. They were praising the piano player. They were praising the intelligence that moved the piano. In this case, educated intelligence created the force to move the matter/piano to express amazing music. Surely if we asked the folks in our practices what they are cheering at the completion of a musical piece, wouldn't they say they are praising the musician?

So why then does medical science praise the DNA? The DNA is only a piano and left to itself it does nothing. The central dogma of medicine, that DNA is the master control in the cell, has been challenged in recent years. The epigenome, known to many chiropractors as they read about epigenetics, is now being considered the artist behind the instrument. DNA is still important, but it needs a performer.

Epigenetics talks about the adaptability of the cell, specifically the cell membrane. It is what regulates the proteins involved in making life in the cell happen. Scientists have been calling this *design theory* or *complexity theory*. Intelligence is even being discussed as being involved in the process of adaptability. Some biologists are leaving the dogma of materialism/mechanism and embracing the idea of vitalism. Some scientists are beginning to cheer for the pianist.

This piano analogy is not mine. It is a great analogy, and it was created by Frank Gannon, whose resume includes Executive Director of the European Molecular Biology Organization in Germany, Director General of Science Foundation Ireland, and Director of the Queensland Institute of Medical Research in Brisbane, Australia. Isn't it nice to see that the science is not settled?

You, Chiropractor, have already been praising the pianist. Play some Elton John and Billy Joel in the office this week and tell folks how they remind you of chiropractic. Each time you make an adjustment, the innate intelligence of the body uses that force to play some pretty awesome music. It's not the nerve system, the technique, or the chiropractor. Don't praise the piano. Praise the pianist.

Why then do some people praise the chiropractor and some chiropractors praise the technique?

WE NEED EACH OTHER

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We are pack animals--we need each other. Being connected with loving, caring people is more predictive of a long life than is exercise. Feeling lonely is much more likely to lead to disease and early death than does feeling depressed. Don't isolate yourself. During good times be with your people. During regular times be with your people. During hard times, double down and be with your people. When you're with your people, you'll have more chances to be of service to them, and that lifts you, them and anyone witnessing. So why not go to lunch with a chiropractor friend this week--even an acquaintance will do. There's a great chance your friend will help you see something with new eyes, whether that be how you're doing something, how you're speaking to your patients or even how you're thinking about things. Whether the insight comes from them or within you, you'll still be better off for having had the connection.