



September 2017 Drug-Free Pain Management Awareness Month

Avoid use of opioids -- and enhance your local practice.

<http://www.f4cp.com/pledge/tosavelives.php>

September is designated Drug-Free Pain Management Awareness Month by the Society for Healthcare Strategy & Market Development (SHSMD) on the American Hospital Association official health care calendar.

Sponsored by the Foundation for Chiropractic Progress, this nationwide annual campaign is critical in raising public awareness of chiropractic care as the preferred first-line approach to safe and effective management of low back, neck and musculoskeletal pain.

It's our opportunity to position chiropractic care as an important response to prescription opioid use and abuse that leads to addiction and catastrophic outcomes -- [*91 Americans die every day from an opioid overdose.*](#)

80% of drug abusers begin the downward spiral with prescription painkillers...YOU HAVE THE SOLUTION!

Support the campaign, Save Lives. Stop Opioid Abuse. Choose Chiropractic.

Click here: <http://www.f4cp.com/pledge/tosavelives.php>.

5,000 DCs @ Donations of \$200 = **More media, more coverage, and greater awareness of chiropractic care -- and your local practice.**



Plans & Events for Drug-Free Pain Management Awareness Month

September is Drug-Free Pain Management Awareness Month 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
August 27	August 28	August 29	30	31	1	2
		Press Release – Launch of Awareness Month – FACP and States	DEA Got Drugs – opioid drop-off	Doctors - Support the Opioid Abuse Campaign		
3	4	5	6	7	8	9
	Labor Day	<ul style="list-style-type: none"> Press Release – Wire Performance Health Webinar 	<ul style="list-style-type: none"> Palmer & Gallup Event NAWHC release 	PAINS Press Release		
10	11	12	13	14	15	16
		Distribute Advisory – Sports Injury Day	Salute to the FACP Individ. Members – Internal Release	Sports Injury Day – tie-in PBCS?		
17	18	19	20	21	22	23
	<ul style="list-style-type: none"> Remembering Our Vets Birthday of Chiropractic Parker Event 	Addicted Babies & Pediatrics Release - Wire	Salute to the FACP Group Members – Internal Release	Geriatrics Wire Release		
24	25	26	27	28	29	30
	School Events	<ul style="list-style-type: none"> Advisory – Opioid Honor Day NFMCPA Release 		Honor Day		

A month-long series of activities and media events will provide education and information that:

- Helps Saves Lives: choose chiropractic care before taking prescription opioids;
- Position the chiropractic profession: first-line approach for drug-free pain management.

Take these immediate steps to leverage the campaign and enhance your local practice:

1. Request your local Mayor and/or City Council, Chamber of Commerce or other civic organization to sponsor a formal Resolution commemorating the month of September 2017 as Drug-Free Pain Management Awareness Month.
2. Collaborate with your State Association to have a State Representative sponsor a formal Resolution in the State Legislature.



Below are links to the suggested letter and resolution:

- Letter: <http://www.f4cp.com/files/resources/5.24.17-legislator-letter.pdf>.
 - Resolution: <http://www.f4cp.com/files/resources/5.24.17-resolution.pdf>.
3. Notify your local media with a press release on August 29, and letter to the editor from the State Association or individual doctors commemorating September 2017 as Drug-Free Pain Management Awareness Month.
 - Link to Release for Individual Doctor to Customize and Distribute: <http://www.f4cp.com/files/resources/8.29.17SeptMonthDoctors.pdf>
 - Link to Release for State Association to Customize and Distribute: <http://www.f4cp.com/files/resources/8.29.17SeptMonthStates.pdf>
 4. Print and display copies of the Resolution in your office and share on social media.

What we will do nationally -- combined with your local activities -- will elevate public awareness and utilization of chiropractic care as the optimal approach to pain management that averts opioid use and abuse.

As always, thank you for your time and continued support in helping to raise positive awareness about the benefits of chiropractic care.