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## **Wayne is not the only injury worry this summer...**

*The British Chiropractic Association warns that the World Cup is set to increase our sedentary lifestyles – with record hours on the sofa!*

It is no secret that us Brits seek sanctuary on our sofas. Research from the British Chiropractic Association (BCA) reveals that 32% of the population spend more than 10 hours each day sitting down! But, this summer, we are more at risk than ever of becoming couch potatoes and suffering the repercussions as with 52\* games of the World Cup remaining, **football fans face an extra 79 hours of lounging around over the next few weeks** and that's not taking into account those games going to extra time and penalties!

Tim Hutchful, a chiropractor with the BCA is concerned about the effect all this extra sitting down could have: "Our lifestyles are sedentary enough but, during televised sporting events like the World Cup, people spend even more time sitting down. Lack of exercise is our worst enemy and we should avoid sitting for prolonged periods of time, as sitting incorrectly puts almost twice as much pressure on the back than when standing."

And that's not the only health hazard during this tournament. Football fans will argue that jumping up to celebrate a goal or berate the referee is an involuntary action, but doing it too quickly may be more harmful than sitting down for prolonged periods. Tim Hutchful explains: "Going from a fixed posture when sitting down to quickly jumping up on your feet in excitement could be potentially damaging."

Follow this simple advice from the BCA to have a pain free World Cup:

- *Warm up* - Stand up every twenty minutes; start during the national anthem and continue as the game goes on.

- *Kick off* - Make sure you are active during half time; there is plenty of light exercise you can do during the 15 minute break.
- *Drink Up!* - Try drinking water instead of beer or tea and coffee; it will be healthier, as well as help you concentrate on the game.

It's not just our posture that is at risk from spending so long seated; consistent inactivity may leave us open to other health problems. Heart Research UK, the national charity funding pioneering medical research into prevention, treatment and cure of heart disease, has the following advice to increase activity levels:

- Exercise needn't to be dull. If you are enjoying watching football, get out there and play. With longer days and lighter evenings, kicking a ball around the park is the perfect way to end the day.
- **10 minute rule – if a journey would take you less than 10 minutes to walk, then leave the car at home!**
- Try to use the stairs instead of a lift or escalator.
- Stop emailing or phoning work colleagues located in the same office. Get up and walk over to them.
- If you get a bus to work, get off a few stops earlier and walk the remaining journey.
- Get out at lunchtime and go for a brisk walk; you'll go back to your desk feeling refreshed.
- Whatever you are doing, take regular breaks. Never sit in the same position for more than 40 minutes, less if possible. When you do take a break, walk around and stretch a little.

To find details of your nearest BCA chiropractor, visit [www.chiropractic-uk.co.uk](http://www.chiropractic-uk.co.uk) or call the BCA on 0118 950 5950. For more information on Heart Research UK visit [www.heartresearch.org.co.uk](http://www.heartresearch.org.co.uk)

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Notes to editors

- \*52 games remaining at time of writing
- BCA chiropractors available for comment