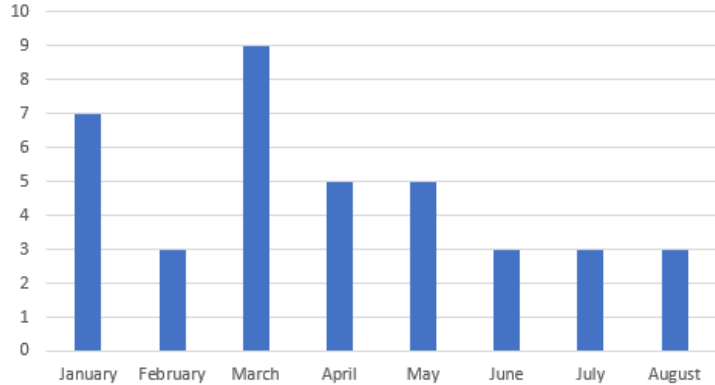


Coverage by Month

2020 Coverage



What's been causing noise in the media?



Pain in back: Could red wine ease your back pain? Study finds surprising connection

A new study in the journal Spine has released findings that an ingredient found in red wine could help ease back pain. The ingredient, resveratrol, has so far only been limited to animal studies, but scientists found it proteoglycan, a healing substance, and significantly slowed the rate at which cartilage wasted away.

4

OPPORTUNITIES
SECURED

207,425

REACH

3

PIECES OF COVERAGE

August overview...

- Pitched to regional broadcast outlets on how to look after your back if you're still working from home and how chiropractors can help
- Secured a commentary piece in Yours Magazine to provide advice on posture correctors
- Mapped out key broadcast media outlets across the country and planned a pitch to secure interviews in back pain during lockdown across specific regions

Progressed comments and opportunities for:

- **BBC Bristol:** Secured and interview on the Breakfast Show to chat over the increase of back pain in lockdown and how people can seek chiropractic support during COVID-19
- **Fit & Well:** Provided insight into the link between posture and seating positions with the increase in neck and back pain
- **Wired UK:** Provided comment on the impact of ergonomics and office chairs on posture and back health

16,309

VISITS TO SITE

3,519

VISITS TO 'FIND A
CHIROPRACTOR'



Key Message Breakdown

100%

ONE OR MORE
KEY MESSAGE

1. Chiropractic is for everyone of all ages and can benefit everyday lifestyles: **33% of coverage**
2. Chiropractic offers an opportunity to help relieve pressures on the NHS, supporting both front line staff and patients: **0% of coverage**
3. Chiropractic goes far beyond just back and neck health: **67% of coverage**

What's coming up in September...

- Continue pitching members to regional broadcast television outlets to outline chiropractic support and measures for those suffering with backpain through lockdown
- Provide expert insight and comment for Migraine Awareness Week
- Pitching tips and content around Back to School
- **If this sparks any news or topics you would like to discuss with Grayling, give us a call on 02380 382970, or email bca@grayling.com**

The SUNDAY POST

Lifestyle / Health & Wellbeing

Health: Tips for looking after your spine while working from home

by Laura Smith

August 12, 2020, 12:01 am



Chiropractor Owain Evans

The British Chiropractic Association's Owain Evans says good posture and moving about regularly by taking short screen breaks is essential.

BBC
RADIO
BRISTOL

[Listen here](#)

From 01:23:30

Fit & Well

How to improve posture: expert tips to help you stand tall and reduce back pain

IMPROVE POSTURE WITH EXERCISE

Following the theme of moving more, incorporating specific strength, cardio and stretching exercises into your workout regime is also beneficial when it comes to fixing posture.

'Try to incorporate a good balance of exercises throughout your week to help keep your muscles and joints working as they should - this will also relieve some of the discomfort you feel,' says **Owain Evans**, chiropractor and member of the **British Chiropractic Association**.