



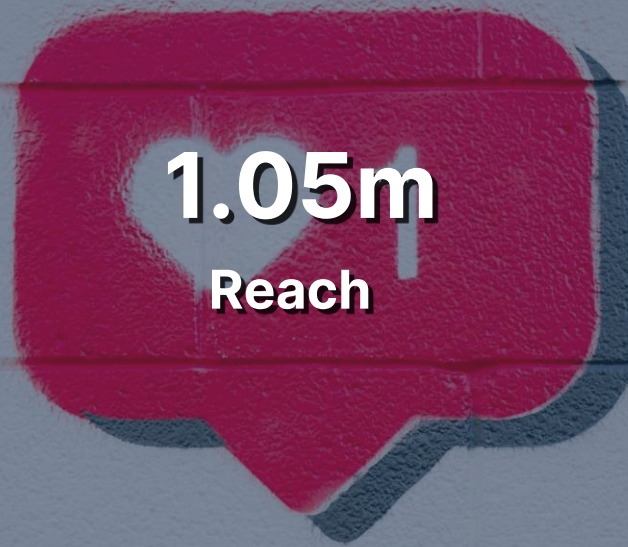
British
Chiropractic
Association

British Chiropractic Association

- PR Evaluation
- January – June 2023

June

Results Snapshot



Coming up in July...

- Finalise briefing document and presentation for Jess, James and Jennifer for the BCA student session.
- Attend the BCA student session for further background support.
- Finalise, draft and share the Instagram Q&A brief for Catherine and Tim.
- Review performance for the student and new graduate campaign and share recommendations for the final stages.
 - Draft content for the following events:
 - Wimbledon (3-16 July)
 - Golf Open (16-23 July)
 - FIFA Women's World Cup (20 July – 20 August)

Key June activity...

- Drafted and shared Catherine's media briefing for BBC Radio Scotland interview on back pain in young people.
- Secured and shared Kathryn Deverson's 2 page spread in Prima Magazine on back pain management.
- Drafted, pitched and shared Glastonbury Festival tips to national media.
- Finalised the student recruitment campaign leaflet copy and designed in Canva.
- Began supporting and preparing Jess, Jennifer and James with the BCA student session.
- Drafted and shared the men's health content with Marc Sanders for the Knowledge Hub.

6

Pieces of content shared for the BCA website and social media

2

Pieces of coverage



4
OPPORTUNITIES IDENTIFIED
AND RESPONDED TO



1.05m
REACH



2
PIECES OF KEY COVERAGE

Key journalists engaged:



Flossie Palmer, Features Writer at **Pick Me Up!**



Helen Pike, Deputy Lifestyle Editor at **Best**



Lana Clements, Consumer Writer at **The Sun**



Lucy Turquand-Young, Junior News Wire Producer at **Cover Media**

Press office activity for June...

- Drafted and shared Catherine's media briefing for BBC Radio Scotland.
- Shared Kathryn Deveron's coverage in Prima Magazine.
- Drafted and pitched Glastonbury Festival tips to national media.

Coming up in July:

- Draft content for the following events:
 - Wimbledon (3-16 July)
 - Golf Open (16-23 July)
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Coverage Highlights

BBC RADIO Scotland

prima

Best of health

What is your BACK trying to TELL YOU?

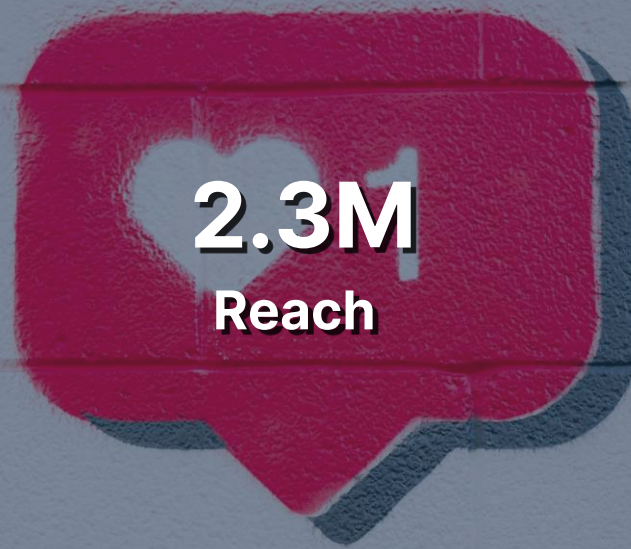
WHAT'S CAUSING MY... SHOULDER PAIN?

WHAT'S CAUSING MY... LOWER BACK OUCH?

WHAT'S CAUSING MY... SORE MID-BACK?

H1 snapshot

(January – June 2023)



2.3M
Reach

Key pieces of activity...

- Secured ongoing drumbeat of reactive and proactive opportunities to position the BCA within top tier national media
- Created and delivered the Patient Charter Blog series for the website
- Created and delivered research and a media campaign for Chiropractic Awareness Week 2023
- Launched and supported the 2023 Student Recruitment Campaign.

42

**Pieces of content shared
for the BCA website and
social media**

Top Tier Media

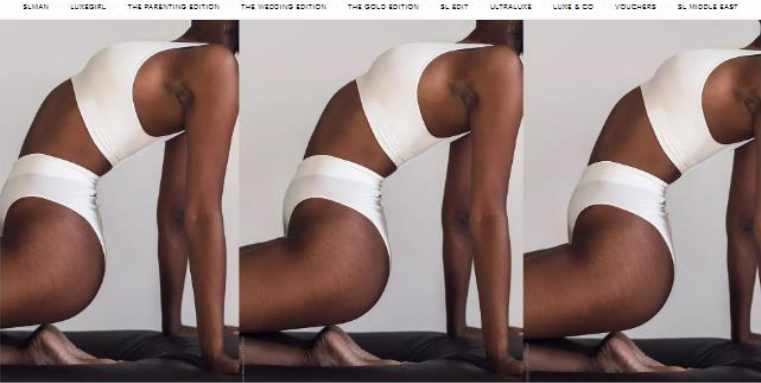
- The Telegraph
 - Daily Mirror
 - The Metro
- Your Healthy Living
- Steps Packed Lunch
 - Prima
- BBC Radio Scotland

35

**Pieces of key
coverage**

SHEERLUXE

FASHION BEAUTY CULTURE LIFE HOME WATCH & LISTEN WIN



HEALTH & WELLNESS / 27 FEBRUARY 2023 Image: LADAS OUTSTOCK/GETTY IMAGES

Should You See A Physio, Osteopath Or Chiropractor?

Simple steps to BETTER BALANCE. Feeling wobbly? These five-minute fixes will improve your stability. Includes tips like 'Walk this way', 'Watch the wobble', 'Love your shoulders', 'Lift a leg', 'Stand and deliver', 'Tap a toe', 'Let it go!', 'Quick March', 'Take a Stand', and 'Watch your back'.



The Telegraph

The best gaming chairs of 2023, tried and tested

The best gaming chair should be perfectly ergonomic, protecting your posture through long hours sitting in front of the PC

By Kulwinder Rai 28 April 2023, 5:32pm



X Rocker, Boules, GT Omega, Secret Labs and Razer are among this year's best gaming chairs

LIFE live it well. Get fit... for free! Includes articles on 'Can nutrition help me?', 'Your health & A', 'You asked: I was recently diagnosed with hyperthyroidism', 'You asked: I would like to try a collagen supplement', 'You asked: I'm experiencing a lot of aches and pains lately', 'Elizabeth Archer finds out how to get all the benefits of your favourite workouts for absolutely nothing', 'Explore outdoors', 'Dance for it', 'Have an "exercise snack"', 'Join a free workout', and 'Add some weight'.

Your experts Your health & A. Includes articles on 'Can nutrition help me?', 'Your health & A', 'You asked: I was recently diagnosed with hyperthyroidism', 'You asked: I would like to try a collagen supplement', 'You asked: I'm experiencing a lot of aches and pains lately', 'Elizabeth Archer finds out how to get all the benefits of your favourite workouts for absolutely nothing', 'Explore outdoors', 'Dance for it', 'Have an "exercise snack"', 'Join a free workout', and 'Add some weight'.

Thank you.