



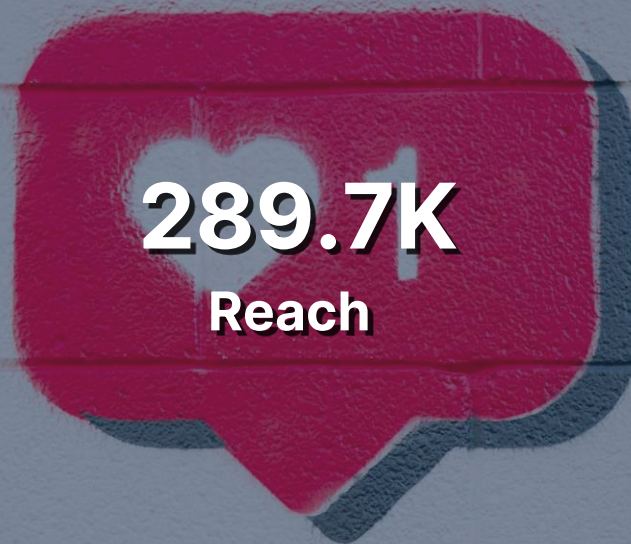
British
Chiropractic
Association

GRAYLING
creating advantage

British Chiropractic Association

PR Evaluation
August 2023

Results snapshot



Coming up in September...

- Develop plan and content for Back Care Awareness Week 2023.
- Brainstorm press office strategy for the remainder of 2023.
- Work on developing an entry for the World Spine Day Competition.
- Begin developing case studies with Ulrik.
- Work on Marc Sanders' Preventative Care article for the Knowledge Hub.

Key August activity...

- Worked with Catherine on content for My Weekly's upcoming article on the sit-to-stand test.
- Edited Catherine's MSK thought leadership article.
 - Newsjacked Rishi Sunak's announcement to relieve NHS pressures through the private sector, securing coverage with The Mirror.
- Held a scoping call with Catherine to discuss reactive media responses to the Government's Major Conditions Strategy report.

3

Pieces of content shared for the BCA website and social media

8

Pieces of coverage



4

OPPORTUNITIES IDENTIFIED
AND RESPONDED TO



289.7K

REACH



8

PIECE OF KEY COVERAGE

Key journalists engaged:



Kezia Reynolds, Features
Writer at **Pick Me Up!**



Martin Bagot, Health &
Science Editor at **The
Mirror**



Karen Evennett, Freelance
Health Journalist



Ella Walker, Health
Features Editor at **The
Sun**

Press office activity for August...

- Worked with Catherine on content for My Weekly's upcoming article on the sit-to-stand test.
- Began working on Catherine's reactive commentary for the [occupational consultation](#).
- Monitored and shared coverage on the fake clinic review story.
- Edited and finalised Catherine's Major Conditions Strategy thought leadership article.
- Newsjacked Rishi Sunak's announcement to relieve the NHS through the private sector through sharing our Chiropractic Awareness Week survey findings and comments, securing coverage in The Mirror.
- Drafted, finalised and shared Bronwen's animal chiropractic tips ahead of National Dog Day.
- Held a scoping call with Catherine to discuss reactive media responses to the Government's Major Conditions Strategy report.
- Reached out to Ulrik to discuss potential case studies.
- Shared Catherine's inclusion in the recent edition of Best Magazine.
- Shared proactive commentary for World Spine Day.

Press office activity for September...

- Develop plan and content for Back Care Awareness Week.
- Brainstorm press office strategy for the remainder of 2023.
- Work on Marc Sanders preventative healthcare article.

best

1 Doodle
Research suggests that doodling has been shown to lower our cortisol levels, the hormone responsible for stress, and activate the reward centre in our brains, says teacher Tamara Michell, author of *A Doodle a Day Keeps the Stress Away, £10.99 (Pop Press, out 24 August)*. You don't have to be a budding artist to flex your creativity, either. The book is full of prompts that'll give you a small dose of mindfulness.

2 Stand and balance
Don't worry, we're not suggesting tightropes here! Yet 'good balance' is important as we grow older – in fact, research has shown that our muscle mass reduces by around 1 per cent per year by middle age, worsening by the time we reach our 70s, says Leslie Kenny, co-founder of The Oxford Longevity Project. 'One of the easiest things you can do is practise getting up and down off the floor. This helps to build your lower body strength and refine your balance,' she adds. To minimise being sedentary, Catherine Quinn, president of the British Chiropractic Association, suggests standing up to take a phone call.

3 Act like a child
We're talking playtime over tarotums, here. Making daisy chains, going on a playground swing, all the habits that delivered joy but drifted away with age are what qualified coach Emma Jefferys, AKA Action Woman, says we should embrace again. 'As a child we saw play and joy all around us. Tapping back into this can enhance our sense of gratitude, which leads to experiencing more positive emotions and can help improve your overall psychological health,' she explains.

4 Mist your VHS
A supplement should be just that – to supplement a healthy diet, not replace it. If you want yours to work harder, consider swapping pill-popping for spraying. 'Studies have shown that vitamin absorption via oral sprays is up to 2.6 higher compared to soft gelatin capsules,' explains Dr Naomi Newman-Barnitt, medical nutritionist. Vitamin D, best sourced from the sun, is a good one to consider, 'which is vital for bone health, mood boosting and the immune system,' adds Dr Newman-Barnitt. Try BetterYou D3000-K2 Oral Spray, £16.95.

5 Fitness stacking
If you don't have the time for a gym class, then don't ditch exercise altogether – by 'fitness stacking', a term Mark Bohannon, certified personal trainer at Ultimate Performance, is a fan of. 'There's no substitute for putting in hard work at the gym,' he says, 'however, if you wanted to make an immediate change to your health for the better, then short, frequent, five-minute walks spread out across the day is a great place to begin.' Great for all ages, walking is one of the most underrated activities you can do for your overall health and wellbeing.

6 Grab a bite
On-the-go snacks available in the shops can often be rich in sugars, salt or fat, so if you find yourself often caught out between meals, try and take five minutes first thing to chop up some vegetables to pop in a small reusable, or an easy transportable piece of fruit (it's the face it, an apple has a better chance of surviving in your bag than a banana!). The calorie and cost payoff will be a brilliant bonus in the long run, too.

7 Switch to sleep
Creating good habits at bedtime helps your brain associate this time with sleep, so keep a consistent routine. When a gradual wind-down does help you relax and get ready for bed, even just a few minutes will help put you in the right frame of mind. Spitz's Leather & Down Calming Sleep Mist, £6, and inhale the lavender and camomile essential oils, and at the same time, listen to a meditative session on a free app like Spotify (upgrade to premium for no-ads).

8 Water first thing
Before you reach for your morning caffeine hit, reach for the tap. After a long period without drinking water while sleeping, our bodies can be dehydrated, leading to tiredness and fatigue. So, consuming a glass or two of water upon waking up can help kick-start your day feeling alert and energised,' explains James Brookes, dietician and founder of Nutrition and Co.

FIVE-MINUTE HEALTH HITS

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Adjust your seat for perfect driving comfort

FleetNews

Businesses face £3.7bn bad back injury bill for van drivers

22/08/2023 in Fleet industry

safety and risk management



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Rishi Sunak blamed the pandemic for record NHS waiting lists despite them having increased to then record-levels in the decade before Covid-19 hit (Image: PA)

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- ROYALS

Boost NHS instead of pouring taxpayers' cash into private sector,

It comes as new polling from the British Chiropractic Association shows 56% of Brits feel put off from seeing their GP due to NHS waiting lists. Some 52% have been living with a musculoskeletal problem such as back pain for more than 12 months. GPs are already being asked to ensure that all patients being referred for hospital care get a choice of five providers, which could include the private sector.



One-in-three (34%) of UK van drivers have injured themselves at least once while loading their van in the past year, according to research commissioned by Volkswagen Commercial Vehicles (VWCV).

Almost half (48%) of those who reported an injury had to take more than one day off at a time, with an average downtime cost of £500 per person per day.



Thank you.