



BRITISH CHIROPRACTIC ASSOCIATION

PR Evaluation - January 2024

GRAYLING
creating advantage

PR ACTIVITY – JANUARY 2024 OVERVIEW



4
OPPORTUNITIES IDENTIFIED
AND RESPONDED TO



276.4K
REACH



2
TOTAL PIECES OF
COVERAGE

Key journalists engaged:



Andrew Strutt, Writer for
the **Response Source Blog**



Scarlett Dargan, Features
Writer at **YOU Magazine for
the Mail on Sunday**



Natsha Loma, Senior Reporter
at **Tech Crunch**

Press office activity for January:

Press office planning

- Developed and shared the 2024 master PR plan calendar.
- Collated a spokesperson database for 2024 media opportunities.
- Updated the 2024 media lists.

Media Training

- Managed the media training sessions and developed the presentation deck.
- Managed and hosted both media training sessions.
- Shared media training feedback and recordings with all participants.
- Managed and attended Tim's leadership coaching training session.
- Shared Tim's feedback and analysis of the leadership training.

Other press office activity

- Shared a pitch with **Tech Crunch** who were looking for healthcare experts who can share their views, thoughts and experiences with patients bringing data from consumer health tech.
- Pitched Tim to the into **Response Source's media database** for health experts to call on for content in 2024 throughout.
- Pitched Tim to **Live Science** who are looking for health experts to comment on fitness trackers.
- Shared the 2023 annual PR report.
- Hosted a call with Tendo to discuss strategy for 2024.
- Began collating regional data for regional broadcast pitching opportunities.

Strategy

- Developed the Knowledge Hub editorial style guide.
- Progressed corporate positioning development

Coming up in February...

- Pitching our spokespeople for regional BBC broadcast opportunities.
- Develop an article on the effects of tactical sport and MSK development in children.
- Begin to brainstorm and develop the strategy for Chiropractic Awareness Week 2024.
- Finalise our first case study and share with our key health titles.
- Develop a comment on the current barefoot shoe trend and share with key health titles.

COVERAGE HIGHLIGHTS

marie claire

A PT who teaches workout classes for a living confirms:
8 best bodyweight exercises for toning and
strengthening your arms

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There are many things you *shouldn't* try at home (questionable workouts created by influencers intent on achieving virality among them), but upper-body training isn't one. Because, while it's true you may get more bang for your buck doing [bicep exercises](#) and [tricep exercises](#) with weights in the gym, there are still loads of effective upper body bodyweight exercises you can do from literally anywhere (your living room included).

Upper body training is so important, in part, because of our largely sedentary lifestyles. Years of desk work are harming our posture, and research proves it. One [study](#) from the British Chiropractic Association in 2019 found that 45% of people who've experienced back or neck pain recognise sitting for long periods of time as a trigger. That's where [strength training](#) comes in, proven to help prevent and address pain caused by prolonged poor posture.

If you're new to specifically targeted upper body moves, [shoulder exercises](#) or [back exercises](#), doing [body weight exercises](#) at home is a great way to ease yourself in and get comfortable with movement patterns. Not to mention it's ideal for those frosty days when you'd rather workout at home in your PJs than venture out to the gym.

Unsure where to start? Then you're in the right place. Here, [Fit personal trainer Alice Ferreira](#) shares everything you need to know about doing upper body bodyweight exercises at home, including eight to do in your next session. Try them sans equipment, and introduce [resistance band exercises](#) and dumbbells when you're ready to increase the challenge.

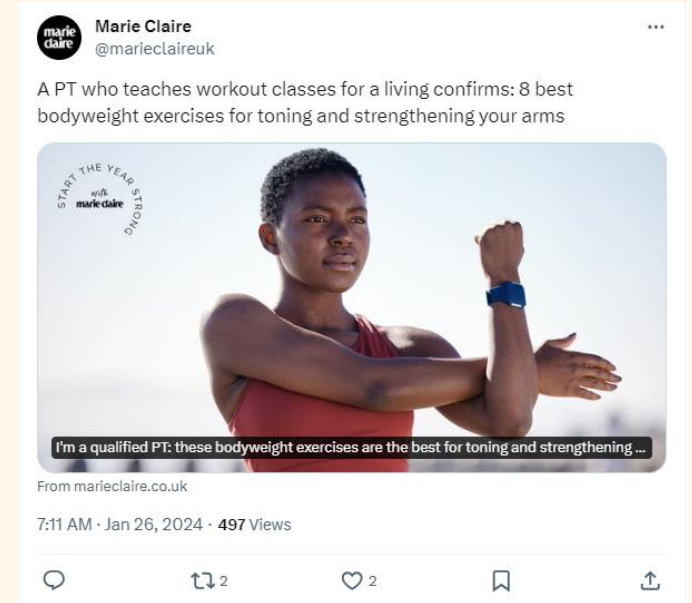
Prefer to workout in the gym with weights or have your own weights at home? Don't miss top expert's guides to the best [dumbbell exercises](#) and [kettlebell exercises](#), while you're here.

Upper body bodyweight exercises – everything you need to know

WHAT IS AN UPPER BODY BODYWEIGHT EXERCISE?

Technically, Ferreira says, an upper body exercise refers to training anything above the hips, including your trunk and core. "It's crucial to emphasise that the core serves as the fundamental support for all movements. There are no healthy shoulders without a solid core," she says.

Muscles in the upper body are categorised into two main groups for training: the anterior (front body) and posterior (back body) muscles.





British
Chiropractic
Association

THANK YOU.