

A photograph of a chiropractor in a dark blue uniform adjusting the neck of a patient in a white tank top. The patient is sitting and looking to the side. The background shows a clinical setting with a white wall and a piece of equipment. The image is overlaid with a semi-transparent blue filter.

BRITISH CHIROPRACTIC ASSOCIATION

May 2024 PR Evaluation



6

OPPORTUNITIES IDENTIFIED
AND RESPONDED TO



2

TOTAL EXPERTS ENGAGED
WITH



4

PIECES OF PENDING
COVERAGE

Key journalists engaged:



Susan Griffin,
Journalist at
Women & Home



Laura Hampson,
Freelance Journalist at
Yahoo! Life



Rikki Loftus,
Journalist at **PA Media**



Chloe Morgan, Senior
Writer at **The Sun**

Press office activity in May:

- Drafted the President's message for Contact Magazine.
- Continued pitching Kim's case study to national and regional media.
- Began developing Philippa's case patient case study lan.
- Secured a tentative opportunity with The One Show for a feature segment on AI in healthcare.
- Drafted a newsjacking comment for the ONS workplace sickness comment.
- Followed up Good Housekeeping for coverage on Philippa's sleeping pillow tips.
- Followed up with Fabulous magazine for coverage on Marc's sleeping position tips.
- Shared walking tips from Tim with Women & Home.
- Shared summer holiday back health tips with The Sun from Tim.
- Began working with Faye's on her thought leadership article for Health Industry Leader.
- Progressed Tim Button and Juliet Lock's Knowledge Hub articles through approvals.

Coming up in June:

- Continue to pitch Kim's case study to regional media, focusing on BBC Yorkshire.
- Begin progressing Philippa's case study.
- Progress newsjacking plan for 2024 ONS sickness report (publish date TBC).
- Finalise Faye's thought leadership article with Health Industry Leader.
- Begin working with Philippa on her thought leadership piece with Health Industry Leader.
- Progress Tim Button and Juliet Lock's Knowledge Hub articles through approvals.



British
Chiropractic
Association

THANK YOU.