



***SOUTH AFRICA: On World Spine Day Straighten Up for Better Health  
and a More Vibrant Quality of Life***


***Posture Pod Flying Friends from Straighten Up***




1. Stand or sit tall in **Inner Winner** posture with head high and stomach in.



2. Breathe in and stretch your spine as you raise your arms up above your head 3 times in the **Eagle**.



3. Circle your shoulders backwards for 10 sec. in the **Hummingbird**.



4. Draw your head back into your hands 4 times in the **Butterfly**. Then gently massage your neck muscles.

Initiated by the World Health Organization, the Bone and Joint Decade has established October 16<sup>th</sup> as World Spine Day to call attention to the burden of spinal disability and to help educate individuals in order to improve their spinal health. Increasingly in this technological age, individuals are experiencing greater levels of spinal discomfort and disability related to stress and poor posture. Many people commonly work and play in cramped, awkward, slouched postures. The resulting pandemic of work and recreation-related chronic spinal disorders compromises the quality of our lives. Every year spinal disorders and back pain result in expenditures and losses of billions of dollars related to health care fees and diminished individual income and productivity.

Recent studies indicate that training school children in beneficial postural habits and exercises can be helpful in facilitating postural improvement. This is very encouraging because in today's sedentary digital culture, many children spend long hours of school and recreational time in stooped awkward postures that have been correlated with poor spinal health in several studies. Other recent research indicates that the spinal health of adolescent students has been worsening over a ten year period.

To combat this trend just as the dental profession educated and empowered the public to care for their dental health daily, we are now launching an initiative to educate, empower and mobilize the public to “Straighten Up” and care for their posture and spinal health daily. Straighten Up and Move is worldwide health initiative geared to improve the posture, structural development and self-esteem of our youth and all of our citizens. The vision of Straighten Up is very simple: we envision a day when everyone performs a short enjoyable spinal exercise module daily just as we brush our teeth. Straighten Up and Move also includes healthy lifestyle recommendations aimed at markedly reducing the alarming rate of obesity in our children.

Multidisciplinary seed and Delphi panels, including a wide range of health care professionals, fitness experts and leaders of the World Health Organization and United States Bone and Joint Decade have developed the Straighten Up and Move program. Though still in its infancy as a health initiative, Straighten Up has garnered a number of accolades from health and fitness leaders including Lee Haney, past chairman of the US President’s Council on Physical Fitness and Sports. Lee describes the program as “awesome” with “vision and much promise”. In January of 2005 Tommy Thompson, then US Secretary of Health and Human Services, “commended” the individuals who developed “Straighten Up” for their “leadership in the field of spinal health”.

Straighten Up is proud to be a 50th Anniversary Partner to Get America Moving, an initiative of the US President’s Council on Physical Fitness and Sports during its fiftieth anniversary year (1956-2006). The United States Bone and Joint Decade is another prominent partner with Straighten Up. This prestigious research and educational initiative, created and empowered by proclamation of the President of the United States, has adopted Straighten Up as its spinal health promotion program.

The full Straighten Up and Move program including introductory articles, handouts, and PowerPoint educational presentations can be viewed on the enclosed CD or accessed from the following link, <http://media.sevensides.com>.

*The Chiropractic Association of South Africa* (CASA) is proud to partner with Straighten Up and Move. We want to insure that our children learn great spinal health habits, by regular performance of the Straighten Up exercise module and adoption of its healthy lifestyle recommendations.

We encourage our children and all of our citizens to practice the Posture Pod Flying Friends exercises shown below daily for better spinal health beginning on World Spine Day. If you do not have disorders which prohibit movement, why not give them a try. You will feel and look better with better posture.



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Do each of these exercises for about 10 seconds. Enjoy these as a great ergonomic break or warm-up or cool-down before or after a longer period of exercise.

It's time to Straighten Up and Move on World Spine Day October 16<sup>th</sup>.



**Chiropractic Association of South Africa**  
(CASA)

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