

A Media Guide to Interviewing Chiropractors

An informed media interview about chiropractic demands recognition of organised medicine's decade's long turf war against chiropractic.

A quote from 1932 is: "Eight years ago officials of the American Medical Association met in secret conclave in Chicago and adopted the slogan '*Chiropractic must die.*' They gave themselves ten years in which to exterminate it." ⁱ

On Aug. 27, 1987, federal court judge Susan Getzendanner found the American Medical Association (AMA) guilty of **conspiring to destroy chiropractic.** ⁱⁱ

The international destruction of chiropractic could have netted organised medicine a multibillion dollar piece of 'turf' of the world's health care marketplace.

According to the 1979 Report CHIROPRACTIC IN NEW ZEALAND

One of the commission's most important findings was that vertebral subluxations in the chiropractic sense do exist and that locating and correction of this condition is a valid and highly effective method of removing the cause of many illnesses.

The New Zealand Commission of Inquiry into Chiropractic was perhaps the first government sponsored investigation to discover the epidemic proportions of this often latent cause of much of Man's ills.

Yet there is now ample evidence available to show that a substantial number of people in most countries of the world suffer the effects of vertebral subluxations.

The greatest difficulty facing the chiropractic profession is getting the message across to the population at large that most of them are walking around with at least one vertebral subluxation.

The chiropractor sets out to locate and adjust the subluxation/s and in appropriate instances the body may restore normal function.

Medicine's commercial interest lies in the global value of a totally different and so conflicting form of management of 'the epidemic' of subluxation related disorders/symptoms. Medical management of subluxation related disorders is to deny the existence of subluxations and to treat the subluxation related symptoms for as long as the subluxation continues to create symptoms.

From a worldwide perspective the global value of 'the epidemic proportions of this often latent cause of much of Man's ills' creates a multibillion dollar conflict of interests for the medical profession. It is a battle over bucks, not backs.

When patients who have subluxation related disorders receive treatment involving drugs and/or surgery they may risk iatrogenic harm. Harm arising from medical treatment as distinct from the patient's disorder is a/or the leading cause of death and permanent harm. For background on that epidemic Google *a journalist's assignment*

Readers may judge the intent of the interviewer by which of the following two protocols she/he uses:

FANTASY PROTOCOL	REALITY PROTOCOL
Medical opposition to chiropractic arises out of an ethical and altruistic need to protect patient and public interests.	An objective of organised medicine's decade's long global turf war is the worldwide elimination of the chiropractic profession which holds a multibillion dollar financial advantage.
In matters chiropractic, medical spokespersons are the experts	Chiropractors are the experts in matters chiropractic.
Within public health, medical treatment generates an acceptable level of harm.	Medical treatment causes the iatrogenic epidemic giving public health an unacceptable level of harm.
Chiropractic subluxations are non-existent so chiropractic is of little to no benefit.	Many medical failures later become chiropractic successes.
Satisfactory chiropractic outcomes are rare.	Satisfactory chiropractic outcomes are a usual reality.
Virtually all medical practise is evidence based.	Much of medical practise is not evidence based.
Direct access to chiropractic is contrary to patient and public interest.	Direct access to chiropractic within public health would serve patient and public interests.
Containment is needed to protect patients.	Containment benefits medical incomes.
Medical referral protects recipients of department of defence DVA reimbursements.	Direct access to chiropractors would be more convenient for DVA patients and less costly.
No access to chiropractic protects civilian prisoners.	Some civilian prisoners could benefit from chiropractic care.
Excluding chiropractic from public education funding serves public interests.	Patients could benefit if chiropractic is included in government funded public health education.

Sincerely,

Michael McKibbin DC

ⁱ Wardwell WI. Alternative medicine in the United States. Soc Sci Med 1994;38:1061-1068. (Citing Reed L. The healing cults. Chap 3, Publ No.16 of the Committee on the Costs of Medical Care, p 5. University Press, Chicago, 1932.

No.16 of the Committee on the Costs of Medical Care, p 5. University Press, Chicago, 1932.

ⁱⁱ http://www.acatoday.org/content_css.cfm?CID=4767