



Chiropractors Board of Queensland

Guidelines for Spinal Postural Assessment and Public Place Marketing

1. Purpose:

This document is designed to provide guidance for practitioners wishing to conduct public place marketing or complimentary spinal postural assessments. Using the principles laid out in this guideline will ensure that such activities are conducted in a manner that will afford a measure of safety and security to the public and allow Chiropractors to enhance the public's image of the Chiropractic profession.

2. Definitions:

For the purpose of these Guidelines the following definitions apply:

Public Place Marketing means any activity that involves a practitioner engaging other parties in a public place that promotes and/or advances a practitioner, their practice or profession. It should be noted that for the purpose of this document the Board considers such activities conducted outside of a private practice or private place to be applicable.

Postural Assessment means any activity that involves a practitioner offering a service that is aimed at assessing in any way the posture of another party. In the context of this document this will pertain to activities that occur in a public place.

Spinal Screening means any activity that involves a practitioner offering a service that is aimed at assessing the spine of another party. In the context of this document this will pertain to activities that occur in a public place.

Chiropractor means a Chiropractor registered under the Queensland *Chiropractors Registration Act 2001*.

3. Compliance with, and application of, the Guidelines:

- a) All public place marketing and postural screening should comply with these Guidelines.
- b) It is the practitioner's responsibility to ensure that they comply with these Guidelines. If you are organising such an event, you should ensure that each practitioner involved is familiar with, and understands these Guidelines.
- c) The objective of these activities should be to promote the chiropractic profession by raising the public's awareness of the potential positive benefits of chiropractic. These activities should be done in the full knowledge that there is no objective data to support the reliability and validity of screening for spinal disorders.
- d) It is the responsibility of the individuals involved to ensure that all necessary permits are in place prior to the commencement of the public place marketing. No notification to the Board is necessary.



4. Guidelines:

Personnel

- a) A registered Chiropractor must be responsible for each scheduled screening session.
- b) Chiropractic assistants, regardless of training, or nominated employees can participate but cannot perform the screening on behalf of a registered Chiropractor.
- c) Any breaches of the Guidelines are the responsibility of the assigned registered Chiropractor for that session.

Information Retention

- a) An attendance sheet is to be used to record the names of those persons who have taken part in the screening. The recording of names is a precaution taken in case some litigation arises as a result of the screening. This is the only purpose of the form. There should not be any subsequent contact to the participant, unless that person or their guardian initiates it.
- b) Addresses, email contacts, phone numbers and other contact details are not to be recorded on participants' information sheets. However, participants may be invited to add their details (name, email address or phone number) to a sheet used to collate those people who invite further contact.

Postural Assessments

- a) The purpose of postural assessments is to give the participant an overview of the general state of their posture. The participant needs to be advised that it is not a comprehensive examination.
- b) The assessment, for the purpose of these Guidelines, does not include the taking of any history or other preliminary information from the participant other than name, age and gender.
- c) Assessments should comply with section 128: *Obligations of advertisers* of the *Chiropractors Registration Act 2001* – i.e. no inducements, vouchers, financial discounts, etc., to be offered to the public to encourage patronage unless the advertisement also states the terms of the offer.
- d) Practitioners should not tout for business. If participants are encouraged to make in-house clinic appointments during an assessment then the Board will consider that this is touting for business.
- e) The assessment should be obligation free and should not in any way engender or be designed to engender fear in the public. Participants are to be advised that no definitive conclusion can be drawn from a posture check of this nature. Instead, if a significant problem is revealed at the time participants should be advised to seek professional advice in the form of a consultation from an appropriate health professional.
- f) Chiropractors must not enter into financial arrangements that restrict other Chiropractor's public education activities.



Promotional literature

- a) Business cards may be provided on request from members of the public.
- b) Promotional literature, other than business cards, may contain information such as the name and address of the practice. Registrants must ensure that any material conforms with the Board's Guidelines and all relevant legislation.
- c) Promotional literature should not be misleading or deceptive or likely to mislead or deceive the public.
- d) Promotional material must be scientifically and clinically relevant.

Other

It is important when representing the Chiropractic profession to conduct yourself in a professional manner. The equipment and materials used should be in good repair and you should be familiar with its operation.

5. Suggested Procedure:

- a) Introduce yourself to the screening participant.
- b) Ask the participant to complete the attendance sheet (name, age, gender).
- c) Explain that the purpose of the assessment is to give the person a brief overview of their posture.
- d) Conduct the assessment. The areas that may be examined are:
 - head tilt/rotation;
 - shoulder tilt/rotation;
 - pelvic tilt/rotation;
 - scoliosis;
 - abnormal spinal curves;
 - range of motion.
- e) Record this information on a screening form.
- f) Advise the screening participant of your views on their condition, and if necessary, suggest they seek professional advice in the form of a consultation. Remember to reinforce the previous advice that your views cannot be conclusive as postural assessment is not reliable in isolation.
- g) Thank the participant for taking part in the screening and if asked provide them with a business card.

Adopted: 16 September 2009

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