

13th World Federation of Chiropractic Global Education Conference
Leveraging World Spine Day to Grow Your Chiropractic Practice

Date: Friday, October 16, 2026

Time: 2:15 PM – 3:15 PM

Credit Hours: 1

Moderator:

Dr. Rebekah Wilks, BA, BS, DC

Secretary General Designate, WFC

Project Lead & Co-Chair World Spine Day

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Presenters:

Dr. Min Jahyeon, MSc(chiro.)

Chiropractic Lecturer

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President

Chiropractic Association of South Africa

Email: drlubbe@casacouncil.co.za

Outline:

1. Welcome & Framing (8m)

- a. Introduction, objectives, audience context
- b. Introduction, WSD background & why the student experience can apply to the workshop
- c. Introduction, WSD background & why member national association experience can apply to the workshop
- d. Audience poll

2. From Clinic to Public (5m)

Positioning WSD as a yearlong platform for learning and engagement

- a. Tangible examples
- b. Knowledge translation in clinical practice
 - i. Clinicians already perform knowledge translation routinely by explaining findings, diagnoses, prognoses, and treatment options to patients. WSD applies the same skill to public-facing communication
 - ii. Messaging should be understandable and meaningful to the intended audience rather than written in professional or technical language.
 - iii. Evidence-informed messaging should reinforce that physical activity, rehabilitation, and other healthy behaviors can complement clinical care.
- c. Examples of effective clinician-driven messaging
- d. Link to patient impact, professional growth, and visibility

3. Interactive Exercise 1: “Translate This” (12 minutes)

- a. Small groups (2 - 4 participants)
- b. Icebreaker

- c. Each group receives a common clinical concept (e.g., posture, movement, prevention)
 - i. Effectiveness and cost-effectiveness of an individualized, progressive walking and education intervention for the prevention of low back pain recurrence in Australia (WalkBack): a randomized controlled trial
 - ii. What does the evidence say?
 - 1. WalkBack RCT (Australia) — individualized, progressive walking + education intervention for prevention of low back pain recurrence
 - 2. What does the evidence say?
 - a. Walking + education reduced LBP recurrence compared to usual care
 - b. Simple, accessible, low-cost intervention — no equipment needed
 - c. Supports the message that movement is medicine for the spine
 - d. Evidence that patient education alongside physical activity is more effective than either alone
- d. Task: create a short patient-facing message or social media post
 - i. The exercise should follow a clear progression:
 - 1. Why does the message matter to your community?
 - 2. Who is the intended audience? (patients / public / schools / sports clubs / workplaces)
 - 3. What does the audience need to understand?
 - 4. Where and when should the message be delivered?
 - 5. What realistic implementable action can the audience practically take?
 - e. “Translate this” Take this finding and create ONE of the following for your context:
 - i. A social media post (Instagram/Facebook caption, max 3 sentences)
 - ii. A patient handout headline + 2 key points
 - iii. A WSD community event activity idea based on walking
 - f. 2 - 3 groups briefly share; facilitator provides targeted feedback

4. Interprofessional & Systems Alignment (8 minutes)

- a. Framing spine health within broader health system priorities
- b. Communicating across professions and sectors
- c. Paired discussion:
 - i. “Who else needs to hear your message and why?”
 - ii. “Who has access to your intended audience and how can you work together?”

5. Interactive Exercise 2: Build Your WSD Plan (12 minutes)

- a. Examples & discussion
- b. Individual activity: draft a simple 3-step plan
 - i. One key message
 - ii. One target audience/platform
 - iii. One action leading up to World Spine Day
 - iv. Peer exchange for feedback

6. Wrap-Up & Takeaways (5 minutes)

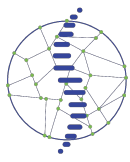
- a. Key insights and practical next steps
- b. Reinforce yearlong engagement and application in practice
- c. Call to action for continued participation
 - i. What is the first action you will take within the next seven days?
 - ii. “In one word — what’s the one thing you learned from today’s workshop?”

d. Poll

- i. How confident are you creating public-facing, evidence-informed spine health content?
- ii. When you think about promoting chiropractic care through WSD, what feels most important to you?
 1. Explaining what chiropractors do (scope of practice)
 2. Sharing evidence on spine health outcomes
 3. Differentiating chiropractic from other spine health providers
 4. Building trust with non-chiropractic audiences
- iii. Which aspect is most challenging?
 1. Selecting the evidence
 2. Communicating the key message
 3. Choosing the target audience
 4. Choosing the format/platform
 5. Posting/distributing the content

References:

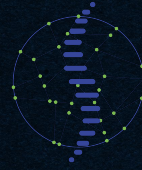
1. Kavalieratos, D., & Mitchell, A. J. (2021). Social media use for health purposes: Systematic review. *Journal of Medical Internet Research*, 23(5), e20474. <https://doi.org/10.2196/20474>.
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5. Lin, S.-Y., Cheng, X., Zhang, J., et al. (2023). Social media data mining of antitobacco campaign messages: Machine learning analysis of Facebook posts. *Journal of Medical Internet Research*, 25, e42863. <https://doi.org/10.2196/42863>.
6. Duke, J. C., Alexander, T. N., Zhao, X., Delahanty, J. C., Allen, J. A., MacMonegle, A. J., & Farrelly, M. C. (2015). Youth's awareness of and reactions to The Real Cost national tobacco public education campaign. *PLOS ONE*, 10(12), e0144827. <https://doi.org/10.1371/journal.pone.0144827>.
7. 8. Baran, R. V., Fazari, M., Lightfoot, D., & Cusimano, M. D. (2025). Social media strategies used to translate knowledge and disseminate clinical neuroscience information to healthcare users: A systematic review. *PLOS Digital Health*, 4(4), e0000778. <https://doi.org/10.1371/journal.pdig.0000778>.
- de Vere Hunt, I., & Linos, E. (2022). Social media for public health: Framework for social media-based public health campaigns. *Journal of Medical Internet Research*, 24(12), e42179. <https://doi.org/10.2196/42179>.



WORLD OCT 16
SPINE DAY
Spine Health for Life

Leveraging World Spine Day
to Grow Your Chiropractic Practice

WORLD
SPINE DAY



Spine Health for Life

Dr. Rebekah Wilks
Secretary General Designate | WFC
Project Lead & Co-Chair | WSD



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IMU University, Malaysia



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President
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Poll



The World's Largest Public Health
Campaign Dedicated to Spinal Health



REACH

BUS CAMPAIGNS	>2.2M
NEWSPAPER CAMPAIGNS	>24M
MEDIA (RADIO/TV)	>1B
SOCIAL MEDIA	>1M
EDUCATIONAL EVENTS	(AT LEAST) TEN THOUSANDS

Numbers are understated and were collated from the WFC World Spine Competition entries and events tagging World Spine Day social media platforms (2025)



Interprofessional

Knowledge Translation: From Clinic to Public



- Clinicians already perform
 - Findings, diagnoses, prognoses, and treatment options.
 - WSD applies the same skill to public-facing communication
- Messaging should be
 - Understandable
 - Meaningful
 - To the intended audience
- Evidence-informed messaging should reinforce
 - Physical activity, rehabilitation, and other healthy behaviors can complement clinical care

ENGAGEMENT Radio/TV



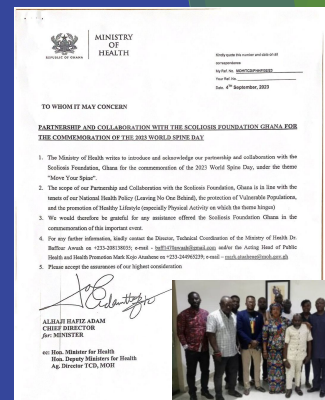
ENGAGEMENT Advertisement



ENGAGEMENT: Government



Proclamation, Bloomington, MN



Ministry of Health Partnership and Collaboration, Ghana

ENGAGEMENT: WFC Competition

Recognizing & Sharing Innovation

Professional Associations:

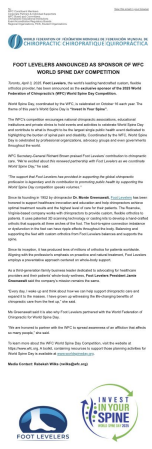
- First prize: **US\$600**
- Runner-up: **US\$300**

Educational Institutions:

- First prize: **US\$600**
- Runner-up: **US\$300**

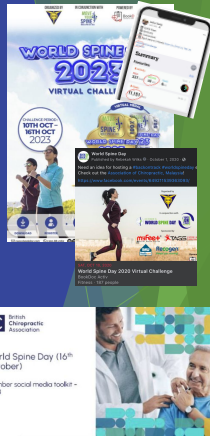
Clinics/Individual Practitioners:

- Best entry: **US\$500**

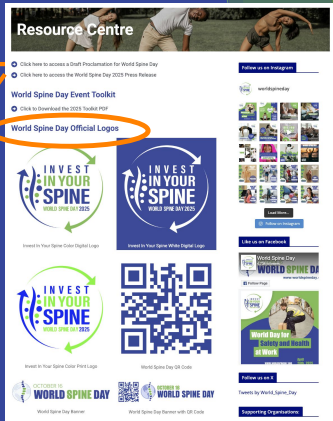


Engagement

- ✓ VIRTUAL EVENTS
- ✓ PANEL DISCUSSIONS
- ✓ ART CONTESTS
- ✓ SCREENING EVENTS
- ✓ ACTIVE EVENTS
- ✓ HEALTH EXPOS
- ✓ MEMBER MEDIA KIT
- ✓ MISSIONS WORK
- ✓ CAREER WORKSHOP



Resources



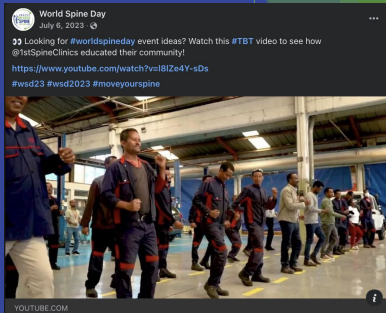
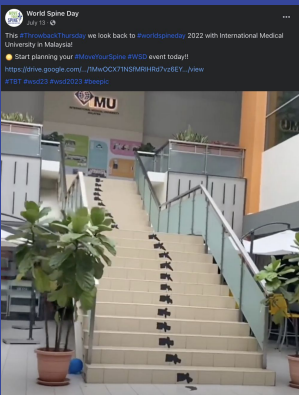
Resources



#EVENTIDEA

International Medical University

From Classroom to Clinic: World Spine Day Skills That Carry Into Practice
Bridging student learning and clinical application



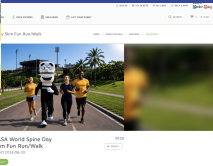
29th October 2025
Collaboration at Universiti Malaya (UM)
Asics Running Club
 Total Participants: 120



5th November 2024
Collaboration at Heriot-Watt University



Chiropractic Association of South Africa
 Amplify the message - connecting with and equipping the patient/public

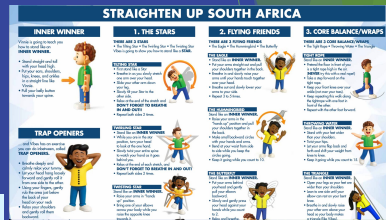
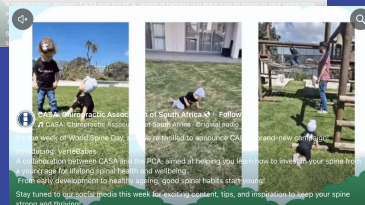


South African Government

World Spine Day 2024

October 2024	October 2024
1. 10:00 - 12:00: World Spine Day Kick-off Event	1. 10:00 - 12:00: World Spine Day Kick-off Event
2. 12:00 - 1:00: Lunch and Networking	2. 12:00 - 1:00: Lunch and Networking
3. 1:00 - 2:00: World Spine Day Lecture Series	3. 1:00 - 2:00: World Spine Day Lecture Series
4. 2:00 - 3:00: World Spine Day Panel Discussion	4. 2:00 - 3:00: World Spine Day Panel Discussion
5. 3:00 - 4:00: World Spine Day Exhibition	5. 3:00 - 4:00: World Spine Day Exhibition
6. 4:00 - 5:00: World Spine Day Live Demonstration	6. 4:00 - 5:00: World Spine Day Live Demonstration
7. 5:00 - 6:00: World Spine Day Quiz	7. 5:00 - 6:00: World Spine Day Quiz
8. 6:00 - 7:00: World Spine Day Awards Ceremony	8. 6:00 - 7:00: World Spine Day Awards Ceremony
9. 7:00 - 8:00: World Spine Day Reception	9. 7:00 - 8:00: World Spine Day Reception
10. 8:00 - 9:00: World Spine Day Networking	10. 8:00 - 9:00: World Spine Day Networking
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12. 10:00 - 11:00: World Spine Day Quiz	12. 10:00 - 11:00: World Spine Day Quiz
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14. 12:00 - 1:00: World Spine Day Reception	14. 12:00 - 1:00: World Spine Day Reception
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All proceeds will go to World Spine Care Africa



Interactive Exercise 1: “Translate This” (12 minutes)



Effectiveness and cost-effectiveness of an individualised, progressive walking and education intervention for the prevention of low back pain recurrence in Australia (WalkBack): a randomised controlled trial



Natasha C Pooni, Chung-Wei Christine Lin, Simon D French, Petra L Graham, Johanna M van Dongen, Jane Lattimer, Dafna Meron, Anne Tiedemann, Christopher G Maher, Omella Clavisi, Shuk Yin Kate Tong, Mark Hancock

Summary

Background Recurrence of low back pain is common and a substantial contributor to the disease and economic burden of low back pain. Exercise is recommended to prevent recurrence, but the effectiveness and cost-effectiveness of an accessible and low-cost intervention, such as walking, is yet to be established. We aimed to investigate the clinical effectiveness and cost-effectiveness of an individualised, progressive walking and education intervention to prevent the recurrence of low back pain.

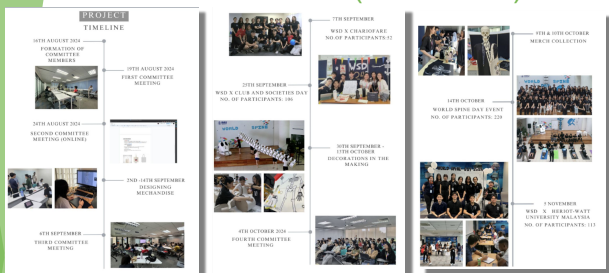
- Why does this message matter to your community?
- Who is your audience?
(patients / public / schools / sports clubs)
- What do they need to understand?
- What one realistic action you can take?



Interactive Exercise #2: Interprofessional & Systems Alignment (8 minutes)

- Framing spine health within broader health system priorities
- Communicating across professions and sectors
- Paired discussion:
 - “Who else needs to hear your message and why?”
 - “Who has access to your intended audience and how can you work together?”

Interactive Exercise 3: Build Your WSD Plan (12 minutes)



Simple 3-step plan

- One key message
- One target audience/platform
- One action leading up to World Spine Day



Wrap-Up & Takeaways

What is your first action
in the next 7 days?

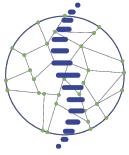
Wrap-Up & Takeaways

In one word - what will you do
differently after today?



Poll





WORLD OCT 16
SPINE DAY
Spine Health for Life



THANK YOU!