



## StraightenUpUK and Chiropractic

ABOUT THE  
StraightenUpUK<sup>™</sup>  
PROGRAMME



StraightenUp UK was launched by the British Chiropractic Association (BCA) in April 2007 during Chiropractic Awareness Week. It has been a great success and has been introduced to many schools and workplaces throughout the country.

### **What Is Straighten Up UK?**

The campaign encourages every family to adopt a simple three-minute exercise programme as part of their daily routine. This is about the same amount of time it takes to brush your teeth.

The exercises help improve posture, stabilise core muscle groups, enhance health and prevent spinal disability.

The 'core' back and stomach muscles, the deep muscles that stabilise the spine during movement, need to be strengthened and kept toned.

The exercise program is designed to be both effective and convenient, with all exercises done in a standing position and for those who cannot stand the exercises can be modified to be performed sitting. They can be undertaken by people of all ages with a special programme having been tailored for children. [Click Here to go to the StraightenUp Exercises.](#)

**Our clinics provide a free service** for our patients, schools and workplaces in the area, where we help people get started on the StraightenUp UK programme. If you are interested [please let us know.](#)

The exercises are simple, fun, can be enjoyed by both adults and kids alike and can be done on a daily basis as part of an everyday routine.

## **Free downloads of StraightenUp UK leaflets**

You can download the StraightenUp UK leaflets from the British Chiropractic Association for free for both Children and Adults [here at the BCA Home Page](#).

## **The StraightenUp campaign**

The StraightenUp campaign was launched in 2006 on the World Spine Day (an event that was initiated by the World Health Organisation (WHO)) and initially started in America but is rapidly becoming a global campaign.

It is an exercise programme that was developed by a team of experts including chiropractors, researchers, fitness experts and officials from the WHO and is based on the latest scientific evidence to prevent spinal dysfunction.

## **Why StraightenUp UK?**

Our children are our future! This is a cliché that you probably have heard before. We are fast becoming a nation of couch- and slouch potatoes, that and poor posture is a common trigger of back pain, along with other normal day to day activities such as housework, DIY, sleeping, sitting at a computer and playing computer games for extended periods of time, particularly if you are unfit.

Considering that consumer research that was carried out by the British Chiropractic Association found that 50% of 16-24 year olds are currently suffering from back pain compared to 18% just three years ago, it is particularly important to make sure that our children do the right type of exercise and improve their posture.

## **Bad posture**

Bad posture has a lot to answer for - not only can it have a negative affect on your health but it could also have a negative effect on how people around you perceive you as a person. The first impression is everything. People make their mind up about you in the first 7 seconds of meeting you. Good posture is commonly associated with confidence, capability and good health. Poor posture can be associated with laziness, sloppiness, or a perceived lack of care about your appearance.

## **Do the StraightenUp exercises work?**

An American study showed after just five weeks of daily StraightenUp exercises, 83% of participants reported a postural improvement. Approximately 80% reported that their backs were more comfortable and that they could sit and stand more upright, and 78% said they felt stronger in their core muscles (Figures from StraightenUp America).

The people who have tried it don't need persuading that it works. Why don't you just try it and see for yourself! [We look forward to hearing from you!](#)

**For enquiries please call:**

- **Edgware & Mill Hill      020 8905 4440**
- **[Email us](#)**
- **[World Spine Day Press Releases](#)**
- **[Go to Our Chiropractic Home Page](#)**