

## WFC (WORLD FEDERATION OF CHIROPRACTIC) *continued from front page*



**Figure 1:** Dr. Deed Harrison, stands with CBP® Nonprofit's four research posters.



**Figure 2:** BioTonix Booth and Representatives (from left to right) Lucy Raymond, Dr. Brian Wolfe, and Dr. Denise Perron.



**Figure 3:** Drs. Shirlene Ching and Denise Perron discuss the applicability of the BioTonix postural analysis system to the Chiropractic profession.

these papers were accepted for poster presentation (see Figure 1) and one was accepted for a platform presentation. The four poster presentations were:

- 1) Harrison DE, Cailliet R, Harrison DD, Janik TJ, Holland B. Determination of lumbar lordosis: Cobb method, centroidal method, Trall or Harrison Posterior Tangent? *Spine* 2001; 26:E235-E242
- 2) Harrison DE, Harrison DD, Janik TJ, Holland B, Siskin L. Slight head extension: Does it reverse the cervical curve. *Eur Spine J* 2001;10:149-153.
- 3) Harrison DE, Harrison DD, Janik TJ, Jones EW, Cailliet R, Normand M. Comparison of axial and flexural stresses in lordosis and three buckled modes

in the cervical spine. *Clin Biom* 2001;16(4):276-284.

4) Harrison DE, Harrison DD, Cailliet R, Janik TJ, Holland B. Changes in sagittal lumbar configuration with a new method of extension traction and its clinical significance. In review. The platform presentation was:

- 5) Harrison DE, Cailliet R, Harrison DD, Janik TJ, Holland B. A new 3-point bending conservative method of restoring cervical lordosis: extension, distraction cervical traction combined with a transverse load at mid-neck. *Archives PM & R* 2001; In Press.

Dr. Deed Harrison was very excited to be able to represent and present CBP®

research to this international group. The conference was attended by over 700 chiropractors, other health care providers, and vendors. Among the vendors at the WFC Paris conference was the Canadian-based company BioTonix.

The BioTonix product is a digital camera, computer based postural analysis tool capable of measuring rotations and translations of the skull, thorax, and pelvis in both the sagittal and coronal planes. Figure 2 depicts the BioTonix booth and representatives (Dr. Denise Perron, Dr. Brian Wolfe, and Lucy Raymond). Figure 3 is a live discussion between Dr. Denise and Dr. Shirlene concerning the BioTonix system's applic-

ability to the Chiropractic profession.

In addition to research presentations and lectures, Dr. Deed and Dr. Shirlene took a sight seeing tour of Paris. One of the most important stops was visiting the "Institut Franco-Europeen De Chiropratique."

This is the only Chiropractic College in France. Currently, the practice of Chiropractic is not legal in France, so it is not without great effort that this college can exist, prosper, and advance the state of Chiropractic practice there. Overall, Drs. Deed and Shirlene enjoyed the WFC conference and hope to continue to represent CBP® Nonprofit, Inc., research at future WFC conferences.

## LIFE WEST *continued from front page*

Wyoming and maybe the move to close the loop, the move back to the Bay Area, will follow!

Over the past twenty years, Life West has grown from the smallest of the chiropractic colleges in the country to the largest chiropractic institution or program in the Western United States. Through those years, we have seen the College evolve and grow organizationally and in influence throughout the profession. Today some 2,800 Life West alumni dot the globe and have become a part of the explosion of the chiropractic profession over the past thirty years.

In more recent times, the big news at Life West has been the acquisition and development of a permanent home for the College. While we haven't been nomadic as an institution, we have moved around a bit, especially our clinical facilities. Since 1981, the College has enjoyed the use of four different clinical facilities. Each had its own qualities and characteristics and each had its own weaknesses. Our instructional facilities expanded from our main campus location in San Lorenzo to include another satellite campus in Hayward. But those days are behind us and we now occupy a state of the art 210,000 square foot complex in Hayward, California that has become the combined administrative, instructional and clinical home of the College.

For anyone who has built an office or a home, you can begin to get a glimpse of what building a campus is like. After years of planning, we embarked on the development of what we refer to as "the campus for the new millennium". The magnitude of this project is what has made it unique. We are not talking about a building, or a renovation of a portion of a campus; we are talking about an entire campus—admissions to alumni and back again!

I won't bore you with the blow-by-blow of the process but will give you an idea of the end result. Imagine a classroom environment with natural lighting in every lecture facility, with integrated instructional delivery systems including computer projection, digital slide projection, VCR, DVD and "Elmo" style overhead capacity. Now imagine every classroom being linked by audio and video. Then let's think about the special need student; someone who is hearing impaired for example. In each lecture facility there is FM broadcast capacity, so all the student needs to do is drop by the Learning Resources Cen-

ter, pick up a receiver (about the size of a Walkman) and crank up the volume as high as necessary!

That is the instructor's side of the podium; how about the student's side of the deal! Well, imagine custom designed seating with a hinged back feature that has been engineered for long-term seating. How about a desktop surface offering over 30 inches of personal workspace that offers power and data access at the tabletop! A long way from heavily engraved half-tablet arm wooden seating many of us knew back in our chiropractic college days.

That's the stage and the setting but the show is what really counts. Let's factor into this equation faculty like Jim Hawkins or Sue Ray or Dan Murphy or Malik Slosberg. Then let's look at courses designed around the skills that someone like Bill Ruch or Greg Plaughter brings to the table. The bottom line is an educational opportunity that is unparalleled in chiropractic education! That is the opportunity available at Life Chiropractic College West.

### Challenges for the Future

Chiropractic education is at a crossroads in the United States. The technology of education has advanced at warp speed; information availability has exploded and delivery options have expanded tremendously. But in many ways, chiropractic colleges cannot make the most of these opportunities. Chiropractic educational innovation is constrained on many fronts but most noticeably on the chiropractic board aspect of the discussion.

Boards of examiners remain steadfast in their dedication to the "butts in the seats" approach to education. In this model, a given number of hours spent in a classroom equates to knowledge and understanding. In reality, what those hours equate to is an inefficient instructional format that saps joy and enthusiasm from the hearts and souls of faculty and students while someone racks up hours for the record. Self-directed learning is out of the question, case study methods are questionable, and practical real world models of learning are not even considered under the status quo of the state board consciousness. As an example, in California, students must spend prescribed hours on the study of syphilis but not a word needs to be said about HIV or AIDS.

Chiropractic education needs to be

allowed to be about the practice of developing and implementing the most creative and innovative structures for the education and training of tomorrow's chiropractors and not be worried about the trade school mentality holdover of "X" hours of this subject and "Y" hours of that subject. Think about these matters for just a moment. Consider how your education and your career would have been affected if in your second or third quarter you spent one month full-time in three different chiropractic offices. Consider how much more effective you could be with your time if more than one instructional model was available to you. We could take the competency base of tomorrow's chiropractors through the roof if the administrative, regulatory and legislative shackles were removed.

Today's chiropractic students have been educated in a flexible environment more or less from the time they left elementary school. But when they enter chiropractic college, after a minimum of three years of undergraduate study, they are confronted with arcane and unprecedented institutional attendance requirements (remember, counting the "butts in the seats"), curricular models that address one type of learner, and a host of educationally unfounded but regulatorily imposed mandates. We deserve a better opportunity—as institutions and as a profession.

### What Can You Do to Help?

Visit as many chiropractic institutions and programs as you can. Make it a point to become more familiar with chiropractic education in the 21st century. Offer input to the chiropractic institutions and programs with which you align yourself. Make your thoughts known in a positive, constructive and supportive fashion—they get more attention that way! Inquire of your state as to its requirements for chiropractic education, ask to be placed on the mailing lists for any board matters related to chiropractic education, and be ready to offer input when you have the chance. If the opportunity comes up for you to be appointed to a board of examiners, take advantage of it.

Feel free to call on the institutions and programs with which you see yourself aligned, get the thinking of the administrators on education related questions that are coming forward. Think about those questions and ask yourself what purpose and whose agen-

da do they serve. A political response to an educational need is fundamentally flawed, as is an educational response to a political need—make sure they don't cross over.

### In Conclusion

At Life West, we are as bullish as ever about the future of the chiropractic profession. We are even more excited about the opportunities for instructional effectiveness that lie before us. We need to be given the latitude to seize those opportunities without each state board second guessing educators and clinicians as to the fine print of the process. These things can come to pass through the involvement of people on state boards who make up the rank and file of the profession as opposed to those who represent a continuing political solution for non-political problems. Call on us for help, counsel and guidance.

Finally, come visit us in California! We are 18 miles from San Francisco International Airport and 22 miles from Union Square in the heart of the City. Monterey and Carmel are 90 minutes away, Muir Woods is less than an hour and over and back to Yosemite is a day trip. Location, facilities, program and people all driven by a spirit of loving service and a dedication to bringing chiropractic to the world—come visit, thanks for reading! Gerry

*The president of Life Chiropractic College West, Dr. Gerard Clum is chairman of the Advisory Committee charged with disseminating to the chiropractic profession the results of the landmark Mercy Center Conference of the Commission on the Establishment of Guidelines for Chiropractic Quality Assurance and Standards of Practice. He served on the original steering committee for the commission and was one of the 35 members who met at the Mercy Conference Center in Bur-lingame, California, in January to draft suggested practice protocols for doctors of chiropractic. Dr. Clum is the current president of the Association of Chiropractic Colleges. He serves on the board of the International Chiropractors Association (and is a past vice president of the ICA) and of the Council on Chiropractic Education. This spring he was honored as the 1992 ICA "Chiropractor of the Year" for his life-long contributions to the field and for his recent accomplishments in securing national funding for chiropractic educational loans and developing new post-graduate programs.*