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COCSA to Launch Nat'l Backpack Safety Month in April

By Editorial Staff

LEXINGTON, SC - The Congress of Chiropractic State Associations (COCSA) will initiate a "National Backpack Safety Month" in April to promote backpack safety. This program aims to educate students, parents and teachers about injuries caused by the ubiquitous, heavy backpacks kids tote to school every day, and how to prevent those injuries.

The idea is for chiropractors to present the program to schools and community centers. The program will be supported by a national media relations campaign.

"We are very excited to have a national focus on backpack safety, and to build awareness for healthy backs for our school children," said Dr. Tom Klapp, president of COCSA.

COCSA is offering a **Backpack Safety Kit** that includes:

- a manual that explains the logistics of setting up a backpack safety program;
- sample talking scripts for presentations;
- sample press releases for the local print and broadcast media;
- the "Backpack Safety America" video to show at events;
- *Backpack Safety America* brochures to send home after the presentation;
- The children's book, *Pete the Posture Parrot: Dinosaur Dreams*, by Marvin Arnsdorf, DC; and
- two AirPacks backpacks for demonstrations and fundraising opportunities.

The cost of the **Backpack Safety Kit** is \$299 for doctors who are members of their state associations, and \$399 for nonmembers (plus shipping and handling).

For further information or to order the kit, call 1-800-310-7383, or visit www.cocsa.org.



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