

StraightenUpUK™



## Mind Your Posture: Straighten Up UK

*There is evidence that people of all ages are experiencing higher levels of back pain and discomfort and much of this is related to poor posture. As a nation, we live 'stop/start' lifestyles; dashing about one minute, full of stress and time pressure and then subjecting ourselves to long periods of sedentary behaviour; driving longer distances, playing computer games and watching television.*

Every year, back pain results in billions of pounds in losses to the nation due to lost days at work, sickness benefit payments; not to mention the significant impact this is having on a back pain sufferer's quality of life.

Chiropractors are keen to play their part in bringing attention this issue and show people in the UK ways in which they can help themselves towards a healthier posture.

**Straighten Up UK** is an exciting programme from the British Chiropractic Association (BCA), designed to improve posture and help prevent back pain by promoting balance, strength and flexibility in the spine. Chiropractors want to encourage adults and children alike to start using this set of simple, three minute straighten up exercises. They are designed to be done on a daily basis and become part of the daily routine, just like brushing our teeth.



The programme is divided into 3 simple segments:

**Stars: Warm Up**

**Flying Friends: Posture Care**

**Core Balance: Finish the Session**

The exercises can be adapted to suit individual capabilities (discuss with GP, chiropractor or other healthcare practitioner).

Easy to learn and do, the sequence of exercises consists of precise, slow stretches, each with a specific purpose. The Straighten Up materials have been developed with both adults and children in mind.

To see the exercises, watch them in action on a downloadable vodcast, view an online step by step guide or order free leaflets, go to [www.straightenupuk.org](http://www.straightenupuk.org)

There are kids and adults versions of the website and leaflets, so everyone can take part.

Further information about chiropractic can be obtained by logging on to [www.chiropractic-uk.co.uk](http://www.chiropractic-uk.co.uk)

For further information contact the  
British Chiropractic Association on 0118 950 5950

Scan here to view a short video on the subject.

Or go to [bit.ly/straightenup](http://bit.ly/straightenup)

