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## FOR IMMEDIATE RELEASE

# The Unified Virginia Chiropractic Association Launches "Healing Hands 4 Heroes"

## First Healthcare Provider in Virginia to Conduct Signing

Afton, Va. (May 4, 2011) -- The Unified Virginia Chiropractic Association (Unified VCA) conducted a signing ceremony on Saturday, April 30th at the Dulles Airport Hilton. The ceremony celebrated the Unified VCA's collaboration with Army OneSource, a U.S. Army Community outreach program, to raise awareness of the unique challenges of Military life on our Service Members and their Families and address the growing need for accessible health services. The Unified VCA is the first healthcare provider in Virginia to officially sign on to this exciting program, representing a statewide commitment by the Association and its Members to ensure that our returning veterans and their families receive the proper health care they deserve.

Keynote speaker U.S. Army Lieutenant Colonel Todd Massengill talked with great emotion about the profound impact that these kinds of "acts of kindness" have on Service Members and their families, as well as how Chiropractic played a vital role in his personal ability to continue high school and college sports after an injury as a teenager. Ms. Sharon Stark, representing Virginia Congressman Gerald E. Connolly, 11th District in her role as the Senator's District Director, talked about her own family's positive experiences with Chiropractic and the importance of the Healing Hands 4 Heroes program. She announced Senator Connolly's plans to sponsor current Congressional legislation that hopes to increase access to chiropractic care in the military, including the placement of Doctors of Chiropractic on all military base health facilities and all VA hospitals. Program highlights also included inspiring renditions of the National Anthem and God Bless America by Ms. Michelle Watts.

A high percentage of veterans return from deployment with neuromusculoskeletal disorders that Doctors of Chiropractic (DCs) are uniquely trained to address -- and many DCs already treat veterans of the armed forces, as a result. This new program will help further educate Chiropractors on the challenges that these Service Members and their Families face and how to help this group get the care they need. War is different today in many ways:

- One in every four people in the U.S. has a connection to the Military.
- 1.5 million Service Members have served in Iraq and Afghanistan.
- 90% of wounded Service Members survive their injuries.
- A greater percentage are coming home with Traumatic Brain Injury (TBI) and severe posttraumatic stress.
- We have an all volunteer Military that includes significant numbers of National Guard members and Reservists.
- Nearly half of all active and reserve members experience multiple deployments.
- In this era of high-tech and constant communication, Service Members remain in constant contact with their Families even when deployed.
- We are involved in unconventional warfare – no front line, IEDs (improvised explosive devices), no down time, constant vigilance.

The program, entitled "Healing Hands 4 Heroes," invites Doctors to learn about the stresses and challenges our Service Members and their Families are facing as a result of multiple deployments. Three free online courses addressing "the invisible wounds of war" have been developed in conjunction with Cleveland Chiropractic College: Posttraumatic Stress Disorder, Traumatic Brain Injury, and Issues of Women Returning from Combat.

All DCs who complete the training will receive documentation for continuing education credit. In addition, Unified VCA Members who complete the training will receive a certificate of completion and a poster they can display in their office to convey their gratitude to Service Members and their Families and to demonstrate their personal commitment to this program. They will be denoted on the Association's web site as a "Healing Hands 4 Heroes Doctor" and listed on the Army OneSource web site so that Service Members and their Families can more easily locate a Unified VCA Doctor of Chiropractic in their area.

For more information on the Healing Hands 4 Heroes covenant signing or program, contact the Unified VCA office at 540-932-3100 or via email at [vcacentral@hughes.net](mailto:vcacentral@hughes.net), or visit [www.virginiachiropractic.org](http://www.virginiachiropractic.org).



*PHOTO: Community Covenant Signing participants and the Covenant. Pictured, from left to right: Dr. Tom Wetzen, UVCA Vice President; Dr. Brad Robinson, UVCA President; Dr. Bill Ward, UVCA Immediate Past President; Ms. Julie Connolly, UVCA Executive Director; LTC Todd Massengill, U.S. Army; Ms. Sharon Stark, District Director, Office of Virginia Congressman Gerry E. Connolly (11th District); Dr. David Dolberg, UVCA Treasurer and Board Liaison to Army OneSource; and Ms. Cindy Watson, Virginia Community Support Coordinator, Army OneSource.*

[The Unified Virginia Chiropractic Association is a professional service organization that is committed to representing, protecting and advancing the rights and interests of Virginia Doctors of Chiropractic and their patients. For more information about the Association, Chiropractic, or to find a highly trained Doctor of Chiropractic in your area, visit [www.virginiachiropractic.org](http://www.virginiachiropractic.org).]