

PACK IT LIGHT – KIDS OUTREACH PROGRAM

The OCA's public education program *Pack it Light, Wear it Right* provides educators, parents and students with information and tips preventing backpack related injury. The program teaches school age children how to carry their bags comfortably and safely. For further information about the program visit the OCA website at www.chiropractic.on.ca.



PURPOSE

Pack it Light, Wear it Right materials are ideal for use in your office, by your local OCA Society, or for community-based outreach. The OCA has created interactive activities, which are highlighted below, that can be used when presenting this program at schools, tradeshow, community fairs, etc. By participating in community based outreach events you will build local relationships and increase the profile of the profession in your community.

WHAT YOU WILL NEED

- Backpack(s)
- Various packing items (i.e. books, shoes, etc.)
- Scale (if available)
- OCA brochures and activity sheets
- Power Point Presentation

GETTING STARTED

Once you have identified an opportunity there are several approaches you can take with outreach

Clinic Outreach

- Hand out the OCA information materials at your office or during any public presentation in which you participate.
- Host a "Backpack Safety Awareness Day" at your office and demonstrate the recommended ways of selecting, packing, lifting and carrying your backpack.

School Outreach

- Contact the principal, vice-principal or health specialist of a local elementary or secondary school, and remind them that our *Pack it Light, Wear it Right* materials are free of charge to all schools who contact the OCA office.
- Organize a small group of chiropractors to go to the local school and create a one-hour education session with multiple activity stations. Educate students, parents and educators on how to load, lift and carry their backpacks.

Alternative Outreach

- Contact local organizations such as a local public health department, community health centre or public library to let them know that OCA's backpack materials are available free of charge for display in their public information areas. Offer to do a workshop or lunch and learn on backpack safety.
- At a tradeshow or health fair use the OCA Pack it Light program materials to promote backpack safety. Get people involved by following the step-by-step interactive activity.

Step-by-Step Interactive Activity

1. Have a backpack and some packing items handy.
2. Engage people by asking if they know how to properly pack a backpack.
3. Invite participants to try to pack the backpack using items on the table.
4. Using *Pack it Light, Wear it Right* activity sheets help participants calculate their maximum load, and learn about weight distribution.
5. Use the weight scale, measure items and have participants re-pack their backpack, based on what they have just learned.
6. Congratulate them on their success and remind them about the importance of how to load, lift and carry a backpack and the effects on the back.
7. Give away activity sheets and pamphlets for participants to use and share, and thank them for participating.

TIPS FOR A SUCCESSFUL EVENT

Try to:

- keep activities educational and promote the chiropractic profession, as a whole, not your individual service.
- get the maximum number of members involved.
- have a professional looking display.
- have appropriate handouts and give-away materials from reputable sources.
- refer the public to the OCA's "Find a Chiropractor" feature at www.chiropractic.on.ca, or our toll-free referral number 1-877-327-2273.
- demonstrate using models and props.
- remember you are representing the profession as a whole when dealing with the public.
- ensure that you are familiar with and follow the CCO Public Display Protocol Policy — (P-016) and the Advertising Standard of Practice (S-016).

Avoid:

- pre-screening patients or performing spinal screenings.
- providing treatment to anyone in a mall or trade show setting.
- offering free consultations as a result of someone coming to the booth.
- performing any examination procedures at a mall display (including thermography scanning, SAM machines, etc.)
- guessing — If you're not sure of an answer to an inquiry don't guess. Get contact information and indicate you will get back to them.
- talking negatively about other professions or professionals.

Do not:

- hand out your own business cards or book any appointments with potential clients (see CCO Public Display Protocol Policy — P-016.)
- make an on-the-spot diagnosis (see the CCO Advertising Standard of Practice — S-016.)
- provide any specific treatment advice or discuss specific back issues with participants (see CCO Public Display Protocol Policy — P-016.)

Please share with us any stories of successful events/ approaches you or your Society have used in your community.



INQUIRIES

Questions and requests for assistance or further information may be directed to:

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