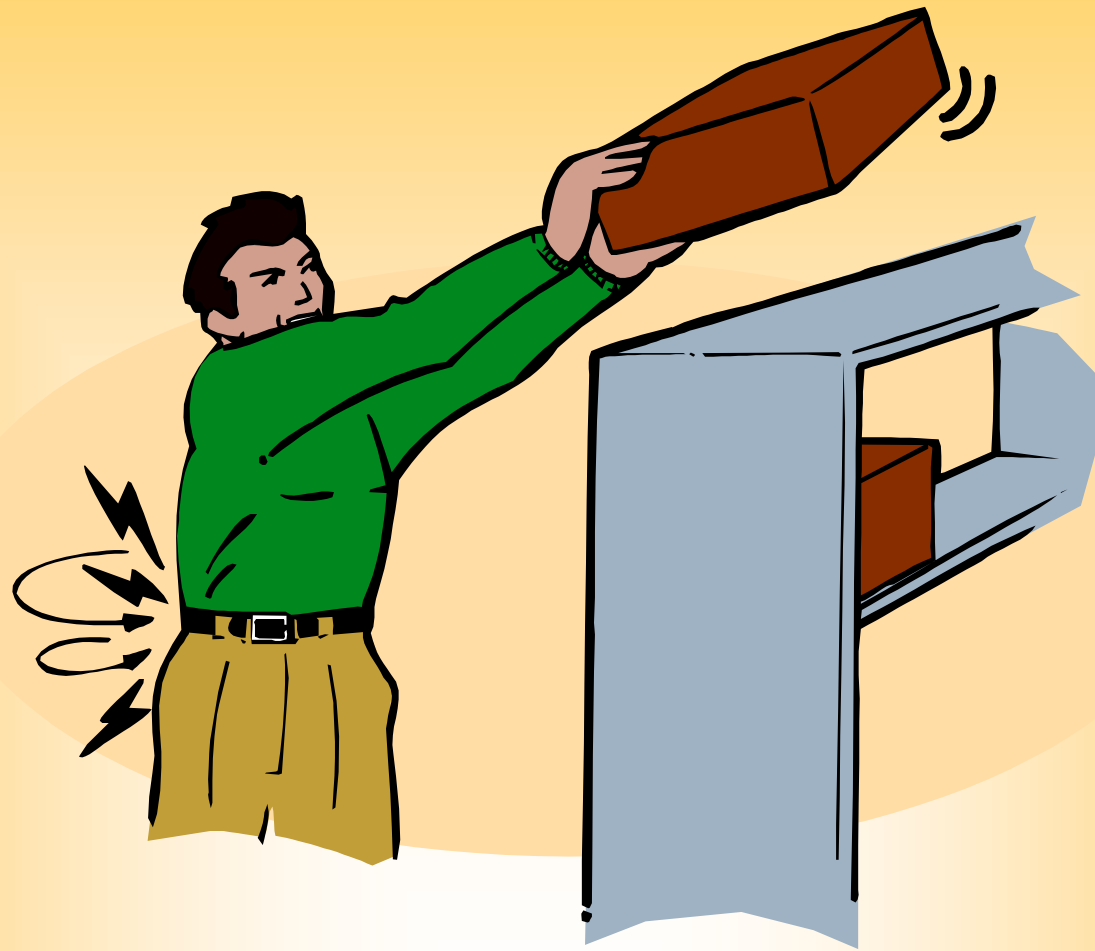


I thought it would go away



According to a recent national survey¹, the biggest reason Canadians do not seek treatment even for severe back pain is that they think it will go away on its own.

Although it was once thought back pain resolved without incident, it is apparent that this is not always the case. It has been estimated that over 90% of back pain either recurs or does not resolve without treatment².

In a recent national survey on low back pain, 30% of those surveyed said their pain lasted a month or more, including 16% who report back pain that is chronic and continuous. Those who report their back pain as severe are more likely to report that their pain never went away.

Chiropractors provide diagnosis and treatment for disorders related to the spine, nervous system, and joints and can offer strategies for the prevention of low back pain.

To learn more visit:

www.nfldchiro.com

1. The survey of 1,500 adult Canadians 18+, including 1,062 who have experienced back pain in the past 24 months, is representative of the age, sex and regional distribution of the Canadian population. The survey, which was conducted in April 2003 is accurate +/- 2.5 percentage points 19 out of 20.

2. Croft, P.R., et al., *Outcome of low back pain in general practice: a prospective study*. British Medical Journal 1998. **316**(7141): p. 1356-9.