

Correction: The following article was NEVER actually published in the Florida Chiropractic News. Since the article appeared to be in a finished form when we received it, we assumed it had already been published.

Chiropractic Billboards

A public service brought to you by the Florida Department of Health

With friends like the Florida Department of Health, who needs enemies?

After billboards went up warning the public about dangerous and illegal (unlicensed) chiropractic care, some South Florida chiropractors were scratching their heads and wondering why they were being singled out as the focus of regulatory enforcement.

“I guess I see the point of it, but it seems like an odd way to go about informing the public,” said one South Florida DC. “It kind of reminds me of those billboards in Connecticut that said chiropractors cause strokes.”

The Department of Health’s “Turn in a Chiro” and its handy toll-free number for reporting those who might attempt a chiropractic adjustment without the benefit of a license seems a bit heavy handed to the FLORIDA CHIROPRACTIC NEWS.



Smaller size billboard is on Powerline Road, Pompano Beach, FL.

There’s absolutely no question that only a fully-qualified and duly licensed doctor of chiropractic should be performing adjustments. But is there a problem with *unlicensed* chiropractors? An outbreak of amateur adjustments rampaging across the sunshine state? Of course chiropractors should be licensed. But so should dentists and brain surgeons and proctologists. Is it just me, or does anyone else wonder why we don’t see billboards that state: “WARNING!!!

Unlicensed dental care can cause heart attacks, stroke and DEATH!!!” I don’t mean to pick on dentists, but I can assure you that they have a lot stronger political influence than the DC’s do. What the hell, the freakin’ pool-cleaning industry has a stronger, more organized, better funded lobby than the straight chiro do! But then, your friendly pool guy doesn’t have the complacent, glazed-over look of an insurance junkie, afraid to rock the boat in case they don’t get their next medicare check/fix.

It’s time to wake up, kid-dos -- and realize as a DC you don’t really have any friends in Tallahassee, and as a straight chiropractor you and your principled buddies don’t have enough moolah to buy the legislators you need to make an impact. But you do have THE FLORIDA CHIROPRACTIC NEWS . . . and it’s the “voice of chiropractic without medicine.”

Let’s make a fuss.



Large size billboard is illuminated at night. Located at the intersection of Dixie Highway and Sample Road, Pompano Beach, FL.