



## CONNECTICUT CHIROPRACTIC COUNCIL

*Always Here to Support Educate and Serve*

PO Box 185561 Hamden, CT 06518

203 410-1692 800 353-3332 866-833-9394 Fax

[www.ctcouncil.com](http://www.ctcouncil.com)

### FAX COVER

To: All Connecticut DCs

Re: **Victims Of Chiropractic Abuse VOCA**

AT&T ½ Page Ad in The Real Yellow Pages

A Billboard on I 95 South between exits 26 & 25 in Bridgeport, CT

Connecticut DCs,

By now you have been informed that the group Victims of Chiropractic Abuse VOCA has erected a billboard on I 95 and took out yellow page ads in all counties in Connecticut; where they claim to be a referral source to chiropractors.

The CCC has taken action and has already contacted the billboard company LAMAR Advertising, the ICA, Attorney General's office and Department of Consumer Affairs. The Council is in the process of filing official complaints and is making every effort to get that billboard down; as we did in 2005.

The CCC has also retained legal counsel to address these issues regarding VOCA and has spoken on two occasions with the legal counsel for AT&T and on Monday evening we will be meeting with key influential Connecticut Lawmakers.

In the interim we ask that all DCs:

1. Document any patient concerns
2. Refer all patients to <http://chiropracticissafe.org>
3. Contribute to the Legal Defense Fund
4. Support the future of your profession by Joining the CCC

***“Where there is unity, there is strength”***

Attached is

1. The ICA News Release for The Chiropractic Choice magazine October 2007.
2. The Billboard on I 95
3. The ½ Page Ad in the AT&T Real Yellow Pages; *heading Chiropractors*(New Haven book)

Please direct all questions to:

Tom Paterna

*Executive Director*

*Always Here to Support, Educate and Serve*

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[tom@ConnecticutChiropracticCouncil.com](mailto:tom@ConnecticutChiropracticCouncil.com)



**NEWS  
RELEASE**

International Chiropractors Association

1110 North Glebe Road § Suite 650 § Arlington, VA 22201

(703) 528-5000

**FOR IMMEDIATE RELEASE  
OCTOBER 12, 2007**

**CONTACT: RONALD M. HENDRICKSON  
1-800-423-4690**

## **ICA Calls for Official Scrutiny of Connecticut Anti-Chiropractic Media Campaign**

The heavily funded and fear-based campaign underway in Connecticut since the fall of 2003, projecting a grossly exaggerated and sometimes completely false message about the risk of stroke from the common chiropractic adjustment, has reached a new and alarming stage, and ICA has asked federal authorities to examine this program to determine if federal laws are being violated. The organization calling itself the "The Chiropractic Stroke Awareness Group (CSAG)" is now airing a television ad comparable to their billboard and other print advertisements asking consumers to call them if they have suffered a stroke after a "chiropractic manipulation" and offering help. The group claims to have data on hundreds of chiropractic related injuries and information on "at least seven deaths" in the United States, yet never offers any sources or credible details.

Claiming hundreds of members nationwide, the organization's own news release states: "We believe this will be an effective way to let more people know that we are here and that we can help," said Amanda Thompson of CSAG. "...In spite of our members' injuries we are not anti-chiropractic," Thompson said. "We only want people to understand the risks before they seek chiropractic treatment and to help those who have already been injured."

Although they claim not to be anti-chiropractic, the same news release goes on to state: "The multi-billion dollar chiropractic industry has responded to the organization's public education efforts with a well-funded smear campaign of intimidation and misinformation. 'They cannot silence us,' Ms. Thompson said. 'Their attempts to divert attention from the facts will not succeed because this is an issue of patients' rights.'"

"This is far more than a citizen or citizens expressing their opinions with all of the free-speech protections we enjoy in the United States," said ICA President Dr. John Maltby. "This is the marketplace equivalent of crying fire in a crowded theatre, is a hate-based and anticompetitive campaign in which thousands and thousands of dollars are being spent. The highly professional nature of the campaign indicates that there is more at work here than just an angry individual with a grudge against chiropractic, who also happens to have incredibly deep pockets."

The obvious anti-competitive nature of this campaign, its misuse of the facts and the fear-based methods they employ has led the ICA to write a letter to the Federal Trade Commission (FTC) asking that agency's scrutiny and action in light of the blatant anti-competitive and deceptive nature of the campaign.

**(MORE)**

## 2.

Addressed to the FTC's Bureau of Competition, ICA's letter provides information on the current campaign, as well as background on the chiropractic profession's historic experience of anti-competitive efforts directed against it by organized medicine. ICA believes its request is well within the stated mission of the Bureau of Competition, which the FTC defines as:

*The Bureau's mission is to stop business practices that limit competition and harm consumers. Agreements among competitors to fix price or limit competition, unlawful monopolies or attempted monopolization hurt consumers by preventing the kind of hard-driving competition that yields low prices, high quality, and the breadth of choices that consumers demand. When businesses compete on the merits, consumers win, and the Bureau of Competition is committed to promoting and protecting competition on behalf of consumers and businesses, especially in areas where interest and spending are high, for example in matters affecting health care, real estate, energy, technology, and consumer goods.*

ICA believes the anti-competitive intent of the CSAG brings their activities within the jurisdiction of the FTC. ICA is also exploring other possible governmental avenues to better protect the public from false information.

ICA will be working closely with the Connecticut Chiropractic Council, ICA's affiliate organization in that state, and other concerned individuals and organizations, to pursue any and all other official remedies to this unfortunate and destructive campaign.

ICA will keep the chiropractic profession fully informed of developments on this vital issue.

The Connecticut Chiropractic Council (CCC) is sponsoring a fund-raising campaign to support legal action against current and future anti-chiropractic campaigns in Connecticut.

If you wish to help with a donation contact [info@connecticutchiropracticcouncil.com](mailto:info@connecticutchiropracticcouncil.com)

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Chiropractors-Churches 289

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Or e-mail us at [chirostroke@gmail.com](mailto:chirostroke@gmail.com)

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