



### What's the Big Idea?

Some of us already knew about it when we arrived at chiropractic college. Those who didn't, quickly did. After all, it's the very foundation of chiropractic.

What is it? It's the "Big Idea."

To appreciate the big idea, consider a couple of the smaller ideas.

Pain relievers are a small idea. Sure, if you have an ache or pain, relief is a big deal. But ingesting a drug that stops your brain from sensing pain is actually a dangerous idea!

Germes are a small idea. Our body successfully deals with them all the time. (There are over 300 different types in your mouth right now!) They're only an issue on those rare situations when we create a hospitable environment for them to flourish.

Just what is the Big Idea? It's the idea that you and I are self-healing. That perfect health is our birthright. When we function as we were created, we're naturally healthy and are able to heal. When you're not healthy, something is interfering with this ability. Since your nervous system controls the whole show, that's where we look.



### Immune-Nervous System Link

Back in 1918 the Spanish influenza pandemic claimed over 25 million people around the world.

The death rate among those who consulted medical doctors often exceeded 6.5%. This contrasts with the .06% to 1.2% death rate recorded among patients seeing chiropractors.

While suspected at the time, and more obvious today, there is a connection between the nervous system and

the immune system. When disturbed by vertebral subluxations the nervous system can have a dampening effect on the immune system. In fact, most of us can recall getting a cold or some other illness immediately following periods of stress.

The best defense is a good offense. Make sure your nervous system is in tip-top shape so your immune system can work to its fullest potential.

### "I don't want you to catch what I have."

Sometimes patients call us fearful that showing up for their appointments would needlessly expose us to their germs.

Allow me to correct some serious misconceptions!

1. If you're sick, you could benefit greatly from an adjustment. Try to keep your appointment.
2. If we were to somehow "catch" everything that our patients had, we'd be sick all the time. But we're not. Because...
3. We do many things to keep our immune systems strong. Among them is getting adjusted regularly. Just as you should!



### Why Diets Don't Work!

"What do you think of Atkins? Or the Zone? Or South Beach?"

It's a question I get all the time from patients who have either begun a slimming program or considering one. They're looking for confirmation as to which diet is easy and effective. But virtually every diet has a serious flaw.



Name the diet, and if someone follows it, they'll usually lose some weight. When they reach their goal, they congratulate themselves and soon return to their original eating and exercise habits. Soon, they're back to where they began. This is so common, it even has a name: the Yo-Yo Diet.

Many people see their chiropractic care as a short-term "diet" of sorts. They come in religiously while they're hurting. But discontinue their care when they're feeling better. Later, they experience a relapse.

That's because lasting spinal changes are made with continued care *after* symptoms subside. In fact, many cases, because of so many years of neglect, require some type of ongoing supportive care for the rest of their lives.

So rather than a brief episode, getting and keeping our nervous systems interference-free is a lifestyle choice. That's why many patients opt to see us on a regular, ongoing basis. They're the ones who tried the chiropractic diet and decided to go for the chiropractic lifestyle.