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## AUSTRALIA'S TOP POSTURE SINS EXPOSED

Australia's spinal health experts are using National Chiropractic Care Week (May 24 to 30) to lift the lid on Australia's top posture sins.

Research shows that up to 90 per cent of people suffer from poor posture, with the top five posture sins comprising: slouching, forward pelvis, rotated hips, forward head position and rounded shoulders (commonly recognised as dowager's hump).

"Each of these postures puts extra pressure on the spine and can lead to a host of debilitating problems from tension and soreness to head ache, back pain and fatigue," explained CAASA spokesperson, Dr Zoe Love (chiropractor).

"These are problems that can significantly impact how a person operates day to day, having an adverse effect on their well being, overall mood and ability to concentrate, study effectively or even work."

While poor posture is not a new issue, the CAASA says the widespread prevalence is cause for concern as is the growing increase in posture problems triggered by electronic gadgets.

CAASA member chiropractors have been registering a growing trend in the increase in spinal issues linked to laptops, computer mouse use, portable telephones cradled under the chin and hours in front of the TV.

A marked jump in problems triggered by handheld computer games and MP3 players and excessive mobile phone texting is also becoming a major concern, especially amongst children and teens.

To help Australians straighten up, the CAA has just launched a new interactive website: [www.whatsyourposture.com.au](http://www.whatsyourposture.com.au). The site provides free posture self assessment tools, tips and simple exercises to help Australians counteract the top five posture sins.

"The good news is that for most people, posture problems can be corrected and sometimes even reversed," Dr Zoe Love said. "At the end of the day, a healthy spine means a healthier life."

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**For more information please contact Gray Management Group**

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**About the Chiropractors Association of Australia, South Australia (CAASA)** Members of the Chiropractors Association of Australia SA (CAASA) are registered, primary contact health professionals who undertake a minimum of five years of university training across three government universities in Australia. Chiropractors usually work in their own private practice or in clinics with other healthcare professionals. They may also act as allied health consultants in areas including occupational health and safety, sport, rehabilitation, health insurance assessment and medico-legal advising.

CAASA's mission is **"To empower all people to experience greater health and wellness through an active, lifelong process of healthy lifestyle choices."**

For more information visit [www.caasa.com.au](http://www.caasa.com.au)