

Newsletter

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Straighten Up Canada

Canadian Chiropractic Association October 2014

How many hours a day do you spend sitting? Reading , using computers, driving, watching TV - all that sitting adds up, especially if you have poor posture. Did you know that lower back pain and other musculoskeletal (MSK) conditions account for one third of missed work in Canada ?

Canada 's chiropractors have developed an app for that. Straighten Up Canada is a free, easy-to-perform posture program that you can use in just three minutes a day. It's the only free Canadian app specifically designed and completely dedicated to improving posture and spinal health.

We are pleased to share the exciting news that the Straighten Up Canada app is now available for download from the Apple App Store or Google Play at www.straightenupcanada.ca.

Highlights of the Straighten Up Canada app include 12 individual exercise videos that users can take on the go, a tracker feature that allows users to track their progress and set personalized reminders, social media sharing capabilities, the weekly CCA blog, and more. The Straighten Up app is fully bilingual in French and English and offers video settings for adult and youth.

The Straighten Up Canada program can be practiced almost anywhere and is a great warm up, cool down, stand-alone routine or ergonomic break.

Good posture will help you to:

- Look and feel even better than you already do,
- Prevent back aches and muscle pains,
- Decrease wear and tear on your joints,
- Use less energy for daily tasks, and
- Increase your spine's flexibility and resilience.

Straighten Up Canada app features:

- 12 unique posture exercises
- Adult and youth exercise options
- Easy to follow Image stills and video content
- Tracking function
 - Set personal reminders
 - Track your progress
- Share your posture exercise progress with friends through social media
- Learn about your back and common back-related problems
- Read the latest blog posts on MSK health