

05 October 2010

A message from Dr Joseph Ierano, Chairman, Product Evaluation Committee, CAA

A growing spine needs all the support it can get.

From Kindergarten to Year 12, Australian children spend over 2,500 days carting their schoolbags to and from school. This is why the Chiropractors' Association of Australia (CAA) together with Spartan and Macquarie University (NSW) joined forces to research and develop the 'Chiropak'. This school bag is durable, functional, ergonomically designed and provides back support. Ideally a school bag should be no more than 10% of a student's weight when packed. But generally there are demands on students to carry heavier loads. If worn correctly, the 'Chiropak' is proven to reduce the incidence and severity of neck and back pain associated with the carriage of such loads.

Chiropractors understand that consumers value products based on good orthopaedic and ergonomic design principles. As the peak body representing chiropractors, the CAA takes its role of promoting the importance of spinal care especially with a growing spine, very seriously. The CAA has worked closely with Spartan in order to be able to recommend a school backpack that complies with a philosophy of excellence, durability and value for money - helping the children of Australia to maintain a healthy spine and therefore a healthier life.

As Chairman of the Product Evaluation Committee I am committed to ensuring that products displaying the CAA logo promote good design principles at every level.

Chiropractors are 5-year University trained. Chiropractic care focuses on the relationship between the musculoskeletal and the nervous system and how that relationship functions in order to preserve and restore spinal health and general well-being.

Dr Joseph Ierano (Chiropractor)
Chairman, Product Evaluation Committee
Chiropractors' Association of Australia (National) Limited

