

YOUR GATEWAY TO BETTER HEALTH

GATEWAY CHIROPRACTIC CENTER
3519 Gateway Drive, Eau Claire, WI 54701



It Truly Is 'Nice to be Kneaded'... Meet Keith



Keith Beckstrom is originally from Rockford, Illinois where he was born and raised. Like the doctors, he is a relative newcomer to Eau Claire but has enjoyed the year that he has been here and speaks very highly of the people, scenery and healthy lifestyle in the Chippewa Valley. After teaching 4th, 5th and 6th grades in Rockford for many years, Keith decided to switch to work in real estate. His interests grew for the healing arts and in 2001 he decided to pursue massage ther-

apy. After graduating from the Holistic Center For Therapeutic Massage in Rockford, Illinois, Keith decided to relocate to the Chippewa Valley. Currently, Keith is a Nationally Certified Massage Therapist by the NCBTMB and a member of the Associated Bodywork & Massage Professionals. In the summer of 2002, Keith joined forces with Gateway Chiropractic Center and the rest, as they say, is history!

When he isn't massaging clients, Keith enjoys hiking, photography and eating Swedish pancakes... if anyone knows a place where he can find good Swedish pancakes, please let him know. A fan of all sports, Keith enjoys watching football and hockey at

the professional and local level. GO PACK GO!

Keith's past teaching experience benefits his ability to promote health and wellness through Massage Therapy. He has a keen interest in educating people of the many benefits of massage. (See back side "What Can A Massage Really Do?").

Keith has a great sense of humor and a great outlook on life... ask him to tell you a joke...you won't regret it!



Humor Can Keep You Healthy

Using humor to ease pain and help healing is no laughing matter to a growing number of health care professionals. We all know that it feels great to engage in a good laugh, but a small yet significant body of research suggests that the ability to see life from the lighter

side may be therapeutic. Studies have hinted that humor can alleviate allergy symptoms, increase pain tolerance, bolster the immune system, reduce the risk of stroke and heart attack. Researchers at Univ. of Texas followed 2,478 people ages 65 and

older for 6 years. They found that subjects who scored high on a happiness questionnaire had a much lower risk of stroke than their down-in-the-dumps counterparts. The happier we are, the more protected we are! Have a laugh!

Special points of interest:

- **New ear candling guides are available with digital picture step by step.**
- **Remember to check your 2003 coupon book for monthly specials for Sept/Oct/Nov.**
- **October is 'Spinal Health Month'.**
- **Ask Sheila or the Dr.'s about our 'New Patient Appreciation Day' on October 14th.**

MARK YOUR CALENDAR!

Office Stress Workshops:

September 15th

October 15th

November 17th

Ear Candling Workshop:

November 5th

Spinal Screenings:

Eau Claire Athletic:

September 8th

September 22nd (Workshop)

October 11th (Health Fair)

Highland Fitness:

September 29th

Office Hours: Monday-Friday (8:00AM—6:00PM) CALL 831-0955



Child Backpack Safety

Back pain is pervasive among adults but a new and disturbing trend is emerging. Young children are suffering from back pain much earlier than previous generations and the use of over-weight backpacks is a contributing factor, according to the American Chiropractic Association (ACA). A recent U.S. Safety Commission report revealed that backpack related injuries sent more than 7000 people to the emergency room in 2001. The new back pain trend among youngsters isn't surprising when you consider the amount of weight carried in their backpacks which are

often slung over one shoulder! Preliminary reports of a study conducted in France show that the longer a child wears a backpack, the longer it takes for a curvature or deformity of the spine to correct itself. The question that needs to be addressed next is, does it ever return to normal? The ACA believes that limiting the back packs weight to no more than 10% of the child's body weight and urging the **use of ergonomically correct back packs are possible solutions.**

The ACA offers the following tips to help prevent the pain that backpack misuse

can cause: 1) Make sure your child's back pack weighs no more than 10% of his or her body weight. 2) The back pack should never hang more than 4" below the waistline. 3) A back pack with separate compartments helps in positioning the contents most effectively. 4) Urge your child to wear both shoulder straps. 5) Bigger is not necessarily better. The more room there is in a back pack, the more your child will carry, and the heavier the pack will be. 6) Wide, padded straps are very important. Non padded

straps are uncomfortable and can dig into the shoulders. 7) The shoulder straps should be adjustable so the back pack can be fitted to your child's body. If your child or a child you know is experiencing any discomfort as a result of backpack use, ask Dr.Laura or Dr.Craig about the role Chiropractic can play as well as the **Air-packs System.** This is an ergonomically designed backpack system which has a revolutionary design to minimize stress on the back by up to 80%. Visit www.airpacks.com & then call the office for 'reduced price' details

What Can a Massage Really Do? By Keith Beckstrom

Do you know anyone who suffers from stress? Do you ever sense that your 'well being' or your level of anxiety are out of balance? Are you over-exerting your self at home or at work? In instances like these and many more, massage gives you a guide to the stressed areas in your body. Too often, people are unaware of the stress they are under and massage can be instrumental in helping to manage that stress. Once you develop an aware-

ness of where stress targets your own body, you can begin to educate yourself, your body and then reverse that negative cycle. So how can massage help? On a physical level, massage provides deep relaxation and relief of muscle tension as well as increased circulation of blood and lymph fluids. Your joint flexibility can also be improved! On a mental level, massage can calm your mind and en-

hance your ability to monitor stress indicators. Emotionally, massage provides an increased sense of well-being and self image. An increased awareness of the 'mind-body' connection is often a result of massage. For information about massage or to set up an appointment with Keith, please call Sheila at the office - 831-0955.



"... make sure that your child's back pack weighs no more than 10% of his or her body weight..."

CALL OFFICE

AT

831-0955

Bringing Out The Best In You... Pregnancy

If you are pregnant, one of the best things you can do for yourself and your baby is visit a Chiropractor. Chiropractic care provides so many things a pregnant body needs: a flexible and balanced spine, hips and pelvis; internal organs without postural stress and freedom from nerve stress-all of which are essential for a healthy pregnancy and childbirth. Let us share some

frequently asked questions... 1) *Is Chiropractic safe during pregnancy?* YES it is very safe for both mother & baby. Many adjusting tables have special modifications for the comfort and safety of pregnant women. As well, there are different techniques of adjusting the spine which can be more appropriate during different stages of pregnancy. 2) *How late in preg-*

nancy is it possible to get a spinal adjustment? Patients can receive adjustments even during labor. However, the sooner in pregnancy Chiropractic care starts, the better for both mom and the baby. 3) *Do I have to have a problem in pregnancy to see a Chiropractor?* No. Periodic spinal checkups during pregnancy should be as common as periodic weight

checkups. 4) *Can my baby receive Chiropractic care?* We are frequently asked by couples to give their baby a spinal checkup immediately after birth. This is because the birthing process can be traumatic for the infant and can cause very serious misalignments to their spine. For more information, please ask one of the Doctors or call the office.