

Public Service Announcement

Dr. _____, a chiropractor /
veterinarian (pick what applies), practicing in

(name of town, etc.) successfully completed the Animal Chiropractic Certification Commission (ACCC) of the American Veterinary Chiropractic Association (AVCA) Certification Examinations and is now certified in Animal Chiropractic by the Animal Chiropractic Certification Commission (ACCC) of the AVCA.

Licensed doctors of chiropractic and licensed doctors of veterinary medicine who have passed a postgraduate program in animal chiropractic approved by the AVCA are eligible to sit for the ACCC/AVCA Certification Examinations. In order to become ACCC/AVCA certified in animal chiropractic a graduate from one of the accredited programs must pass both the ACCC Comprehensive Written and Clinical Competency Examination. An ACCC/AVCA Certified Doctor is required 30 hours of continuing education every three years to keep certification current.

The AVCA was established in 1989. Chiropractic is a drug-free approach to pet health care. It deals with the nervous system housed inside the spinal column. If you are seeking health care treatment for neuromusculoskeletal function or dysfunction in your animal, or would like more information on animal chiropractic call Dr. _____
at: _____ or visit the AVCA web site at www.animalchiropractic.org.

Public Service Announcement 2

Dr. _____, a chiropractor /
veterinarian (pick what applies), practicing in
_____ (name of town, etc.) recently
attended the _____ (year) American Veterinary Chiropractic Association (AVCA) Annual
Conference and General Membership Meeting held in
_____ (name of town, state). The
annual conference offers advanced learning for doctors certified in animal chiropractic by the
Animal Chiropractic Certification Commission (ACCC) of the American Veterinary
Chiropractic Association (AVCA).

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Promoting Animal Chiropractic In Your Practice

Here are just a few suggestions of ways you can utilize your ACCC/AVCA certification and locally promote your talents in animal chiropractic.

1. JOIN the AVCA and keep your membership current. As an ACCC/AVCA certificant in good standing, you are eligible for professional membership. Your support of the national association speaks volumes as to your professionalism, credentials and the profession.
2. Distribute the enclosed PSA (Public Service Announcement) and copy of AVCA logo to all area and surrounding newspapers and radio stations.
3. As an ACCC certified doctor you will be listed on the ACCC online referral site. Consider purchasing a web link to your web site. (AVCA Professional Members receive a discount.)
4. Utilize the AVCA 4-color 3-fold informational brochure and/or PowerPoint (again, discount member pricing on both brochures and the Power Point presentation). Mail brochure to phone inquiries, new clients, and, others, regarding animal chiropractic. Use as handouts when giving informational talks. Remember to have it personalized with label of stamp in the available space on the back cover.
5. Purchase and wear AVCA apparel. You'll be amazed at how many people will comment about animal chiropractic and engage in conversation. (Your staff will like wearing them and promoting this part of your practice too!)
6. As an ACCC/AVCA certificant, use the AVCA logo on your business cards, stationary, yellow page ads, etc. Utilize the Animal Chiropractic heading in the yellow pages.

DC's and DVM's who have been awarded certification in animal chiropractic by the ACCC/AVCA, may use the statement/s:

- Certified in animal chiropractic by the Animal Chiropractic Certification Commission (ACCC) of the American Veterinary Chiropractic Association (AVCA) (Preferred)
- Certified in animal chiropractic by the Animal Chiropractic Certification Commission (ACCC)
- Certified in animal chiropractic by the American Veterinary Chiropractic Association (AVCA)
- ACCC/AVCA does NOT recognize nor does it use the acronyms CAC or CVC or any form of these. If necessary, one may use "cAVCA" to denote ACCC/AVCA certification.

7. When asked by local organizations for donations, offer a certificate good towards an animal chiropractic evaluation.
8. Select a month and establish an animal chiropractic promotion in your clinic. Your staff can help with ideas to booster the program. (It could be incorporated with a geriatric month.) The AVCA designates October as Animal Chiropractic month.
9. Promoting animal chiropractic is as simple as passing out information brochures, speaking to animal groups and professionals in your community. You're certain to get a lot of thank-you notes in exchange and potentially new clients or referrals.

- *These are some suggestions that may work for you.*
- *Remember, ACCC/AVCA requires that you practice within your local, state or provincial professional license rules and regulations.*
- *You are advised to check with local, state or provincial regulators prior to administration of any of the above suggestions.*