

# A MASTER PLAN FOR CHIROPRACTIC SURVIVAL AND ADVANCEMENT

**T**HE DESTINY OF CHIROPRACTIC rests in the hands of the members of the profession. The actions, desires, motivations, and attitudes of its leaders will determine whether this profession will survive and endure or flounder and perish. We firmly believe that it cannot stand still and if it is not moved forward by the strength and force of its inherent power, it will regress to extinction.

In recognition of these vital factors, we members of the chiropractic profession, including organizational members and nonmembers alike, do hereby resolve to determine the course which this profession shall follow in order that we may utilize our strengths to best advantage and exercise our judgment with the collective wisdom essential to survival and advancement.

I. We firmly believe, and by joining in this plan of action agree, that the problems of survival confronting us can be resolved only by collective action in the form of one national organization, committed to those propositions which are essential to our purpose, namely the preservation of the chiropractic profession and its full recognition and acceptance as a major healing arts profession.

II. We, therefore, pledge ourselves to the development of a single national organization which shall be perpetual in existence and bound for the duration of its existence to the following fundamental objectives which shall govern it in all of its undertakings and actions:

A. To maintain the science of chiropractic as a separate and distinct healing arts profession.

B. To maintain unimpaired the chiropractic principle as defined hereinafter and to retain it as the property of the chiropractic profession for all time.

C. To serve as the sole and official spokesman for and representative of the chiropractic profession in the United States and to assist all reputable organizations of the profession throughout the world in carrying out compatible purposes.

D. To protect in every way, not contrary to law, the philosophy, science and art of chiropractic and the professional welfare of its members.

E. To do all things necessary and proper and to exercise such power and authority as are consistent with the general purposes of the organization in the best interests of the profession.

III. We propose that the organization referred to above be named the "American Chiropractic Association," when (a) a total merger of the NCA and ICA is consummated or (b) when sufficient "grass roots" support is achieved to total a minimum of 1,500 new (non-NCA) applications in the organization based on the Master Plan. (Deadline is set for August 1, 1963.)

IV. We propose and encourage that all members of the chiropractic profession become members of this organization and join in this nonpartisan and essential program and that such talents, resources and facilities of the NCA be made available as may be properly devoted to carrying out the objectives of this organization.

In this regard, it is our recommendation that the existing facilities of the profession should be utilized to greatest advantage in all cases in developing the new organization.

V. With regard to the chiropractic principle, it shall be stated in the following terms:

"Chiropractic is based on the premise that the relationship between structure and function in the human body is a significant health factor and that such relationships between the spinal column and the nervous system are the most significant, since the normal transmission and expression of nerve energy is essential to the restoration and maintenance of health."

Chiropractic shall be defined in accordance with the foregoing principle as follows:

"Chiropractic is that science and art which utilizes the inherent recuperative powers of the body and the relationship between the musculo-skeletal structures and functions of the body, particularly of the spinal column and the nervous system, in the restoration and maintenance of health."

Those practices and procedures which may be employed by doctors of chiropractic are set forth in general terms as follows:

"Chiropractic practice is the specific adjustment and manipulation of the articulations and adjacent tissues of the body, particularly of the spinal column, for the correction of nerve interference and includes the use of recognized diagnostic methods, as indicated. Patient care is conducted with due regard for environmental, nutritional, and psychotherapeutic factors, as well as first aid, hygiene, sanitation, rehabilitation and related procedures designed to restore or maintain normal nerve function."

Such permissive uses shall be employed only for purposes consistent with chiropractic practice and only to the extent that the separate identity of the chiropractic profession shall not be endangered or impaired.

VI. We propose that this plan be submitted to members of the profession everywhere and to all state and national chiropractic organizations for the purpose of implementation at the earliest possible date. To provide for the orderly accomplishment of this objective, the undersigned persons accept the responsibility for carrying out the fundamental recommendations of this Master Plan for survival and advancement.

For the purpose of clarification, we set forth these specific agreements and pledges of performance:

We agree that chiropractic cannot continue to survive and progress divided into two separate organizations, each interested only in its own sphere of influence.

We agree that the definition of chiropractic must clearly represent and protect chiropractic principles in modern language and is the basis upon which all doctors of chiropractic must unite in self-protection and for the preservation and perpetuation of the profession.

We agree that since chiropractic is regulated in 47 states, Puerto Rico, six provinces in Canada and a number of foreign countries, the present scope of practice is necessarily determined by existing statutory enactment and judicial determination.

We agree that, in clinical application, doctors of chiropractic must be privileged to utilize all natural means in the common domain and all of the armamentaria necessary in diagnosis and treatment which are designed to restore or maintain normal nerve function in keeping with scientific knowledge.

We agree that all instruments and devices which have no scientific basis must be eliminated for the protection of the public and the advancement of the profession and will make a concerted drive to do so by all appropriate means.

We agree that doctors of chiropractic should practice within the scope of chiropractic principles and refrain from the prescribing of drugs or the practice of surgery.

We agree that the fundamental principles of chiropractic provide for the restoration of normal nerve function through the adjustment of the articulations of the body, particularly of the spinal column, for the correction of nerve interference, as indicated.

We pledge to each other and to ourselves that we shall devote all of our energies and resources to assure the world that we will maintain chiropractic as a separate and distinct science of the healing arts and make every attempt to preserve, promote and protect chiropractic as a major healing profession.

We pledge to seek a rebirth of chiropractic principles in the American tradition of free choice of doctor and healing method and from this day forward we will strive to educate the American people to the value of the comprehensive principles of chiropractic as expounded by the Founder.

We pledge to formulate a high code of ethics to which all members will be required to subscribe in the interests of professional advancement.

We pledge to seek truth only for truth's sake in scientific research of the basic principles of chiropractic that this profession may earn the right to the respect of the scientific world and justify the confidence of the American people.

We pledge to seek total organization of the profession to provide ONE official organization in each state and nationally so we may speak with ONE official voice throughout America, and indeed throughout the world.

We pledge to seek the enactment of chiropractic regulatory legislation in all jurisdictions in America and eventually throughout the world.

We pledge to provide the necessary leadership, when requested by the official state organizations to do so, to amend present statutes in keeping with modern trends in science and education and the over-all objectives of the profession.

We pledge that upon these basic agreements we will strive to create ONE strong national organization, through merger or otherwise, regardless of name or personnel or position, to achieve these goals in the interest of the survival, progress and prosperity of the chiropractic profession.

In accordance therewith, the undersigned do hereby agree and understand that they will exercise their best judgment and ability in carrying out the provisions of this Master Plan with sincerity, integrity and humility.

*Personally Signed at the Sherman House  
in Chicago, Ill. on April 7, 1963*

A. A. ADAMS, D. C., TACOMA, WASH.  
*First Vice-President of ICA and  
Member of ICA Board of Control*

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**THE MASTER PLAN IS THE BASIS FOR UNIFICATION!**