



WCCS

WORLD CONGRESS OF CHIROPRACTIC STUDENTS

QUARTERLY REPORT

JANUARY 2020

FEATURING

BOD MID-YEAR
REVIEW

EUROPEAN
REGIONAL EVENT
HIGHLIGHTS





WCCS
WORLD CONGRESS OF CHIROPRACTIC STUDENTS

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HAPPY NEW YEAR

PRESIDENT'S MESSAGE

A happy, healthy and fruitful new year and welcome to the January edition of the World Congress of Chiropractic Students' (WCCS) Quarterly Report. I am very excited for writing this presidents' message, and would like to look back and reflect on 2019, as well as look forward to 2020 and all the exciting things this year has in store for us.

2019 was an incredibly successful year. We have never had as many member schools as we have this year, and we have also had the most registered chapters (28) at an AGM. As the amount of schools worldwide grows, the WCCS also grows and we are incredibly excited to have the University of Zurich as a new member, as well as the London South Bank University.

Convener Joshua Steen put together a phenomenal AGM, in the heart of Brisbane, Australia. Additionally we have had 4 very successful regional events!

In 2019 we represented the WCCS at the WFC/ECU Convention in Berlin, where many of our stakeholders are hosting events. We were invited to present at the Members Assembly of the WFC, to participate and present at the forum of the International Chiropractic Regulatory Society (ICRS), to participate and present at the high level meeting of the



HAPPY NEW YEAR

PRESIDENT'S MESSAGE

Councils of Chiropractic Education International (CCEI). We have represented the WCCS and the Chiropractic profession at the Global Festival of Action, to make an action plan on how we can contribute towards the Sustainable Development Goals (SDG's). We have Participated at the World Health Assembly, and the PreWHA's hosted by both the International Federation of Medical Students' Associations(IFMSA) and the International Pharmaceutical Students' Federation(IPSF). In the new running WCCS year, 2019 - 2020, we represented WCCS at the Chiropractic Association of South Africa, as well as at the Rubicon Conference.

After the AGM in Brisbane, it was an eventful second half of 2019. Not long after the AGM, a WCCS decision went viral and it may have been the most attention our organization has ever received. Our organization has been up to some great things this fall, and in case they were overshadowed , here is a recap: for the first time in WCCS history we were involved in the social media campaign for the United Nation's Act4SDG's campaign. As our first time taking part in this, we admittedly have lots to improve on. But with plans in place, we look forward to improving our online presence with the Act4SDG campaign, and increasing our chapter participation next year. We also participated in World Spine Day and we've had the largest Regional Event of the WCCS to date in Odense, the hometown of one of the worlds' most famous fairy tale authors, Hans Christian Andersen. Random fact, I know ;-).



HAPPY NEW YEAR

PRESIDENT'S MESSAGE

With our current Board of Directors we have set goals in the beginning of our running year. In all specific areas, the board members are going to reflect on how it's going so far, and what is all further on the agenda this coming year. Therefore I am excited for you to read the rest of the Quarterly Report, and hear everything about our External Affairs, Internal Affairs, our Marketing and Public Relations and our Finances.

In the next half a year we will keep looking at how to improve our organization. This will be focused on *Growth, Impact, Transparency and Efficiency*. And keep a look out for registration details for AGM 2020 in Toronto, Canada. Names of speakers will also be released very soon! We can't wait to share this year's proposal drafts with you as well. Lot's to look forward to!

Can't wait to make this a great year together,

Naomi

NAOMI VAN VEEN, D.C.

PRESIDENT

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INTERNAL AFFAIRS MID-YEAR REVIEW

2018 - 2019 have been the most interesting years since I started studying chiropractic in 2012. The transition from being 'just another student' who 'disappeared within the system' to joining the WCCS and becoming the African Regional Coordinator to becoming the Director of Internal affairs has been a shift in my life that has taken me well outside of my comfort zone. This journey thus far has taught me so much and because of the experiences that I have had within the WCCS, I encourage every student to strive to be the person that they wish to be but thought they would never be.

Since becoming the Director of Internal Affairs in July 2019, my thinking and views of Chiropractic have broadened in ways that I never thought were possible mostly due to the increased exposure to the world of chiropractic on a global scale.

The current Regional Coordinators and I have been working to make sure that each region is heard. We have begun phase 1 of the Inter-chapter Meetings/Calls initiative to increase communication between our chapters. Our chapters are encouraged to communicate with one another within each region (intra-regionally) except for the African and European regions. The exception of pairing the African and European regions was made due to the small number of chiropractic schools within the African region and that the time zones between the two regions are similar which makes it easier to organize meetings. Phase 2 of the initiative (inter-regional chapter meetings/calls) involves opening the calls to chapters from different regions for all four regions under the WCCS. This will be implemented once we have seen active participation from our chapters and once we have worked out the kinks



INTERNAL AFFAIRS MID-YEAR REVIEW

of pairing schools with different time zones. This initiative is an incredible opportunity for chapters to learn more about one another and how chiropractic may differ from one region to the next. The meetings/calls are an open discussion; therefore, the topics of the meetings may be decided by the two paired chapters.

I was fortunate enough to attend the Chiropractic Association of South Africa Congress as a WCCS representative with Keiron Boosi (African Regional Coordinator) from the 13th-15th September 2019 where I got the opportunity to briefly speak about what we as the WCCS were planning on doing for the ACT4SDGs campaign.

The ACT4SDGs and World Spine Day (WSD) campaigns were headed by me within the WCCS. With regards to the ACT4SDGs campaign, I have realised that there is a lack of knowledge within our organisation and thus I believe that we need to do more to educate one another about the initiative. This is a global initiative by the United Nations that strives to tackle the different pillars of the 17 sustainable development goals to eradicate poverty, inequality and save the planet by 2030. The campaign was held from the 20th-30th September in 2019, so I plead to chapters to save the date and start planning for the event now as WSD follows soon on the 16th October.

For more information about anything or any suggestions about anything, please feel free to either contact your regional coordinator (preferably) or me at internalaffairs@wccsworldwide.org.

LEBOGANG KHESA

DIRECTOR OF INTERNAL AFFAIRS

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EXTERNAL AFFAIRS MID-YEAR REVIEW

2019 started strong for the External Affairs of the WCCS. In a few days after the AGM in Brisbane, the International Association of Dental Students signed a Memorandum of Understanding with us, symbolizing the beginning of a long future of increased interprofessional and interorganisational education, collaboration and action. We look forward to seeing this relationship grow in the years to come. The Physical Activity working group have been busy compiling data and we look forward to seeing how Henry Jackson and Connor Stuart continue in this endeavour. The Mission and Vision working group have also been working hard to prepare drafts of an updated mission and vision that still holds true to the values we all hold dear and a opinion survey getting your perspective will be coming out shortly in the next few months. Myself and Lebo were also approached by the International Federation of Medical Students Associations (IFMSA) about participation in a committee regarding interprofessional education along with representatives of other healthcare student groups; we look forward to gaining insights as to how we can participate further. We're also preparing for the 2020 World Health Assembly, and we'd like to take this opportunity to thank the World Federation of Chiropractic, the International Pharmaceutical Students Federation and the IFMSA for making this opportunity available to us. The WCCS, along with other members of the Hub, will have the pleasure of co-hosting the launch of the paper "Intersection of Youth and Health Workforce" which is to be presented at the WHO Executive Board Meeting. Lastly, the before mentioned Global Health Workforce Network's Youth Hub

A collection of globes and a lantern in a museum setting. The central focus is a large, vintage-style globe with a detailed map of the world, mounted on a black stand with a circular scale around its top edge. To its right are several smaller, modern globes. On the left, a glass lantern with a metal frame is visible. The background is dark, suggesting a museum or gallery environment.

EXTERNAL AFFAIRS MID-YEAR REVIEW

has been exhaustive in its preparation of a variety of opportunities for all youth to get involved in with various campaigns ranging from the “One Month, One Story” campaign, the Hackathon and countless online seminars. We urge all students and graduates to take advantage of these opportunities; to increase the exposure and validity of who we are and what we do as Chiropractors is not the effort of a few, but of us all.

FRASER MCCLYMONT, D.C.

DIRECTOR OF EXTERNAL AFFAIRS

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FINANCIAL MID-YEAR REVIEW

Money Money Money!!!

We have that. The first half of my term as director of finances has focused heavily on organizing our taxes for the last 2 years and obtaining official financial statements. Both endeavors will put us in a strong position financially to build a foundation with which to apply for Non State Actor status with the World Health Organization in the coming years. I added to the current director portfolio and implemented a budgeting and cash flow bookkeeping system for ease of transition for the next director's term. We are working on strategic planning, new ideas to benefit our chapters, and implementing financial policies in order to mainstream spending and insure productivity based on fact instead of assumption. The world of not for profit financial management is full of intricacies made even more complicated by our international status, but it is also full of potential. Keep an eye out for the AGM 2020 fee schedule, registration will open soon!!

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A photograph showing a person from behind, sitting at a desk and working on a laptop. A black mug is in the foreground on the left. The laptop screen displays a website with a logo and some text. The person is wearing a light-colored sweater and a watch on their left wrist. The background is slightly blurred, showing a wooden desk and a smartphone on the desk.

PUBLIC RELATIONS MID-YEAR REVIEW

WCCS Family:

This is your PR and Marketing Mid-Year Review. What a whirlwind we've had over these last 6(ish) months. Since the 2019 AGM several things have changed in the role of Marketing/PR. It was for the first time, that WCCS needed to engage in TRUE 'public relations'. What is the definition of public relations you ask? Well it's not just social media posts, and website maintenance (in fact that is not really part of typical public relations tasks at all), it is defined as: the professional maintenance of the state of the relationship between the public and a company or other organization. That's right, it's all about relationships and maintenance of public image. And as you are now aware, WCCS landed on the global map in a BIG way regarding our organizational voice and presence. We were open to scrutiny from external and internal stakeholders regarding our decisions as the Board of Directors despite following all current bylaws and operating procedures. As a student and new-graduate lead organization, our leaders were thwarted into learning executive level public relations strategic planning for the maintenance of organizational integrity and public image in a matter of... 48 hours. That's right, a group of chiropractic students and new grads, not seasoned organizational executives, were required to learn in real-time how to respond to negative dialogue towards our organization on social media, appease our members, inform our members, and create a positive recovery that would allow us to maintain organizational integrity while creating compromises with our stakeholders so as to maintain a relationship with them- all while being full-time students and employees. WOW. We all know, that being part of the WCCS will change you. It will require you to grow in ways you never thought imaginable. And if you've been in this organization for any amount of time, then I'm sure you are a much different person than you were when you started. During these last 6-months PR has really been a team effort, and as the BoD we are continuing to learn how to best maintain our relationships

A photograph showing a person from behind, sitting at a desk and working on a laptop. The person is wearing a light-colored sweater and a watch. A dark mug is in the foreground on the left. The laptop screen displays a website with a logo and some text. The background is slightly blurred, showing a desk and some office equipment.

PUBLIC RELATIONS MID-YEAR REVIEW

with our members and external stakeholders. We've received lots of feedback and had great conversations with you all on how to improve this side of the organization, and because of that, we know WCCS in a time of massive expansion. We are not just students and inexperienced new grads anymore; we are world health leaders with a prominent voice in the chiropractic profession and because of that, it's time to step into those shoes.

Regarding our marketing and social media, we've had some record-breaking engagement with the UN's Act4SDG Campaign, European Regional Event coverage, and World Spine Day! We've also had each chapter pick up their social media presence, and it has been my top priority to ensure the WCCS Instagram page showcases the amazing projects and accomplishments of our members who are the bread and butter of this organization. The BoD's event presence has been less than usual this year due to it being an off year for many biennial events we attend. However, in these next two quarters we have great adventures planned and we can't wait to share that with you on our social media page. So stay in touch!

In November, I put out a call for a new Social Media Content Manager. Despite lots of verbal interest, no one filled out the application I provided. I will still be interviewing for this position, as I think it would be a great addition to my marketing team. There is more to be done in solidifying the online branding of the WCCS, and I am truly hoping to attract a creative member to help make our social media presence bigger and brighter in 2020. If that's you, please reach out! Looking forward to staying in touch with each of our chapters on instagram and FB- don't forget to tag @wccschiro and share our page with each of your members.

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WCCS

2020



World Congress of
Chiropractic Students

America's Regional Event 2020

MAY 01-03, 2020

PALMER COLLEGE OF CHIROPRACTIC
DAVENPORT, IOWA

Students: \$125 USD

Alumni: \$155 USD

Register at: wccsworldwide.org/programs-1

HIGHLIGHTS FROM EUROPEAN REGIONAL EVENT

UNIVERSITY OF SOUTHERN DENMARK
NOVEMBER 29TH, 2019



This year, the European Regional Event was held on SDU in Denmark. 138 students and alumni, representing ten European schools and one American, took part in making this an unforgettable weekend. With a 50/50-ratio of national and international participants, and so many attending for the first time, it became clear that the curiosity for new knowledge and the desire to meet and learn from new people was the driving force behind the high attendance.

It would not be long before everyone got to know each other better – because after the welcoming speeches, chapter presentations and dinner, people were split into groups for a list of team-building exercises and it was a joy to see how people worked together. By then it was obvious that we were going to have a fun weekend together.

After breakfast, Greg Kawchuk opened Saturday with a passionate speech on why there is no better time to be a chiropractor and how we can utilize technology in our profession. Per Aagaard then took us through the most efficient forms of physical activity in treatment of elderly, before behavioral analyst Jasper Frost taught us micro expressions, emotion profiling and lie detection, which was a very entertaining and a useful addition to the chiropractic conference.



After lunch, it was time to get active. Power Women was a technique-workshop focusing on utilizing size and stature of our bodies to optimize our manual therapy. It was a great opportunity to spar with people we do not normally work with and to practice giving and receiving video feedback with the lab's tablets. While this was going on, the Sport & Rehab-workshop was covering three topics: Ultrasound in sports practice, joint-chain approach to lower extremity evaluation and accessing biopsychosocial thinking in athletes. Afterwards was the dry-needling workshop in which the science and research behind it was covered before



HIGHLIGHTS FROM EUROPEAN REGIONAL EVENT

UNIVERSITY OF SOUTHERN DENMARK
NOVEMBER 29TH, 2019

some practical training. This sure broke some psychological barriers for some, but in a casual and safe environment and with a lot of good communication between participants. At last we had a case-workshop with young chiropractor Kenneth Lillelund focusing on x-rays of special patients and giving a very digestible lecture on image diagnostics.

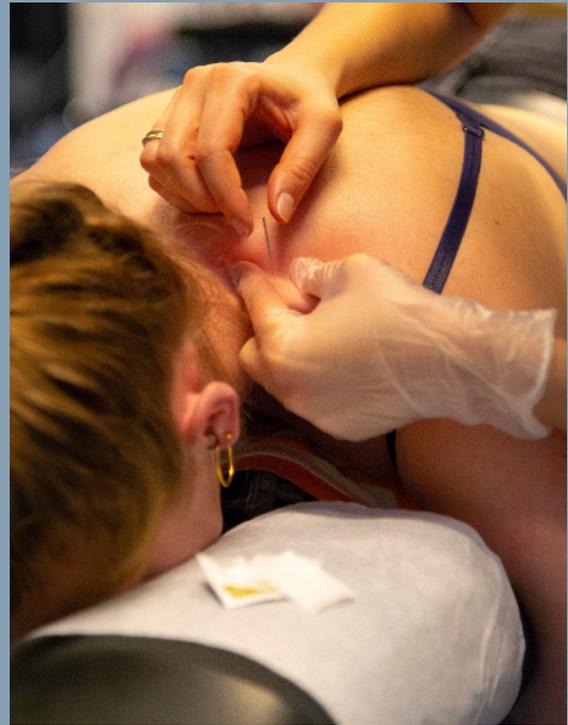
Despite a long day of learning, the people were more than ready for the Julefrokost in the evening, which is a traditional Danish Christmas party – to put it briefly, it was a blast!

On the last day, Dorthe Brandborg Olsen shared her knowledge on Z-health, giving a holistic view on how the nervous system affects our performance and pain experience. After that we had our discussion topic, where we split into groups to come up with answers on questions focusing on the chiropractor's strengths and limitations. We met in plenary afterwards and got a great discussion going with lots of opinions, questions and arguments.

Jan Hartvigsen then took the stage to explain how chiropractors best contribute to the health and well-being of people and was followed by Jacob Vestergaard who ended the weekend with a presentation on the past, present and future of chiropractic in Denmark.

It was an absolute pleasure to see so many people - from first-year students to alumni, from the north of Europe to the south. There certainly is a special atmosphere at WCCS-events when curious and passionate people gather, and this weekend was no exception to that. It was a memorable experience - and with Toulouse and Zürich next in line for hosting Regionals, we sure have a lot to look forward to.

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WCCS

WORLD CONGRESS OF CHIROPRACTIC STUDENTS

STAY CONNECTED TO UPCOMING EVENTS AND INITIATIVES



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