

# Three Reasons David Cameron Should Pay Attention to National Back Awareness Week

Written by Australian Business

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READING, England, October 7, 2013 /PRNewswire/ --

Healthcare practitioners Lorna Kennard & Rachael Wall from Sittingwell Ltd are proud to support the Backcare charity during National Backcare Awareness Week from 7

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October.

As reported recently [in the press](#) the Prime Minister David Cameron suffered "phenomenally bad back pain" whilst on holiday this summer. Whilst this was high profile news for the Prime Minister it is an everyday condition for many people in the UK. So here are three reasons why the Prime Minister should support National Backcare Awareness Week:

1. 80% of people experience back pain at some point in their lives, which for many can become debilitating. Many of these incidences are down to how people use their back everyday.
2. Coping with back pain is less about heat packs and painkillers and more about simple changes to every day activities and making them 'back friendly'. There is a huge education job to be done so that sufferers understand [what is 'back friendly'](#).
3. There are lot of gimmicks and 'miracle cures' out there. National Backcare Awareness week helps raise the public profile of the professional back care practitioners and encourages

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people to seek necessary expert advice.

The charity Backcare aims to raise awareness of how to help prevent the risk of chronic back pain in the UK. Each year there is a theme to National Backcare Awareness Week. This year's theme is "caring for carers".

To mark the occasion Lorna and Rachael are giving a free talk to the staff at Pembroke Lodge care home in Reading. They will also be appearing on local radio giving advice on back care and will donate £10 for every new member of their ["Prevent Back Pain Now" membership site](#)

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<http://www.preventbackpainnow.com/backcare>  
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There are currently over 7 million unpaid carers in the UK. Many people suffer from back pain but home carers are even more at risk due to the demands of their work. Carers provide invaluable assistance to friends, family or neighbours but it can be physically as well as emotionally stressful. A 2011 survey found that 70% of carers suffered with back or shoulder pain. Rachael (McTimoney Chiropractor) says "There is no such thing as back school. As a result people strain their backs unnecessarily. Many cases of back pain could be avoided by learning a better way to use your body. This is a massive problem for carers because of the tasks they have to carry out".

Lorna and Rachael have been helping people overcome back pain since 2001 and currently run the Lotus Centre in Bourne End. They've seen first hand how debilitating back pain can be. Lorna (Sports Massage and Cranio-Sacral Therapist) says "Over the years we've noticed common patterns in how patients with recurrent back pain moved. We regularly give out information to help stop people straining their backs and as a result created our membership site "Prevent Back Pain Now" so this information can be available to more people". The site contains over 90 minutes of video, in addition to check sheets and articles to help you stay free from back pain.

Lorna and Rachael will donate £10 to the Backcare charity for every new member to the Prevent Back Pain Now membership site who joins between the 7<sup>th</sup> and 20<sup>th</sup> October. The cost of joining is £24.99 for lifetime membership and full access to all the content and their expertise. To find out more visit:

<http://www.PreventBackPainNow.com/Backcare>

### About Us

Lorna Kennard (Sports Massage, Sports Rehabilitation and CranioSacral Therapist) and Rachel Wall

(McTimoney Chiropractor) have both been treating patients since 2001 and run the Lotus Centre a complementary healthcare clinic in Bourne End

<http://www.lotus-centre.co.uk>

. The clinic also holds the Royal College of Chiropractors industry award; the Patient Partnership Quality Mark (PPQM), demonstrating their commitment to high standards of care in all areas.

Lorna Kennard also had the opportunity to use her skills working as a Sports Massage Practitioner during the London 2012 Olympics. She supported the Rowers and Canoeists at Dorney lake as part of the medical team and hopes to do the same in Glasgow for next years Commonwealth Games.

In 2011 they set up Sittingwell Ltd to provide back care information and products to help people in all areas of their lives. Free dedicated back care information can be found at <http://advice.sittingwell.co.uk>

<http://www.sittingwell.co.uk>

### IMAGES

Shoulder pain:

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[http://preventbackpainnow.com/wpcontent/uploads/2013/10/iStock\\_000001159099Medium.jpg](http://preventbackpainnow.com/wpcontent/uploads/2013/10/iStock_000001159099Medium.jpg)

Back Pain:

<http://preventbackpainnow.com/wp-content/uploads/2013/10/my-back-hurts.jpg>

Man Bent Over In Pain:

<http://preventbackpainnow.com/wp-content/uploads/2013/10/Man-With-Back-Pain.jpg>

Lorna and Rachael Sittingwell:

<http://preventbackpainnow.com/wp-content/uploads/2013/10/Lorna-and-Rachael-Sittingwell.jpg>

Image Of Membership Site On PC Monitor:

<http://preventbackpainnow.com/wp-content/uploads/2013/07/7-Strategies-Section-screen.png>

Sittingwell Logo:

[http://preventbackpainnow.com/wpcontent/uploads/2013/10/Sittingwell\\_logo\\_large.jpg](http://preventbackpainnow.com/wpcontent/uploads/2013/10/Sittingwell_logo_large.jpg)

Prevent Back Pain Now Logo:

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[http://preventbackpainnow.com/wpcontent/uploads/2013/01/Prevent\\_Back\\_Pain\\_Now\\_new\\_.png](http://preventbackpainnow.com/wpcontent/uploads/2013/01/Prevent_Back_Pain_Now_new_.png)

Backcare Charity Logo:

<http://preventbackpainnow.com/wp-content/uploads/2013/09/Back-Care-Logo1.gif>

**Contacts** Lorna Kennard [Lorna.Kennard@sittingwell.co.uk](mailto:Lorna.Kennard@sittingwell.co.uk) +44(0)7748-908454

Rachael Wall [Rachael.Wall@sittingwell.co.uk](mailto:Rachael.Wall@sittingwell.co.uk) +44(0)7789-260008

Sittingwell+44(0)118-9402502

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