

Straight answers on chiros

BRAD CROUCH
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HEALTH Minister Jack Snelling has written to the chiropractors' board and the regulatory agency demanding to know what they are doing about chiropractors involved in "potentially false or misleading advertising".

The move follows media revelations, including by *The Advertiser*, about advertising claims being made by chiropractors, ranging from drama-

tic weight loss to treating conditions such as asthma, ADHD and bed-wetting.

The Advertiser has reported on suspended Hove practitioner Robert Marin, who faces a health tribunal this week over weight loss claims labelled "impossible" and "dangerous" by the Australian Medical Association.

In his role as chair of the Australian Health Workforce Ministerial Council, Mr Snelling has asked the Chiropractic Board of Australia and the

Australian Health Practitioner Regulation Agency (AHPRA) for answers by next month.

Mr Snelling notes there have been calls to sack the board but, in his letter, he says he is not yet prepared to recommend this action.

He notes the board and AHPRA have a responsibility to ensure public safety and despite their efforts, "concern continues to be raised with Ministers about alleged advertising breaches and the clinical practices of some practitioners".

He called on the board to remind practitioners about the board's code of conduct, which says they must practise in an evidence-based and patient-centred manner.

He called on both groups to provide:

RECENT actions taken by both to deter chiropractors from false or misleading advertising.

WHETHER a new approach should be introduced to increase public confidence in the management of extreme or hard-line cases.

WHETHER the board has taken action to remind practitioners of their obligations under law;

WHAT plans the board has to clarify and strengthen its statements about evidence-based and patient-centre treatment in light of persistent claims some chiropractors continue to make false and misleading statements about the efficacy of chiropractic treatment for a range of health issues not necessarily limited to musculoskeletal issues.



DEMANDS: Jack Snelling.