

Sleeping On The Enemy

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The British Chiropractic Association and IKEA join forces to help you find your perfect sleeping partner

Beds can be our worst enemy - research carried out by the British Chiropractic Association (BCA) has placed sleeping and mattresses as one of the top triggers of back pain, with over a quarter of sufferers saying their beds are to blame. 27% of women and 24% of men said that their pain was brought on during a night's so-called 'rest'.

With over a third of the population (34%) currently suffering from back pain, the BCA launched Chiropractic Awareness Week this week. This nationwide campaign, which coincides with the BCA's 80th anniversary, looks at different aspects of back pain every day and Friday focuses on sleep and getting the most out of those lie-ins we've been looking forward to!

To help in the search for the perfect sleeping partner, the BCA and IKEA have joined forces to educate people on the importance of buying a good quality bed. This weekend, BCA Chiropractors will be in IKEA stores across the UK to offer advice on sleeping posture and which bed is best for you.

With 80% people sleeping between six and eight hours a day, we spend a huge amount of time in the land of the nod, and research has shown that the more satisfied you are with your mattress the longer you sleep. Yet 50% of us only change our mattresses at most every six – 10 years, and amazingly 31% of people who aren't happy with their mattress have never changed it!

Tim Hutchful from British Chiropractic Association comments: "It is clear that bad beds have a lot to answer for. Our research has shown how many people blame their bed for back pain, yet it seems not enough people are actually doing anything about it. A common mistake that people make is the firmer the bed the better - this is not true. To ensure you have a sound night sleep you need to choose a bed that is supportive and comfortable just for you. The bigger the bed the better and make sure you try before you buy – one bed does not suit all."

In addition to BCA chiropractors being in store during Chiropractic Awareness Week, the BCA and IKEA have teamed up to produce a guide to buying a bed, which will be available free of charge in IKEA stores or direct from the BCA.

To find out more about Chiropractic Awareness Week, including the free spinal checks, which BCA chiropractors are offering visit www.chiropracticawarenessweek.co.uk, or call the BCA on 0118 950 5950.

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