

## STAND TALL & LIVE PAIN-FREE HOW POSTURE AFFECTS NECK AND BACK PAIN



**NEW YEAR MEANS  
A NEW YOU!**

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## STAND TALL & LIVE PAIN-FREE HOW POSTURE AFFECTS NECK AND BACK PAIN



Do you catch yourself slouching throughout the day? Do you notice your spine gets sore those last couple hours of the school or workday? If you are experiencing aches and pains, especially in your neck or back, your poor posture may be to blame.

Most of us spend our day staring at a computer screen, riding in our car, or looking down at our phones. These slouched postures with our heads tilted forward or looking down cause stress to the muscles and joints of the neck and back.

The worse your posture is, the more intense your back and neck pain can become. Fortunately, your posture can improve with the help of physical therapy. Call Shoreline PT today to learn more about how you can improve your posture and lead a pain-free, active life!

### What are the natural curves of your spine?

Our spines are made up of four natural curves: the cervical, thoracic, lumbar, and sacral. When the spine is in its natural position, the vertebrae stack up over one another, and we call this "good posture" or sometimes "neutral spine."

These natural curves, along with the intervertebral discs, absorb and distribute stresses from everyday activities such as sitting, standing, walking, or more intense activities such as running and jumping.

### What are the most common problems with bad posture?

Very few people have perfect posture. We become so wrapped up in whatever tasks we are doing that we forget to think about how we are holding our bodies. Most people ignore their posture until they begin to notice aches and pains.

Improper posture isn't due to laziness but is generally due to bad habits, or at times, a physical weakness within our bodies. We slouch and slump when we get distracted or due to the design of our comfy couches and chairs. Poor posture leads to excessive strain on your joints, muscles, tendons, and ligaments.

Over time sustained poor postures will affect the muscle strength and joint mobility needed to keep you upright and functioning at your best. Your body is designed to align correctly to allow for proper joint movement and muscle flexibility. When your spine is not stacked in the natural posture, it can even affect important functions like breathing and digestion.

If poor posture continues, it often leads to chronic conditions like back and neck pain. Poor postural habits can also affect your shoulders, especially reaching overhead. In more severe cases, the slouched posture can affect how you walk and negatively affect your balance.



# What To Expect In Physical Therapy



Our physical therapists are experts in evaluating posture and movement. By pinpointing the source of your aches and pains, we can develop a plan for you that will return you to an ideal posture and quickly relieve your pain.

**Here are a few steps you can take to have an immediate impact:**

## Limit how long you sit

Prolonged sitting is not suitable for your back or your overall health. Although adjusting your posture while sitting can be helpful, a more practical option is to stand up periodically throughout the day. Limit your sitting to 30-45 minutes at a time.

## Find your natural posture

The spine does not like to remain in any one position for extended times. By finding your natural posture, you can counteract the slouching you do throughout the day. Start by lifting your breast bone (i.e., sternum) towards the sky. This will naturally cause your spine to straighten out which will lift you into your natural posture.

## Start strength training

Your body has hundreds of muscles. These muscles protect and control your spine. By lifting weights, running, and swimming, you can keep them strong. Train the muscles of your hips, pelvis, and spine—your core muscles—to help your posture.

Physical therapists are movement experts, and they are great resources to have when trying to achieve your physical performance goals. They will aid you in improving your balance, stability, flexibility, and mobility, all of which will positively affect your posture.

Sources:  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4499985/>  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3689545/>  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3684019/>  
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## Featured Treatment

### Manual Therapy

Manual therapy is a safe, effective, and non-invasive treatment method that is used by physical therapists and athletic trainers. Manual therapy can be used as an adjunct to exercise if you are experiencing musculoskeletal pain.



During treatment, your physical therapist may work to relieve pain with soft tissue mobilization and/or joint mobilizations. With manual therapy, our highly-trained and experienced therapist is able to increase range of motion, reduce pain, treat tight joint structures, and promote faster healing. If you or a loved one is experiencing musculoskeletal pain, contact Shoreline Physical Therapy today to learn more about the benefits of physical therapy.

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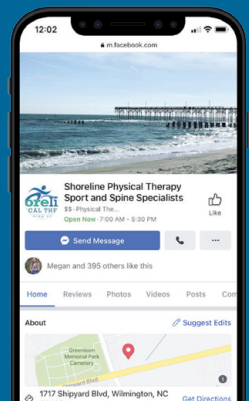
We stay active on Facebook to provide you important updates, what's happening around our clinic, patient success stories, and more!

**Don't miss out - follow us today!**



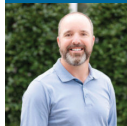
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Scan the QR code to find us on Facebook or by searching for us @shorelineptnc today!



**CALL US TODAY IF YOU ARE EXPERIENCING ANY PAIN AT 910-791-0396**

## Staff Spotlight



### Stephen L. Bright Jr.

LAT, ATC, Cert. MDT,  
Co-Owner



You can learn more about Stephen and watch his introduction video by scanning the QR code or by visiting us online at [www.shorelineptnc.com](http://www.shorelineptnc.com) today.

## 5 Health Tips For The New Year



**Shop Well For Yourself.** It is more important than ever to stock your kitchen with healthy foods. Have healthy snacks handy. The more convenient they are, the more likely you are to eat them. Instead of thinking about what you shouldn't eat, promise to eat your 3 to 5 servings of vegetables each day.

**Schedule Your Exercise.** Your schedule will be very hectic this year, like every year. Schedule your workouts just as you would any other appointment. It's okay if you can't make it to class, but make sure that you get some activity in at least three days per week.

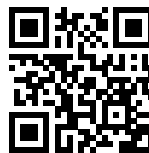
**Just Say No.** You probably aren't aware how much extra food you consume just from people offering it to you. A sample at the market here, an extra cookie at an office party there and it all adds up. Just think twice before you take that food and decide if you really want it.

**Skip the Baking.** Do you make baked goods for giving? Chances are you eat much of what you bake. Who wouldn't? Instead make non-food gifts, or prepare ingredients for baked goods and put them in pretty jars—this year, let your gift recipient bake it up. That way, they can eat it when they want it and you don't have to be tempted in the kitchen.

**Hydrate.** Keep your water bottle with you at all times. You should be drinking eight, 8-ounce glasses of water each day. One handy trick is to buy a 64 ounce water jug. Fill it up in the morning and know that you need to finish it by the end of the day.

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## Scheduling Your Appointment Just Got Easier!



In order to provide you with the quickest and easiest scheduling solutions, we've partnered with **BetterPT**. See how easy it is to schedule your next appointment with Shoreline Physical Therapy by scanning the QR code above!



## NEW YEAR MEANS A NEW YOU!

The professionals at Shoreline Physical Therapy will help you regain lost motion, strength, balance and coordination resulting from pain in your shoulders, back, neck, hips or knees. Start the year off with a safe and conservative treatment that gets results, we can help to strengthen and increase your mobility, while decreasing pain.

Let Shoreline PT Help You Reach Your Health & Fitness Goals This Year!