



The Bone and Joint Decade • 2000 – 2010

For prevention and treatment of musculoskeletal disorders

The Bone and Joint Decade International Patient Advocacy Seminar

1 - 2 November 2006,
Southern Sun Elangeni, Durban, South Africa

| Timing | Topics | Leader |
|----------------------------------|--|---|
| Wednesday, 1 November | | |
| 09.30 – 10.00 | Registration & Coffee | |
| 10.00 – 10.30 | Opening Session – 10 mins each <ul style="list-style-type: none"> • Welcome • Sponsor's Welcome • Presentation of theme and aims | 1. Amye Leong, Spokesperson BJD 2. Stephan Korte, Novartis 3. Ben Horgan, NAN, BJD Australia |
| 10.30 – 11.00 | Where are we now? Results of Delegate Questionnaire: "The advocacy landscape" | John Lotspeich, Brian Tjugum Weber Shandwick, London |
| 11.00 – 12.30 | Practical training seminar I "Media Relations: Skills and Strategies" | 1-2 best practice affiliate examples, moderated by: John Lotspeich, Brian Tjugum Weber Shandwick, London |
| 12.30 – 13.30 | LUNCH | |
| 13.30 – 14.00 | Working with the Media | Neil Betteridge, Chair, ARMA (UK Network) Chief Executive, Arthritis Care UK |
| 14.00 – 15.00 | Practical training seminar II "Government Relations: Skills and Strategies" | 1-2 best practice affiliate examples, moderated by: Brian Tjugum, John Lotspeich Weber Shandwick, London |
| 15.00 – 15.15 | Introduction to Breakout Sessions 5-6 groups assembled according to how experienced delegates are and their present degree of development | Groups to develop a comprehensive media/government strategy. |
| 15.15 – 15.30 | Coffee and PALS Website Demo | |
| 15.30 – 17.15 | Break out session I | Facilitators: Members of the BJD International Steering Committee |
| 17.15 – 17.30 | Summary of the day | John Lotspeich, Brian Tjugum Weber Shandwick, London |
| 19.30 - 22.00 | Dinner <ul style="list-style-type: none"> • Short greetings: • Patient Speaker: Access to care in South Africa | <i>South African Braai on the Pool Deck, Hotel 2nd floor</i> |



The Bone and Joint Decade • 2000 – 2010
For prevention and treatment of musculoskeletal disorders

| | | |
|---------------------------------|---|--|
| Thursday, 2 November | | |
| 09.00 – 10.00 | Building an integrated campaign: Making it work for your country | John Lotspeich, Brian Tjugum Weber Shandwick, London |
| 10.00 – 10.30 | What works in the field? The importance and impact of media and government relations. | <ul style="list-style-type: none"> • Dr B Nyembezi, Secretary for Health, KwaZulu-Natal Province |
| 12.00 – 12.30 | Breakout Session II Campaign planning | Facilitators: Members of the BJD International Steering Committee |
| 12.30 – 13.30 | Lunch | |
| 13.30 – 14.00 | Preparation for presentation of plans | John Lotspeich, Brian Tjugum Weber Shandwick, London |
| 14.00 – 15.00 | Presentation of plans | Presentation of general plan outlines to group. Attended by a panel of stakeholders who will give immediate feedback on strategies based on their experience |
| 15.00 – 15.30 | Feedback from stakeholder panel | |
| 15.30– 15.45 | Coffee and PALs Website Demo | |
| 15.45 – 16.30 | Breakout session: Individual country action planning | Individual participants and small groups support each other to plan concrete next steps and longer-term goals |
| 16.30 – 17.00 | Closing ceremony Welcome to NAN conference | Prof Lars Lidgren, chairman BJD International Steering Committee Prof Girish Mody |