



The Bone and Joint Decade 2000-2010 PRESS RELEASE

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Bone & Joint Decade Action Week Events Shine Spotlight on Musculoskeletal Health

17 October 2008 | LUND (SWEDEN) -- October 12th - 20th marks the eight annual **Bone and Joint Decade Action Week**, dedicating specific days to major conditions affecting the musculoskeletal system, with activities planned in countries around the world aimed at highlighting the severe impact of these disorders on millions of children, adults and elderly people worldwide.

The Bone & Joint Decade International Action Week runs every year from October 12th through 20th. Focus days include:

October 12 - World Arthritis Day
October 16 - World Spine Day
October 17 - World Trauma Day
October 20 - World Osteoporosis Day

This year's Action Week is highlighted by activities around the world -- the following is just a sample of international and regional activities:

Global: In recognition of World Trauma Day, the Bone and Joint Decade has written a report on the man-made disaster of Road Traffic Injury Around the World. The report is a call to arms, indicating the current state of the problem, as well as proven measures governments can take to improve the situation in their countries. This article is currently in press and will soon be available for download on www.bjdonline.org

In addition, the Decade is pleased to announce the appointment of its Steering Committee Member Dr Marcos Musafir as Trauma Expert at the World Health Organization in Geneva. Dr Musafir will join the WHO's Department of Violence and Injury Prevention.

Later this year, at its 2008 World Network Conference to be held in Pune, India, a media event to spotlight Road Safety is organised. The Bone and Joint Decade will hand out 1000 safety helmets freely to motorcycle and moped riders on the city's busy streets, and encourage safe riding practices – particularly vital in a country where countless motorcyclists share the road with cars, trucks and buses in a chaotic traffic stream. Numerous studies have found that the simple act of wearing a helmet lowers a motorcycle rider's risk of fatal injury by 30% and reduces the risk of traumatic brain injury by 70%.

Europe: For the event of World Osteoporosis Day a high-visibility campaign will be launched at the European Parliament in Brussels at which seeks to mobilize public opinion to generate change in osteoporosis healthcare policies. The campaign, Stand Tall – Speak Out For Your Bones – will call on government health officials across the regions to recognise osteoporosis as a health priority, specifically to promote early detection and offer reimbursement of much needed therapy for those with osteoporosis. "It will be a 'call to action' to the global osteoporosis movement, seeking to mobilise the power of millions of voters, tax-payers and concerned citizens to improve osteoporosis healthcare policies in government and private health care systems." In addition, an EU-wide report, *Osteoporosis in the European Union in 2008: Ten years of progress and ongoing challenges* will be launched, creating a snapshot of the state of osteoporosis management in Europe. For more information please see <http://www.iofbonehealth.org/about-iof/iof-programs/outreach-education/world-osteoporosis-day.html>

United States: Earlier this year the Bone and Joint Decade Task Force on Neck Pain and its Associated Disorders published a ground-breaking study which was designed to help health professionals apply the best available evidence to prevent, diagnose and manage neck pain. In celebration of World Spine Day, attention is being drawn to this important advance in spinal care. The seven-year, international, multidisciplinary study published in the journal Spine found that some alternative therapies such as acupuncture, neck manipulation and massage are better choices for managing most common neck pain than many current practices. Also included in the short-list of best options for relief are exercises, education, neck mobilisation, low-level laser therapy and pain relievers. To view the report, go to <http://www.spinejournal.com/pt/re/spine/toc.00007632-200802151-00000.htm;jsessionid=L4rG2cvPk6MbgDvMNfyQ2rGG9M0BpdBBT2ZWb3yTv6T21j611lwW!-1375129934!181195629!8091!-1>

In addition, the American chiropractors took the opportunity to promote spinal health and wellness in celebration of World Spine Day. They promote spinal exercises and lifestyle recommendations to educate the public about good posture. Around the world rates of incidence and costs of spinal disability are climbing rapidly. According to statistics gathered by the US Bone and Joint Decade, Americans paid an estimated 193.9 billion dollars in 2004 for care related to spinal disorders. Many painful and costly spinal disabilities are associated with sedentary lifestyles and poor posture and are preventable. To download the Posture Pod exercise poster from Straighten Up or view the Straighten Up video please see http://www.life.edu/Chiropractic_and_Wellness/SUA_video.asp

Asia: On the occasion of World Arthritis Day several camps to create awareness about the disease and treatment modalities were conducted in different locations around India. Arthritis, which is one of the most common causes of disability, affects nearly one person in every family and refers to a group of over 100 different debilitating conditions. For more information about events in India, including the 2008 BJD World Network Conference, please contact Dr Arvind Chopra, BJD India National Secretary and Director, Centre for Rheumatic Diseases (CRD) bjdindia@dataone.in

Prof Lars Lidgren, Chairman of the Bone and Joint Decade, and Head of the Department of Orthopaedics at the University of Lund, said: "Musculoskeletal disorders are the leading cause of disability around the world, affecting one out of every four adults and accounting for 25% of the total cost of illness." The Decade aims to build awareness of the burden of musculoskeletal conditions by educating the public and driving research and legislation to improve prevention and treatment.

Some facts:

- Several hundred million people worldwide already suffer from joint diseases such as osteoarthritis and rheumatoid arthritis, and this figure is set to increase exponentially due to the predicted doubling of the number of people over age 50 by the year 2020.
- One in every three women over age 50 will suffer a fracture caused by osteoporosis.
- Up to 80% of people will suffer from back pain during their lives.
- Back pain is the second leading cause of work-place sick leave.
- Every 30 seconds someone dies in a road traffic accident, and in the same time frame three others are severely injured.
- Road traffic accidents are the leading cause of death and disability for people under age 45.

Launched in January 2000, the Bone and Joint Decade is an NGO comprised of National Action Networks in 60 countries and with the support of more than 750 related organisations globally. Its mission is to advance understanding of musculoskeletal disorders worldwide through research and to improve the quality of life for those affected. The Bone and Joint Decade initiative works closely with the United Nations and the World Health Organization. For more information, please see www.bjdonline.org.

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