



World Spine Day 2021

A TOOLKIT FOR PARTICAPTION



Introduction

What is World Spine Day?

World Spine Day, organized and coordinated by the World Federation of Chiropractic, is a part of the Global Alliance of Musculoskeletal Health's Bone and Joint Decade Action Week, which occurs each year in October. World Spine Day has been celebrated since 2012, with October 16, 2021 marking the tenth official World Spine Day.

World Spine Day partners with people and organizations around the world to highlight the burden of spinal pain and disability,

promote public health and advocate for the prevention and effective management of back pain and other spinal conditions.



With health professionals, exercise and rehabilitation experts, public health advocates, school children and patients all taking part this year's World Spine Day, #Back2Back will be celebrated on every continent.

An estimated one billion people worldwide suffer from back pain, with spinal pain and disability affecting all age groups, from children to the elderly. It is the biggest single cause of years lived with disability on the planet, with one in four adults estimated to suffer from back pain during their lives. Prevention is therefore key and this year's World Spine Day will be encouraging people to take steps to be kind to their spines, reactivate and get #BackOnTrack.

Aims of World Spine Day

To raise awareness about spinal health and spine disorders among individuals, communities, professionals and all stakeholders associated with spine care;

To provide a forum for ongoing discussion about the burden of spinal disorders and the sharing of best practices; and

To promote an interdisciplinary, collaborative approach to easing the global burden of spinal disorders.

Tips for success!

1. Start Early
2. Create a local network
3. Use the provided resources to plan high-impact events.
4. Have Fun!



Group Participation

Social Media: Importance of social media



Social media started as a way for friends to connect online, evolved into a broadcasting channel, and is now a place for brands to provide personalized, human experiences with their audience and customers. Social media is now considered an essential tool for community engagement and knowledge transfer. It is highly encouraged that you include social media in your plan to engage with WSD 2021. It will allow you to increase visibility, spread your message, and communicate key facts about health and wellness that will encourage your community to get #Back2Back to support each other to practice spinal health.

Different platforms highlight different ways of communicating as follows:

Facebook: great for moderate length posts (not recommended to be longer than 500 characters) with a visual.

Instagram: best for visuals

Twitter: recommended for short written snippets

Tik Tok: this newer platform is great for short videos



Press Release

Please find the press release [here](#).

Creating a Proclamation

A Proclamation is a document, which dedicates a day in a town or city to honour a special event, cause or purpose. Proclamations are typically issued by the Mayor to recognize the importance of a community event, significant events by a community member, or to increase public awareness of a worthy cause.

A template Proclamation can be found [here](#).

The following are tips to help secure a Proclamation in your town or city:

1. Start early. It may take some time to go through the proclamation process, so begin at least 4-8 weeks in advance of World Spine Day.



2. Identify who handles proclamations in your local government offices by looking on local government websites, or by calling the offices. If there is no one who deals exclusively with proclamations, try talking to a public relations or public information officer. An office manager or an office administrator may also be able to help.

3. When calling the proclamations office, be prepared to provide information about the importance of conservative care for people in your area. Also be sure to ask the right questions:

What is the process to get a proclamation?

Do they want you to draft the proclamation or to do it themselves with information you provide?

How would they like to receive the proclamation text: hard copy, an electronic version or both?

Can you arrange a signing ceremony and invite the media?

4. When submitting the required documents to the proclamation office, remember to include the following

A cover letter

A draft of the proposed proclamation

5. Mail and/or hand deliver your cover letter and draft proclamation to the office. If you have not heard back from the office after a week, follow up on the status of the proclamation by phone and/or e-mail.

6. Once the proclamation is signed, go to the office and pick it up in person. While you are there, be sure to personally thank the staff member who helped you. This may help the process go much quicker next year! If you are able to arrange a signing ceremony, be sure to take pictures and share them with the World Spine Day Team! We will share your good news via our social media channels! In addition, please post your proclamation and tag World Spine Day on the relevant accounts using the hashtags #worldspineday and #back2back, @worldspineday2021 (Facebook), @world_spine_day (Twitter), @worldspineday (IG)

7. Draft a thank you letter to the official who signed the proclamation.

8. Display the proclamation in your office the entire month of October!

Become a supporter

Your group or organization can become a supporter of World Spine Day for free! You will be recognized on our home page and we will feature your World Spine Day activities and projects in our press releases and social media posts. This is a fantastic opportunity to increase your visibility! Register as a supporting organization by emailing the following to worldspineday@gmail.com:

Company/individual name

Logo (must be PNG or JPEG)

Email address

Individual Involvement

Becoming a supporter

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Email address

Social Media

Utilizing social media is a key way to participate in World Spine Day! There are various ways to engage your audience on social media.

Infographics

If you enjoy creating infographics they are a great way to spread information about spinal health

We have posted some infographics to our social media. Please feel free to share these to supplement your own content or for all of your World Spine Day content!

Photos of engagement

Share a photo of yourself doing something to #Back2Back

If you are uncomfortable sharing photos of yourself then a great alternative is using a stock photo available for public use online.

Share your own tips and advice

How do you work as a team and get #Back2Back for spinal health? Share your experiences, people want to hear from you!

Use our hashtags

Don't forget to incorporate our hashtags! #Back2Back and #WORLDSPINEDAY



#BACK2BACK

Make sure you engage in some of your favourite practices for spinal health! Some ideas may be



Get active

Move your body for at least 30 minutes of physical activity

Choose exercise you enjoy

Weight-bearing exercise is great for bone health

Keep flexible with safe stretching

Sitting

Take care of your spine if working from home

Don't sit for too long

Take regular breaks

Mobile device use

Prolonged use of a mobile device can give rise to neck and back pain

Set a timer to remind you to take a break and move your spine.

Lift well

Take care when lifting.

Ask for help when lifting heavy or awkward objects.

Avoid repetitive lifting.

Protect your back when lifting by avoiding reaching or twisting.





Eat healthy!

Obesity is linked to back pain. Avoid loading your joints by adopting a healthy diet.

Keep yourself well hydrated by drinking plenty of water.

Adopt strategies to support your mental health. Mental health is an important part of your overall health, including your spinal health

Take time to relax.

Avoid situations where you are under extreme stress.

Learn to recognize the signs of stress, anxiety or depression.

Seek help from a qualified health professional if you feel you are suffering from mental health issues



Get adequate rest – tiredness can make you vulnerable to back pain

To optimize your health ensure you are getting in 8 hours of zzz's!

Take rest breaks if you have a job that involves lots of repetition.

Community Involvement: Events

There have been a huge number of successful World Spine Day events held by supporters to celebrate World Spine Day and highlight the best habits for great spinal health . With everything from yoga-thons to children's activity days to spinal health talks - there are limitless options. There are several keys to running a good event:



- ◆ Take time to plan
- ◆ Target your audience
- ◆ Choose a goal
- ◆ Chose a goal for your event - what are the outcomes you're after? E.g: change behavior, promote healthy lifestyle habits or education
- ◆ Engage your audience
 - ◆ Whether your local community, your classmates or your workplace choose an activity that may reach your target audience
- ◆ Advertise
 - ◆ If you don't get the word out, no one will know what you're doing! Consider community notice boards, informing local radio stations and local clubs and societies to spread the word.



Graphic Design Content

Theme

This year's World Spine Day theme is "Back 2 Back"! The coronavirus pandemic has resulted in lockdown measures that have restricted people's ability to support one another. A lot pf people have felt isolated and alone/ World Spine Day's 2021 campaign will emphasize how people can get "Back to Back", to support one another, virtually or otherwise, and participate in healthy spine habits. This World Spine Day, let's all make the commitment to support one another!

Logos

Logos can all be found [here](#) in full detail for use.

World Spine Day Colours



BLUE #35469b



GREEN #7bba50

Infographics

Infographics can be found [here](#) in full detail for use.

Created by the World Spine Day Executive Committee 2021