



OCTOBER 16

WORLD SPINE DAY

BREAKING NEWS: WORLD SPINE DAY 2021 THEME ANNOUNCED!

BACK2BACK has been announced as the theme of 2021's World Spine Day campaign.

The theme reflects the need to reset and refocus on spinal pain and disability as part of the global burden of disease. With an estimated 540 million people in the world suffering with low back pain at any one time, it remains the leading cause of years lived with disability.

This World Spine Day, we are calling for action to focus on the global burden of spinal disorders



and get **BACK2BACK**, highlighting the challenges of living with low back pain and a need for society to prioritize a condition that is more prevalent than cancer, stroke, heart disease, diabetes and Alzheimers Disease combined.

The campaign calls for greater global commitment to tackling spinal pain and disability by governments, communities and public health bodies.

World Spine Day also recognizes the lack of access to quality spine care and rehabilitation in under-served communities, which results in

chronicity and permanent deformity. For many populations, spinal pain and disability is not just a minor inconvenience - it can mean not being able to work and provide food and sustenance.

BACK2BACK will focus on highlighting ways in which people can help their spines by staying mobile, avoiding physical inactivity, not overloading their spines and adopting healthy habits such as weight loss and smoking cessation.

Believed to be the largest global public health event dedicated to promoting spinal health and well being, World Spine Day is observed by health professions and public organizations concerned with spine care throughout the world.

BACK2BACK will focus attention on spinal pain and disability at home, in the workplace, in schools and in our communities.

World Spine Day organizing committee Chair, Richard Brown, said, "Public health initiatives like World Spine Day are critical in raising awareness, providing information and empowering the public to care for their spines.

"For spine health experts, World Spine Day provides a perfect opportunity to meaningfully contribute and proactively participate in their communities.

"We call on all spine health professionals worldwide to get involved in World Spine Day 2021's **BACK2BACK** campaign".

The World Spine Day organizing team are producing materials to support local initiatives around the world. To find out more, go to www.worldspineday.org.