



OCTOBER 16

WORLD SPINE DAY

FOR IMMEDIATE RELEASE

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Contact: Dr Robyn Brown

WORLD SPINE DAY ENCOURAGES ALL TO STRAIGHTEN UP AND MOVE.

Organizations from all around the world will be taking part in an international day of action this Sunday, October 16, to highlight the issue of spinal disorders.

World Spine Day, part of the Bone and Joint Decade's Action Week, is co-ordinated by the World Federation of Chiropractic (WFC) and has brought together health care professionals from many disciplines to raise awareness of back and neck pain. This year's theme is Straighten Up and Move, reinforcing knowledge that the best advice for many spinal disorders is to keep mobile.

It is estimated that at any one time there are over 1 billion people suffering with back pain around the globe, many of whom have no access to treatment. In many countries, up to 80% of the adult population suffer from back pain at some point in their lives. This can have an enormous impact on industry and on the economy of nations.

Dr Robyn Brown is the global coordinator for World Spine Day. She said: "We know that spinal disorders are the leading cause of disability worldwide. It can include simple strains and sprains but can be incapacitating, preventing people from going to work or engaging in leisure and family activity. Back pain is more common as we get older but increasingly we are seeing children with musculoskeletal problems caused by inactivity, obesity and even prolonged use of smartphones.

"The World Health Organization (WHO) campaigns for people to be more physically active. World Spine Day supports this initiative by encouraging people of all ages to Straighten Up and

Move. This can include measures such as being aware of your spine when lifting, taking regular breaks at work, and doing simple stretches to maintain spinal flexibility.”

Dr Brown says that the World Spine Day team has been overwhelmed by the interest in this year’s World Spine Day. With over 350 organizations from across the globe signing up as official supporters, this year’s World Spine Day has inspired thousands of people to get involved in special themed activities.

“We’ve been contacted by people from all over the world who want to celebrate World Spine Day,” said Dr Brown. “In every continent, patient groups, health centres, chiropractors, physiotherapists, osteopaths and even spinal surgeons are promoting World Spine Day. Schools are teaching children the importance of good posture and lifting properly, while elderly care centres have organised Straighten Up and Move programmes for seniors. World Spine Day this year really is crossing all age boundaries.”

Dr Brown and her colleagues from University College London’s MDs Comedy Revue Society have even produced a Straighten Up video to highlight World Spine Day.

The first World Spine Day was in 2012 and it has been growing in momentum since this time. Straighten Up is a dedicated exercise programme that was developed by a chiropractor in the United States and has been adopted by national organisations around the world. Consisting of a series of simple stretching exercises it takes just minutes to complete and is suitable for all ages.

To discover more about World Spine Day and find out about activities happening near you, visit www.worldspineday.org.

Ends.

Notes for editors:

World Spine Day website: www.worldspineday.org

Facebook: <https://www.facebook.com/WorldSpineDay2016/>

Twitter: @World_Spine_Day

Official World Spine Day video: <https://www.youtube.com/watch?v=q2VlomrHi40>