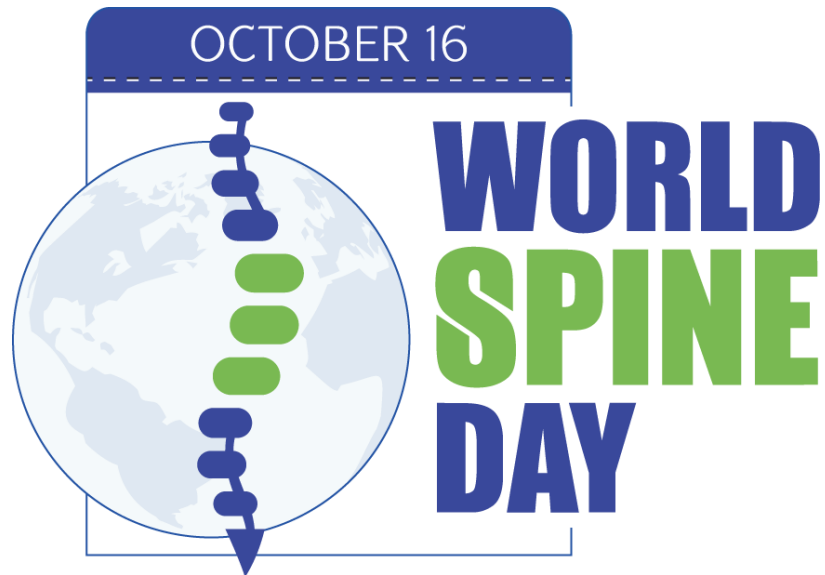




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World Spine Day- October 16

Planning Toolkit

“Straighten Up and Move”



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Photos used on the World Spine Day website and in the World Spine Day Toolkit are courtesy of Bone and Joint Decade, British Chiropractic Association, Dr. Ron Kirk, Sophie Deschamps, World Federation of Chiropractic and World Spine Care.



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World Spine Day is a part of the Bone and Joint Decade Action Week which occurs each year in October. The 16th of October is the day dedicated as World Spine Day.



1. Introduction

Intended Use

The World Spine Day (WSD) toolkit is designed and intended for use by BJD National Action Networks, professional associations, patient advocacy groups, governments, educational institutions, industry and others with an interest in promoting awareness and understanding of spinal health and spinal disorders.

The information and ideas presented in this toolkit have been assembled based on input from organizations and individuals, from materials used in the past and currently, from evidence around spinal conditions and our current knowledge about prevention of spine disorders. We hope that these provide a starting point for you to plan activities relevant to your region, country and local community.



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Aims

The aims of World Spine Day are to:

- 1) Raise awareness about spinal health and spine disorders within the interdisciplinary health care community and amongst public policy decision-makers and the general public;
- 2) To provide an opportunity for and encourage ongoing discussion about the burden of spinal disorders; and
- 3) To promote an interdisciplinary, collaborative approach to easing the burden of spinal disorders.

2. What is World Spine Day?



Bone and Joint Decade (BJD)

Launched in January 2000, the Bone and Joint Decade (BJD) is an independent global nonprofit organization, headquartered in Cornwall, England, comprised of National Action Networks in greater than 60 countries and with the support of more than 750 related organizations globally. The BJD is overseen by an International Coordinating Council composed of health professionals, organization representatives and patients from all parts of the globe.

The goal of the Bone and Joint Decade (BJD) is to improve the health-related quality of life for people with musculoskeletal disorders throughout the world. The Bone and Joint Decade does this through the following aims:



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- To reduce the social and financial cost of musculoskeletal disorders to society
- To empower patients to make decisions about their care
- To improve prevention, diagnosis and treatment for all patients
- To advance research on prevention and treatment

The BJD recognizes that no single organization alone can accomplish the desired benefits for the patient. The Bone and Joint Decade is a multi-disciplinary initiative involving everyone concerned with the care of bone and joint disorders.

The Bone and Joint Decade encompasses diseases associated with musculoskeletal disorders such as joint diseases, osteoporosis, osteoarthritis, inflammatory arthropathies, back pain, spinal disorders, severe trauma to the extremities, crippling diseases and deformities in children as well as others

At the start of the second decade in 2010, the BJD made a further 10-year commitment to furthering its mission and was rebranded as BJD – A Global Alliance for Musculoskeletal Health. Its organizational tag-line is to ‘Keep People Moving’.

BJD Action Week

October 12th - 20th marks the annual BJD Action Week, dedicating specific days to major conditions affecting the musculoskeletal system, with activities planned in countries around the world aimed at highlighting the significant impact of these disorders on millions of children, adults and elderly people worldwide. Focus days include:

October 12 - World Arthritis Day

<http://www.worldarthritisdaily.org/>

October 16 - World Spine Day

<http://www.worldspineday.org/>

October 17 - World Trauma Day

October 20 - World Osteoporosis Day

<http://www.worldosteoporosisday.org/>



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History of WSD

Until 2012, World Spine Day was not as centrally coordinated as World Arthritis Day or World Osteoporosis Day and for this reason World Spine Day has received less attention. We would like to change that. Starting in 2012, we have been working on the development of a profile for World Spine Day in collaboration with organizations around the world. This October will mark the first official launch of World Spine Day in this decade and we hope that people around the world will join together to raise awareness around the prevention and effective management of spinal conditions.

Here are a few examples World Spine Day activities from previous years:

- Promotion of the Straighten Up and Move program (Australia, South Africa, USA)
- Congress on “Treatment of Spinal Disorders” (Bulgaria)
- Expert meeting including topics such as disc herniation, exercise, spinal injuries in sport, spinal cord injuries (Croatia)
- Demonstration of exercises for neck and back and related conferences (India)
- Creation/promotion of public education materials on back pain (Slovenia)
- Walking programs (Australia, USA)
- Poster display and bookmarks (Malaysia)



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WSD Theme

“Straighten Up and Move”

The theme “Straighten Up and Move” emphasizes the importance of healthy spinal posture and activity which promotes body awareness and minimizes the day-to-day wear and tear on a person's spine. The theme of posture and movement supports the BJD’s Vision of “Keep People Moving”. The intent of WSD is to bring people from all walks of life - patients, health providers, health care organizations, associations and governments to help ease this global burden. In order to gain momentum and effectively do this, we need to work collaboratively together in the prevention and management of these types of disorders.

WSD Website

www.worldspineday.org

The WSD website will be used to promote awareness for WSD and provide information, updates and resources for the planning of World Spine Day activities. The website provides information and background on the BJD, the BJD Action Week and WSD, as well as links to the other action days' websites.

The WSD website will also share information and materials for the worldwide promotion of WSD. The materials on the site have been made available for public access and do not require permissions to use. The materials cannot be modified or adapted and may be used only in the format provided.



3. Promoting World Spine Day

Planning an Event

Step #1 Outreach Opportunity

Once you have received a request for outreach or identify an outreach opportunity you will need to do the following:

- Identify your audience; other health care professionals, students, employees, seniors etc.
- Determine your outreach objective(s); public education and awareness.

Step #2 Determine Type of Outreach

- Theme: health talk, ergonomics, falls prevention, backpack , community/school events (walks, classes doing Straighten Up And Move module etc), etc.
- Format, i.e. community or school activity day, booth, presentation, interactive, talk, lunch and learn etc.
- Set targets and goals, i.e. number of people, teach a specific topic such as backpack safety or snow shoveling techniques, etc.

Step #3 Determine & Coordinate Logistical Requirements.

5. Space required, electrical, AV, signage, booth, volunteers, agenda, handouts, props, giveaways etc.

Step #4 Execute the Activity

- Ensure you stay on message.
- Brush up on your knowledge of public education materials
- If you're not sure of the answer to an inquiry, don't guess. Get contact information and indicate you will get back to them.
- Don't talk negatively about other professions or professionals.

Step #5 Measure Success & Refine

- Determine if your activity was well received.
- Is there an opportunity to return or present your activity again?
- Ask for feedback from the organizers and participants.



Tips for A Successful Event

Try to:

- keep activities educational
- get the maximum number of people/organizations involved.
- have a professional looking display.
- have appropriate handouts and give-away materials from reputable sources.
- demonstrate using real people, models and/or props.

Suggested Activities

There are countless possible activities that you can plan for WSD- one idea may be to initiate a contest to challenge your colleagues to plan creative ways to promote World Spine Day in their local community.

Listed below are a few activity suggestions to get started:

For the public:

- Walks, runs or other activity based events and challenges
- Health fairs
- Workshops, lunch and learns or seminars on (Topics could include: caring for your back, bending/lifting, core strength, office ergonomics)
- Promotion of public education materials (ex. Brochures, posters, tip sheets, myths/facts)
- Exhibits in health care facilities, museums/science centres, educational institutions and the workplace
- Health clinics or screenings, as appropriate
- Essay competitions, colouring contests and other activities to engage students
- Partner with workplaces to promote spinal health in the workplace
- Design and promote stickers, t-shirts, pens, balloons etc

For the government:

- Gain declarations of support
- Plan presentations to update government on spine related disorders
- Gain support from regional and local government officials for community events



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For health care professionals and researchers

- Poster presentations
- Research symposium
- Interdisciplinary meetings and expert panel discussions on current/new prevention strategies, treatment methods and rehabilitation
- Tours of facilities

For the media

- Prepare press releases highlighting the burden of musculoskeletal disorders, specially spinal disorders
- Prepare media alerts about specific, local World Spine Day events and activities



Connecting with the Media

Please see the Appendix for a sample of a press release that may be used to help promote WSD at the regional, country or community level.

Use of World Spine Day Logo

The World Spine Day logo has been placed on approved materials that are available for download from the WSD website. These materials can be used by BJD National Action Networks, professional associations, patient advocacy groups, governments, educational institutions,



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industry and others with an interest in promoting awareness and understanding of spinal health and spinal disorders providing that they are not in any way associated with, or used in conjunction with any commercial product or brand promotion.

Use of website materials and logo will require the user to identify that they agree with the terms of use prior to automatic downloading.

Disclaimer

The information contained in this Toolkit and on the website is for general information purposes only. The information has been assembled with permission from various resources, recognized on the website. While we endeavour to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability or availability with respect to the website or the information, services, or related graphics contained on the website for any purpose. Any reliance you place on such information is therefore strictly at your own risk.

In no event will we be liable for any loss or damage including without limitation, indirect or consequential loss or damage, or any loss or damage whatsoever arising from loss of data or profits, arising out of, or in connection with, the use of this website.

No individuals, including those under our active care, should use the information, resources or tools contained within to self-diagnose or self-treat any health-related condition. Diagnosis and treatment of all health conditions should only be performed by the doctor or other licensed health care professional.

Share with the World

Let us know how you have promoted World Spine Day so that we may share the information with others through the World Spine Day website and toolkit- please send information, resources and photos from your organization's event to info@worldspineday.org.



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4. Appendix

Sample Media Release



PRESS RELEASE

FOR IMMEDIATE RELEASE

World Spine Day- October 16, 2012.

<Insert Date>- <Insert location>

Every year on October 16th people from around the world join together to raise awareness on World Spine Day as part of the Bone and Joint Decade's Action Week.

Spinal disorders, such as back pain, neck pain, scoliosis and disc disease, to name a few are common, and they can have a profound effect on a person's overall health, impacting a person's ability to work, to enjoy everyday activities and even disrupting healthy sleep patterns.

Research has demonstrated that poor postures and inactivity can contribute to the development of back pain, neck pain and other spinal disorders.

Some facts:

- Up to 80% of people will suffer from back or neck pain during their lives.
- 50% of the working population will experience back or neck pain symptoms at least once per year.
- Activities such as the collection of water and farming can increase the risk of spinal pain
- Age is one of the most common risk factors for spinal pain, and the greatest effects of population ageing are predicted in low- and middle-income countries
- Back and neck pain is one of the most common reasons for workplace sick leave.



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- Back pain is the second most frequent reason for visits to the doctor's office, outnumbered only by the common cold.

The good news is that many of these common problems can be easily avoided!

That's why this year's theme for World Spine Day is "Straighten Up and Move," focusing on the importance of proper posture and movement in maintaining good spinal health. To help mark World Spine Day, participating health care providers and organizations around the world will provide important information, tips and tools to help prevent many of these spinal disorders.

For more information visit the World Spine Day website at www.worldspineday.org.

For more information about the Bone and Joint Decade visit www.boneandjointdecade.org

Resource Materials:

There have been generous donations of promotional and educational materials by international organizations who are in support of WSD and who are collaborating in this global effort. These materials, branded with the WSD logo are available for download and use via the WSD website.

Materials include:

- Straighten Up and Move Posture Pod
- Straighten Up and Move Brochure
- Straighten Up and Move Line Drawing (English, Spanish, French, Russian)
- Straighten Up and Move Activity Calendar

About Straighten Up and Move

The Straighten Up and Move program originally developed in 2004, was embraced and promoted by the Bone and Joint Decade in 2006 and well received by leaders of the World Health Organization in 2006 .The Straighten Up and Move program is a bold and innovative health promotion initiative designed to empower people everywhere toward better spinal health and an improved quality of life. It is aimed at people of all ages, genders and cultures, with materials appropriate to age range. Straighten Up and Move uses pictorial images and also has its content translated into many languages including (French, German, Spanish, Russian, Mandarin Chinese, Swedish among others).



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Consisting of a series of simple exercises and lifestyle recommendations taking just minutes each day to complete, Straighten Up and Move modules promote the improvement of posture and body core stabilization to help in the prevention of spinal conditions. They are easy and fun and can be completed quickly as a regular day-to-day preventative health practice. The 2-3 minute routines can help improve and prevent poor posture, which is a common trigger for general back and neck pain and can be undertaken by all ages.

Straighten Up and Move resource materials can be downloaded from the Resources section of the WSD website.



Additional Resources:

Websites:

[Bone and Joint Decade](http://www.boneandjointdecade.org/)

<http://www.boneandjointdecade.org/>



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Straighten Up

<http://straightenupamerica.org/>

Just Start Walking

<http://www.life.edu/sua-juststartwalking/info>

Articles:

Bone and Joint Decade Major Publications

<http://www.boneandjointdecade.org/default.aspx?contId=1567>

Haldeman, S., Carroll, L., Cassidy, JD., Schubert, J. & Nygren, Å. (2008). The Bone and Joint Decade 2000-2010 Task Force on Neck Pain and Its Associated Disorders: Executive Summary. *Spine*, 33(4S): S5-S7.

http://journals.lww.com/spinejournal/Fulltext/2008/02151/The_Bone_and_Joint_Decade_2000_2010_Task_Force_on.4.aspx

Haldeman, S., Kopansky-Giles, D., Hurwitz, EL., Hoy, D., Erwin, M., Dagenais, S., Kawchuck, G., Strömqvist, B. & Walsh, N. (2012). Advancements in the Management of Spine Disorders. *Best Practice & Research Clinical Rheumatology*, 26 (2012), 263-280.

Report of a WHO Scientific Group. (2003). The Burden of Musculoskeletal Conditions at the Start of the New Millennium. WHO Technical Report Series 919. World Health Organization, Geneva.

http://whqlibdoc.who.int/trs/WHO_TRS_919.pdf