



OCTOBER 16

WORLD SPINE DAY

World Spine Day 2018



**LOVE YOUR
SPINE**

WSD18

2

Planning Toolkit

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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. 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

1.1. 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. 4

1.2. 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 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?

2.1. Bone and Joint Decade (BJD)- Global Alliance for Musculoskeletal Health (www.bjdonline.org)



Launched in January 2000, the Bone and Joint Decade (BJD)- Global Alliance for Musculoskeletal Health is an independent global non-profit organization, headquartered in Cornwall, England, comprised of National Action Networks in more 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. 5

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:

- 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 BJD 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’.

2.2. 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.worldarthritisday.org/>

October 16: World Spine Day <http://www.worldspineday.org/>

October 17: World Trauma Day

October 19: World Pediatric Bone and Joint Day

October 20: World Osteoporosis Day <http://www.worldosteoporosisday.org/> 6

2.3. History of WSD

Until 2012, World Spine Day was not as centrally coordinated and for this reason World Spine Day has traditionally 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. October 2012 marked the first official launch of World Spine Day and people around the world joined together to raise awareness for the prevention and effective management of spinal conditions.

“Straighten Up and Move”

The theme “Straighten Up and Move” was introduced in 2012 and emphasized the importance of healthy spinal posture and activity which promote 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. To gain momentum and effectively do this, we need to work collaboratively together in the prevention and management of these types of disorders. 7

2.4. WSD Theme 2018

“Love Your Spine”



The theme for WSD18 will be ***Love Your Spine!*** As a global day of action to highlight the burden of spinal disorders and advocate for effective management, this year’s theme reflects how people can empower themselves and others when it comes to spinal health.

Promoting physical activity, lifestyle management and psychosocial aspects of spinal health will be at the heart of the campaign. The theme is consistent with previous campaigns for 2016 (Straighten Up) and 2017 (Backs in Motion) and utilizes an evidence-based approach to contemporary spine care.

Love Your Spine! is applicable for spines of all ages. With back and neck pain a leading cause of pain and disability throughout the life course, the campaign will be relevant to children and seniors alike.

2.5. WSD Campaign 2018

World Spine Day targets a global audience of the public, health professionals, health organisations, advocacy groups, schools and other educational institutions, hospitals and clinics, public health organizations, and national, state and provincial governments.



We want people to submit photographs of ways in which they are embracing the ***Love Your Spine*** theme to potential become our featured 'Image of the week'. Examples of activities may be individual or group exercise classes, demonstrating good posture, staying active, lifting responsibly, or taking part in educational events.

We will be very active on our Facebook and twitter channels and will be waiting to hear from you to showcase your efforts!

<https://www.facebook.com/WorldSpineDay2018/>

https://twitter.com/World_Spine_Day

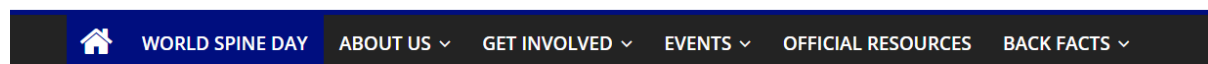
2.6. WSD Website

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. 8

Latest: [Home](#) [About Us](#) [Get Involved](#) [Events](#) [Official Resources](#) [Back Facts](#)



3. Promoting World Spine Day

3.1 Planning an Event

Step #1 Outreach Opportunity

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

Step #2 Determine Type of Outreach

- Theme: determine the needs of your audience (ex. are they labourers, agricultural workers, office workers, management)
- 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, a specific topic (safe lifting, workstation ergonomics, selecting a supportive chair)

Step #3 Determine & Coordinate Logistical Requirements.

- Space required, electrical, AV, signage, booth, volunteers, agenda, handouts, props, giveaways etc. (consider using WSD poster to promote the event)

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.

Step #5 Measure Success & Refine

- Determine if your activity was well received.

- Is there an opportunity to return or present your activity again or perhaps a more in-depth presentation?
- 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 (i.e. those provided on the WSD website)
- demonstrate using real people, models and/or props



3.2. 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)



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- 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

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, especially spinal disorders



- Prepare media alerts about specific, local World Spine Day events and activities



3.3. 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. This can also be downloaded in PDF version from the WSD website.

3.4 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, 11

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-diagnosis 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.

3.5. Share with the World

WSD is now on social media! Be sure to follow WSD on Facebook and Twitter (@World_Spine_Day) and use the following hashtags #LoveYourSpine and #WSD2018 when sharing tips for maintaining a healthy spine at work, details of your WSD events and photos.

Let us know how you have promoted World Spine Day so that we may share the information with others - please send information, resources and photos from your organization's event to worldspineday@gmail.com. 12



4. Appendix

4.1. Resource Materials:

New resource materials have been added to the WSD website to help you promote the new theme; materials will continue to be updated and added over the coming years. Materials include:

- Various versions of the #LoveYourSpine logo
- Various versions of the World Spine Day logo
- GIFs
- Promotional Posters
- Promotional Videos
- Straighten Up and Move Posture Pod, brochure, and line drawings (English, Spanish, French Italian).

4.2 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 has its content translated into many languages including (French, German, Spanish, Russian, Mandarin Chinese, Swedish among others).

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. 13



4.3 Additional Resources:

Websites:

Bone and Joint Decade

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

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> 14

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., Strömquist, B. & Walsh, N. (2012). Advancements in the Management of Spine Disorders. *Best Practice & Research Clinical Rheumatology*, 26 (2012), 263-280.

Global Burden of Disease Study 2010. Published Dec 2012. *The Lancet*.

<http://www.thelancet.com/themed/global-burden-of-disease>

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 15



PRESS RELEASE 03.07.18

Contact: Dr Robyn Brown (worldspineday@gmail.com), Global Coordinator, World Spine Day

#LoveYourSpine announced as 2018 theme for World Spine Day

Following the global success of last year's World Spine Day, #LoveYourSpine has been announced as the theme of this year's global spinal health awareness campaign.

Taking place on October 16 each year, World Spine Day has become a focus in raising awareness of back pain and other spinal issues. With health professionals, exercise and rehabilitation experts, public health advocates, schoolchildren and patients all taking part, #LoveYourSpine will be celebrated on every continent.

#LoveYourSpine will highlight the importance of spinal health and wellbeing. Promotion of physical activity, good posture, responsible lifting and healthy working conditions will all feature as people are encouraged to look after their spines and stay active.

With an estimated one billion people worldwide suffering from back pain, it affects all age groups, from children to the elderly. It is the biggest single cause of 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.



Populations in under-serviced parts of the world often have no access to conventional healthcare resources to care for spinal pain and disability. Often relying on traditional healers, even those who are seen in hospital are often only given anti-inflammatory medication. Dedicated spinal health professionals do not exist in many parts of the world, so education and self-help is key. Even in high-income countries, back pain afflicts many millions of people, resulting in an enormous impact on industry and the economy.

World Spine Day Global Coordinator, Dr Robyn Brown, said: “#LoveYourSpine is about everyone being kind to their spines. Anyone who’s had back or neck pain knows how limiting it can be. It can affect our ability to work, to move and to play. On October 16 we want populations around the world to take part in World Spine Day, to support the #LoveYourSpine campaign and to help reduce the burden of back pain. This year, we’re asking ‘What are you doing to #LoveYourSpine?’”.

Organized by the World Federation of Chiropractic on behalf of the Global Alliance for Musculoskeletal Health, World Spine Day has over 500 official organizational supporters worldwide. More information about how to get involved is available at www.worldspineday.org on Twitter (@world_spine_day) and Facebook (<https://www.facebook.com/WorldSpineDay2018>).

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