



## The Bone and Joint Decade 2000-2010 PRESS RELEASE

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### BJD Stands Tall for World Spine Day Around the Globe

**16 October 2009 | LUND (SWEDEN)** -- One out of every two people suffers from back pain at least once a year, but often, far more frequently. This makes back pain number one reason for days off work on sick leave, and spine experts are seeking to shine the spotlight on this enormous and costly problem. Each year on October 16<sup>th</sup> people from around the globe join together on the occasion of World Spine Day. Awareness campaigns will be launched around the world to draw public attention to this debilitating problem.

*A sample of events around the world:*

#### **Ireland**

The Irish Chiropractic Association has today launched a report called "Office Work – Cause of Major Back Problems in Ireland" and members of the association were on morning television today explaining the initiative to the general public and demonstrating exercises to improve posture and spine health. To watch the video please go to <http://www.tv3.ie/videos.php?video=14971&locID=1.65.74>

#### **South Africa**

To celebrate World Spine Day 2009 the Chiropractic Association of South Africa offers a week-long promotion of 'Spinal Screenings' in clinics across the country. "All the family can come in and be screened to check for any worries there may be, be it a curvature in the spine, poor posture, limp, or anything else from headaches, back and neck pain to infantile colic. This session includes a brief history, and advice on possible treatment, if needed." For more information please see [http://chiroclinic.co.za/world\\_spine\\_day.htm](http://chiroclinic.co.za/world_spine_day.htm)

#### **Australia**

On the occasion of World Spine Day, the Australian Chiropractic Association is promoting the Straighten Up programme across the nation. Straighten Up – an idea initiated by the US BJD group several years ago, how now been adopted in countries around the globe. It is a simple but innovative health promotion initiative designed to empower the people toward better spinal health and an improved quality of life. The vision driving "Straighten Up" is very straight forward. It is a series of simple exercises that can be done first thing in the morning or during the day which only take two or three minutes every day to complete, and which result in better posture and increased spinal health. To view the Straighten Up video please see <http://betterspines.com/>

#### **Some Facts about Back Pain and Spine Disorders**

- Up to 80% of people will suffer from back pain during their lives, while 50% of the working population will experience back pain symptoms at least once a year.
- Back pain is one of the most common reasons for workplace sick leave, and back pain is the second most frequent reason for visits to the doctor's office, outnumbered only by the 'common cold'.
- Approximately 200,000 people in the US live with a disability related to spinal cord injury.
- Spinal cord injuries cost the US an estimated \$9.7 billion each year. Pressure sores alone, a common complication, cost an estimated \$1.2 billion.

Launched in January 2000, the Bone and Joint Decade is an NGO comprised of National Action Networks in 65 countries and with the support of more than 750 related organisations globally. Its mission is to advance understanding of musculoskeletal disorders worldwide through research and to improve the quality of life for

those affected. The Bone and Joint Decade initiative works closely with the United Nations and the World Health Organization. For more information, please see [www.bjdonline.org](http://www.bjdonline.org).

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