

# BONE AND JOINT DECADE 2000–2010

FOR THE PREVENTION AND TREATMENT OF MUSCULOSKELETAL DISORDERS

## BEGINNINGS

The initiative originated with healthcare professionals who believed that the significant and growing impact from bone and joint disorders on society, healthcare systems and individuals needed to be addressed at the international level with particular focus on the use of resources. The idea was inspired by the success of the Decade of the Brain (1990–2000), which served to raise awareness about brain disorders and led to significant scientific advances. An inaugural consensus meeting was held April 1998 in Sweden that culminated in a proposal for the Decade of the Bone and Joint 2000-2010 and the formation of an International Steering Committee, consensus document and a plan of continued work.

## INTERNATIONAL LAUNCH

The Bone and Joint Decade was launched January 2000 in Geneva, Switzerland with an international press conference and World Health Organisation conference, "The Burden of Musculoskeletal Conditions at the Start of the New Millennium." Leading musculoskeletal epidemiologists and health science researchers gathered to begin the process of identifying prevalence and severity of these disorders.

## INTERNATIONAL STEERING COMMITTEE

Today an International Steering Committee (ISC) of 13 experts from various geographical regions and disciplines guide the international Bone and Joint Decade. The diversity of the ISC and its staff includes leading rheumatologists, researchers, orthopedic surgeons, patient advocates, trauma, rehabilitation, and emergency medicine experts covering all continents.

The Bone and Joint Decade initiative and its European-based charitable foundation are headquartered in Lund, Sweden under the leadership of the ISC Chairman, Prof. Lars Lidgren, MD, Chairman of the Department of Orthopedics, University of Lund. The staff consists of a full-time Secretariat (Sweden), two part-time directors (Director of Development in Germany and Spokesperson & Director of Strategic Relations in the United States) and Technical Support (Sweden).

## INITIAL STRATEGIES

The *outreach* strategy calls for: (1) endorsement of the Bone and Joint Decade by patient and health professional organisations throughout the world; (2) collaboration among endorsing organisations within national borders into National Action Networks to identify and change national priorities; (3) creating awareness about the need for increasing collaborative action for multi-disciplinary, musculoskeletal research; and (4) broad communication about the Decade through media and health professional journals.

The *research promotion* strategy includes: (1) identifying the global burden of musculoskeletal disorders; (2) developing estimates of what it will be in the future; and (3) promoting evidence of what can and should be done to reduce this burden.

The *partnership* strategy calls for: (1) developing partnerships with governmental organisations and industry to support the mission, outreach and organisation of the initiative; (2) encouraging virtual communication among musculoskeletal organisations to develop a process for working together on common goals; and (3) promoting public-private-government relationships to develop projects within the Bone and Joint Decade mission.

[www.boneandjointdecade.org](http://www.boneandjointdecade.org)



*"I am confident that the outcome will be of great value not only to rheumatologists, physicians and health care workers throughout the world, but that it leads to action that will bring relief and hope to the millions who suffer from musculoskeletal diseases."*

— DR. GRO HARLEM BRUNDTLAND  
Director-General,  
World Health Organisation



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## PROGRESS HIGHLIGHTS: COMMUNICATIONS

### INTERNATIONAL ENDORSEMENTS

Within its first year, the Bone and Joint Decade has gained international recognition by endorsements and support from the United Nations, the World Health Organization, the World Bank, and the Vatican.

"There are effective ways to prevent and treat these disabling disorders, but we must act now. Joint diseases, back complaints, osteoporosis and limb trauma resulting from accidents have an enormous impact on individuals and societies, and on healthcare services and economies."

— UN Secretary General, Kofi Annan  
November 1999 endorsement by the United Nations



"One out of every four Americans suffers from musculoskeletal conditions. You are bringing hope to countless people around the world and helping to create a brighter, healthier future for us all."

— BILL CLINTON  
42nd President of the United States

### GOVERNMENT ENDORSEMENTS

As of September 2001 (just 20 months into the initiative), the Bone and Joint Decade has received declared support from 37 governments. Health Ministers and top government officials have pledged their support for program activities and research initiatives to support the mission of the Bone and Joint Decade. The countries include:

|                |           |                 |              |                |
|----------------|-----------|-----------------|--------------|----------------|
| ARGENTINA      | FINLAND   | INDONESIA       | NIGERIA      | SWITZERLAND    |
| AUSTRALIA      | FRANCE    | IRAN            | OMAN         | TAIWAN         |
| AUSTRIA        | GEORGIA   | ITALY           | POLAND       | TANZANIA       |
| BRAZIL         | GERMANY   | KUWAIT          | ROMANIA      | THAILAND       |
| BULGARIA       | GUATEMALA | LITHUANIA       | RUSSIA       | UNITED KINGDOM |
| CZECH REPUBLIC | HUNGARY   | MOROCCO         | SAUDI ARABIA | UNITED STATES  |
| DENMARK        | INDIA     | THE NETHERLANDS | SLOVAKIA     | THE VATICAN    |
|                |           | NEW ZEALAND     | SWEDEN       |                |

### EDITORIALS & ARTICLES

The initiative has been the subject of editorials and articles in over 150 professional health and patient advocacy journals and newsletters, including:

Journal of the American Medical Association  
British Medical Journal  
Annuals of Rheumatic Diseases  
Arthritis and Rheumatism  
Journal of Bone and Joint Surgery  
Journal of Rheumatology  
European Orthopedics  
Osteoporosis Action  
Orthopädie Mitteilungen  
Finnish Medical Journal  
Ugeskr Laeger  
Canadian Orthopaedic Association Bulletin

Clinical Rheumatology  
Patient Care  
Deutsches Ärzteblatt  
Medical Journal of Australia  
Bulgarian Journal of Orthopaedics and Traumatology  
Acta Orthopaedica Scandinavica  
The Patient's Network  
Biomaterials News Digest  
Rehabilitacija u Zajednici  
(Community-based Rehabilitation, Croatia)  
SPINE  
Kuwait Medical Journal  
Chinese Journal of Orthopaedics



[www.boneandjointdecade.org](http://www.boneandjointdecade.org)

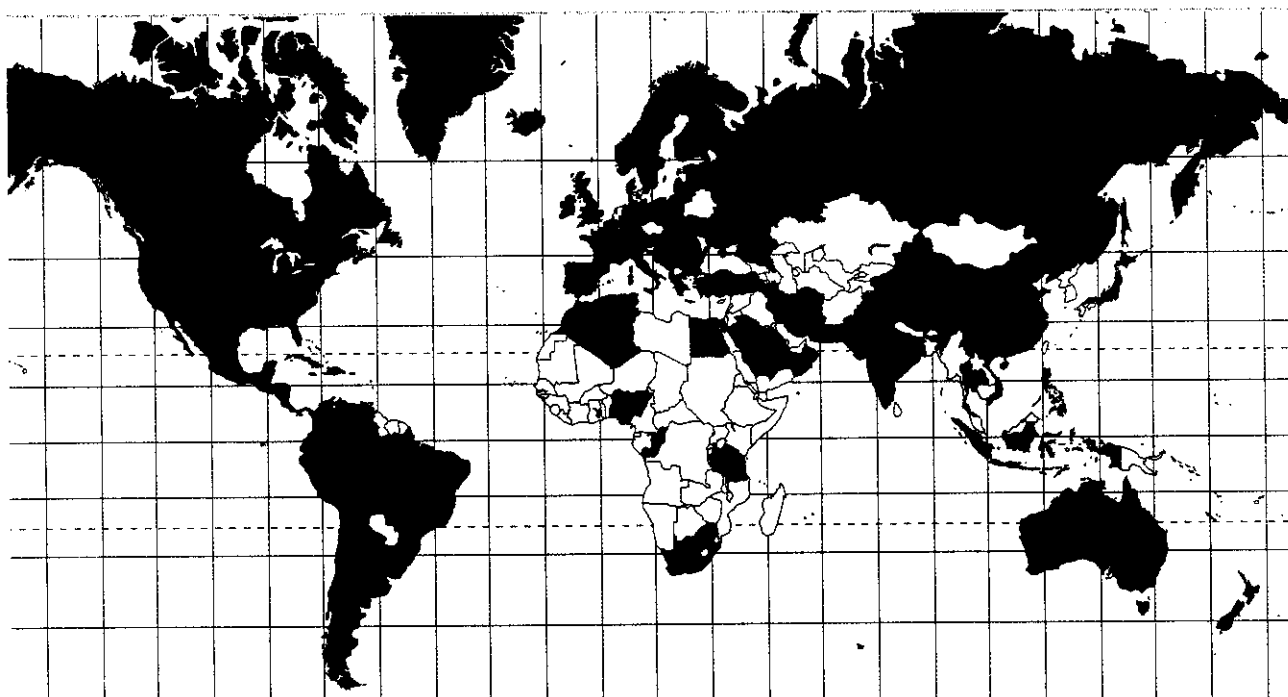
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## NATIONAL ACTION NETWORKS

In 49 nations, core groups of musculoskeletal-related organizations have convened to develop chartered National Action Networks to work together for the first time on common issues to advance the mission of the Bone and Joint Decade. These organisations include the predominant musculoskeletal health professional and patient advocacy groups in each country. For example, the US National Action Network includes 56 musculoskeletal-related organizations, the Germany Network includes 22 organisations, the Netherlands Network includes 11 organisations, the Australia Network includes 12 organisations, the Japanese network includes 5 organisations, and the Turkish Network includes 11 organisations. For information on each National Network, visit [www.boneandjointdecade.org](http://www.boneandjointdecade.org).

As of September 2001, countries with National Action Networks include:



*"In the U.S., arthritis is the number one cause of disability. It is a major world health problem that is not being addressed with the scope and vigor needed compared to the devastating impact arthritis and musculoskeletal diseases have on people and societies. The Bone and Joint Decade places a worldwide spotlight on these conditions in a way that can both highlight the urgency and bring concerted action."*

—TINO J. MANTELLA  
President and CEO,  
Arthritis Foundation,  
Atlanta, Georgia  
USA

|            |                |             |              |                |
|------------|----------------|-------------|--------------|----------------|
| ARGENTINA  | CZECH REPUBLIC | ITALY       | PHILIPPINES  | SPAIN          |
| AUSTRALIA  | DENMARK        | JAPAN       | POLAND       | SWEDEN         |
| AUSTRIA    | FINLAND        | KUWAIT      | PORTUGAL     | SWITZERLAND    |
| BANGLADESH | FRANCE         | MOROCCO     | ROMANIA      | TAIWAN         |
| BELGIUM    | GEORGIA        | NETHERLANDS | RUSSIA       | TANZANIA       |
| BRAZIL     | GERMANY        | NEW ZEALAND | SAUDI ARABIA | THAILAND       |
| BULGARIA   | HONG KONG      | NIGERIA     | SINGAPORE    | TURKEY         |
| CANADA     | HUNGARY        | NORWAY      | SLOVAKIA     | UNITED KINGDOM |
| CHINA      | INDIA          | OMAN        | SLOVENIA     | UNITED STATES  |
| COLOMBIA   | IRAN           | PAKISTAN    | SOUTH AFRICA |                |



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## PARTICIPATING ORGANISATIONS

More than 750 patient advocacy organisations and health professional societies around the world have endorsed the Bone and Joint Decade and are actively collaborating with similar organisations within their national borders. They represent the major patient-centered, education and advocacy groups and the major musculoskeletal-related professional societies in the world.

## COMMUNICATIONS

To communicate effectively with its National Action Networks, coordinators and participating organizations, a four-part strategy was initiated:

An electronic and fax Infoletter provides bi-monthly updates to the National Coordinators, Participating Organisations and Corporate Partners.

An annual Network Coordinator's Meeting was established to provide training and networking opportunities to build synergy among and between National Action Networks.

The web site ([www.boneandjointdecade.org](http://www.boneandjointdecade.org)) is continually updated to reflect the actions of the National Action Networks and international initiatives.

A portal project, Musculoskeletal e-Cooperative, was initiated with Corporate Partner, Pharmacia, to develop a web-based communications and education system between the Bone and Joint Decade network, its professional societies, their members and patients of the members. It was launched in August 2001 in Paris.

*"Our Academy strongly supports the Bone and Joint Decade because we think the Decade will have a tremendous, positive impact on people around the world. Its goals coincide with our own: We support education about the musculoskeletal system, for patients and physicians, and we believe continuing research will lead to more effective care and efficient use of resources. We believe in empowering patients to participate in their own care and we have numerous injury prevention programs. We welcome the BJD and want to help make it a success."*

**WILLIAM W. TIPTON, JR., MD**  
Executive Vice President,  
American Academy of  
Orthopaedic Surgeons,  
Rosemont, Illinois, USA



*National coordinators around the world gather in Muscat, Oman for 2000 annual meeting.*

## "STANDING TALL" LIVE CONCERT AND CD

The Bone and Joint Decade is collaborating with the Awareness Foundation and the Arthritis Foundation USA to conduct a live concert in New York City featuring international artists such as Stevie Wonder, Al Jarreau, Destiny's Child and Santana to use the creative arts to bring public attention to the cause of musculoskeletal disorders. The project, called "Standing Tall" includes an original song sung by international artists, a CD, a documentary and a television program. The benefit concert will be held at Lincoln Center in New York City. The date will be announced.



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## BONE AND JOINT DECADE ANNUAL 'ACTION WEEK'

Initiated at the start of the Decade, 'Action Week' annually highlights collaborations among and activities of organizations to reduce the burden of musculoskeletal disorders and to call for increased research and education for prevention and treatment. Organisations are encouraged to connect their events under the umbrella the Bone and Joint Decade. Some of the 2000 and 2001 activities included:

### *World Arthritis Day (October 12)*

**ARI & ILAR:** Declaration and activities by Arthritis and Rheumatism International (ARI) and the International League of Associations for Rheumatology (ILAR) to "Think global — Act local."

**CHINA:** Activities in four major regions: Conducted a media briefing, free diagnosis and consultation, a variety of radio and TV programs (Shanghai); major media briefing attended by more than 50 key national media (Beijing); several media roundtable briefings; and free diagnosis and consultations (Guangzhou and Chengdu).

**FINLAND:** The Finnish League Against Musculoskeletal Disorders (a coalition of organizations), organized lectures throughout the country. With support from the European Disability Forum, a national Design for All seminar focused on product and services designs that attracted service providers, designers and disability groups. Winners of a design competition were announced.

**HUNGARY:** Conducted educational activities at Spa Héviz, the second largest hot lake in the world.

**KOREA:** The Korean Rheumatism Association conducted an open public campaign through news channels, including working with Moonhwa Broadcasting Company (MBC), one of the most prestigious broadcasting companies in Korea.

**SLOVENIA:** Patients were transported by bus and train to a national meeting with rheumatologists and patient societies on October 12. The Slovenia Bone Society conducted a similar patient symposium on October 20 with media presence. Public attention was created about the problem of waiting lists for hip and knee replacement surgeries with the slogan "No more waiting than one year!"

**THAILAND:** The Arthritis Foundation Thailand, under the royal patronage of Her Royal Highness Princess Maha Chakri Sirindhon, conducted educational activities throughout the country.

### *World Spine Day (October 16)*

**HUNGARY:** (1) Conducted 'Back to Back Day which included a conference titled "Health Care, Health Economy & Prevention of Low Back Pain" under the patronage of the Secretary of Finance and the Secretary of National Health Insurance; (2) The Hungarian Parliament and Government agreed that more physical education teaching hours should be included in the curricula of all primary and secondary schools; (3) October 13th of the annual congress of the Hungarian Pain Society was dedicated to the diagnosis, differential diagnosis, conservative and operative treatment of back pain; (4) The opening lecture of the Millennial Congress of the Hungarian Rehabilitation Society was delivered by the national coordinator; (5) The National Institute of Rheumatology and Physiotherapy organized a scientific conference celebrating Back to Back Day; (6) Media coverage was widespread; and (7) the Mydeton Prize, founded by Gedeon Richter Pharmaceuticals, was awarded to the best physiotherapist involved in the nationwide back pain prevention program.

**ITALY:** Conducted a medical conference titled Spine Day "Back to Motion" and issued a specific communiqué.

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*"The BJD global campaign gives patient and medical musculoskeletal organizations a wonderful opportunity to work together improve access to diagnosis, management and care of these painful, debilitating disorders which currently are under recognised and under funded. Working together we can achieve much more to improve the health related quality of life of our families and friends who suffer from these disorders"*

**MARY ANDERSON BSC (HONS) PHARM**  
Osteoporosis Patient Advocate Board Member International Osteoporosis Foundation



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**EUROPEAN UNION:** The European Agency for Safety and Health at Work “Back to Future” Week conducted workplace education in 15 EU member states.

## **World Trauma Day (October 17):**

**THE VATICAN:** The church bells in the Vatican rang on World Trauma Day to honor those killed. In addition, to raise awareness that every 30 seconds someone dies on the world’s roads, the Tuscany church of the Bishop of Brescia rang its bells every 30 seconds for twenty-four hours to honor those killed.

**BRAZIL:** Conducted a Children’s Day at Baixo Bebe-Leblon beach in Rio de Janeiro with a full day of services, campaign and information about children’s trauma prevention.

**SLOVENIA:** The Institute of Public Health of the Ministry of Health conducted prevention activities on traffic safety to students, and prevention of low back pain and fragility fractures in the elderly to parents.

**USA:** ‘Moments of silence’ were observed in hospital units at the University of Connecticut to honor those killed from trauma-related musculoskeletal injuries.

## **World Osteoporosis Day (October 20)**

International Osteoporosis Foundation conducted “Invest in your Bones,” educational activities, which included a One-Minute Osteoporosis Risk Test, the theme song “Bone of My Own,” international journalism awards, and remarks by IOF patron Queen Rania of Jordan. The IOF consists of 96 member national societies in 56 countries.

**JAPAN:** The Japanese Orthopaedic Association organised forums, lectures and exhibitions for public education in 79 prefectures throughout the country. A major professional education symposium, a citizen’s symposium involving nationally-recognized citizens were conducted, and publications on orthopaedic diseases were also distributed.

**SAUDI ARABIA:** Conducted an International Symposium on Osteoporosis (October 21-24) involving experts from radiology, orthopaedics, gynecology, endocrinology, rehabilitation and nutrition. It also involved a major public awareness campaign.

*“The more educational and awareness activities which include osteoporosis the better. As sadly today osteoporosis is still under-diagnosed and under-treated leading to avoidable pain and disability. The International Osteoporosis Foundation is delighted to work with the BJD to prevent unnecessary fractures caused by osteoporosis.”*

— **PIERRE D. DELMAS MD, PhD**  
President, International Osteoporosis Foundation,  
Lyon, France



Ceremonial lighting commemorates the inauguration of the Bone and Joint Decade in India. Dr. K. Phadke, Mission Arthritis India.



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### PROGRESS HIGHLIGHTS: PROMOTING RESEARCH

#### THE BONE AND JOINT DECADE MONITOR PROJECT

The Monitor Project was launched January 2000 at the World Health Organisation (W.H.O.) headquarters to identify the global burden of the major musculoskeletal disorders. Under the chairmanship of Prof. Anthony Woolf (United Kingdom), vice chairmanship of Dr. Kristina Åkesson (Sweden) and Prof. J. M. Hazes (The Netherlands), assistance of Dr. Nikolai Khaltsev of the W.H.O. and input from musculoskeletal and epidemiological experts around the world, the Bone and Joint Decade Monitor Project will, for the first time, identify datasets and produce evidence-based documents on the size and severity of musculoskeletal disorders, risk factors, prevention strategies, provision of care, and health and economic indicators. This is a critical step to lay the foundation about the need for increased research, improved prevention and treatment, access to care and education, and patient empowerment in health decisions. A technical report was presented to the W.H.O. in November 2001 for inclusion into the W.H.O. Global Burden of Disease Report. Working with researchers around the world, the Monitor Project will continue to identify and coalesce data on the burden of musculoskeletal disorders.



W.H.O. Director-General, Dr. Gro Harlem Brundtland, supports the Bone and Joint Decade Monitor Project.

#### EUROPEAN BONE AND JOINT HEALTH STRATEGIES PROJECT

The Bone and Joint Decade is collaborating with the European League Against Rheumatism (EULAR), the European Federation of Orthopaedics and Traumatology (EFORT) and the International Osteoporosis Foundation (IOF) in a unique project that aims to shape European musculoskeletal policy. Funded by the European Union, the 2-year project aims to develop health strategies that can be implemented at a national, regional and local level to reduce the burden of bone and joint disorders. It will cover all aspects of musculoskeletal strategies from prevention to rehabilitation and will draw on expert knowledge from the fields of rheumatology, orthopaedics, public health and health promotion from all member countries. Key stages of the project include:

- (1) producing a resource document on incidence and prevalence, identify priority areas, give targets for prevention and the range of intervention options currently available; and
- (2) developing evidence-based policy recommendations.



*"Recognition of the burden of musculoskeletal conditions will result in greater awareness of the pervasive effects they have on individuals and of their cost to society. Measuring the burden should ensure they receive higher priority in health strategies."*

— ANTHONY WOOLF, MD,  
PROFESSOR  
Chair, Bone and Joint  
Decade Monitor Project,  
Royal Cornwall Hospital,  
Truro, United Kingdom

