



The Bone & Joint Decade
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The Bone & Joint Decade 2000-2010
PRESS RELEASE



Bone & Joint Decade announces new educational programme to reduce burden of joint pain

11 September 2010 | LUND, SWEDEN– The Bone and Joint Decade (BJD) is pleased to announce a new education programme which focuses on self-management and patient-doctor partnerships in addressing joint pain. The BJD and GlaxoSmithKline (GSK) have partnered to develop the multi-country programme which provides information on practical and clinically-proven techniques which people can use to self-manage their osteoarthritis pain.

“Our vision is that the programme will motivate and enable people world-wide with joint pain to take an active role in their own care through the provision of education and information,” said Professor Anthony Woolf, member of the Bone and Joint Decade International Steering Committee, and rheumatologist from the Royal Cornwall Hospital in the UK.

The educational programme emphasises the importance of a multimodal approach to joint pain management by focusing on six essential areas: diet, exercise, medications, mental attitude, tools and devices and alternative therapies. The programme provides ideas and techniques from medical experts that people with joint pain can immediately incorporate into their lives.

Musculoskeletal disorders, which include arthritis, are the leading cause of disability and time off work for sick leave around the world. Osteoarthritis is the most common form of arthritis and affects more than 135 million people worldwide. It is the fourth most frequent cause of health problems in women worldwide and the eighth in men.

The programme materials are currently written in English and will be translated into multiple languages throughout 2011. They will be available at www.liberatefrompain.com beginning September 30. In some countries, the information materials will be disseminated by local GlaxoSmithKline operations in collaborations with the BJD National Action Networks.

ABOUT THE BONE AND JOINT DECADE

The Bone and Joint Decade was launched in Geneva in January 2000 during a World Health Organization conference on “The Burden of Musculoskeletal Conditions at the Start of the New Millennium.” Kofi Annan, then Secretary General of the United Nations, endorsed the Bone and Joint Decade on behalf of the United Nations. The driving force behind this initiative is the recognition among healthcare professionals and patient advocates of the significant impact and the growing burden of bone and joint disorders on society, healthcare systems and individuals, and that no single organisation alone can accomplish the desired benefits. The Bone and Joint Decade is a global initiative with localised national strategies and actions. Today the Decade has the support of 72 nations and more than 750 global organisations. Please see www.bjdonline.org for more information.

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