



The Bone and Joint Decade 2000-2010 INFOLETTER 58

December 2009

Dear Bone and Joint Decade supporting organisation and friend,

On behalf of the BJD Steering Committee I am pleased to report to you of the latest achievements in regard to the initiative.

Lars Lidgren, Chairman of the Steering Committee

The 2009 Bone and Joint Decade Global Network Conference and Patient Advocacy Seminar



Group photo of the delegates

The 2009 *Bone and Joint Decade Global Network Conference and Patient Advocacy Seminar* took place from October 21 to 24, in Washington DC, USA.

Participants from across the US joined delegates from 56 nations from around the globe. They came together and joined the four-day strategic planning session to highlight the enormous burden posed by musculoskeletal disorders and develop an ambitious yet achievable roadmap for the

future of bone and joint health. This elite group included government policy makers, doctors, researchers, NGOs and patient advocates.

The primary goals of the conference were:

- To raise awareness and advocate for musculoskeletal health;
- To develop a roadmap for the future to build on the momentum created by the Bone and Joint Decade.

Programme highlights included:

“Health Care: Opportunities and Challenges”

“Experts in Arthritis”

“The Urgency of Addressing the Burden of Musculoskeletal Disease”

“Rehabilitation of Musculoskeletal Disorders – Social Integration and Engagement”

“Advancing the Health Policy Agenda”

“Spotlight on Women’s Health Care”

The Bone and Joint Decade Patient Advocacy Seminar started on October 21 and had a specific agenda. Armin U Kuder, Esquire, member of the BJD International Steering Committee welcomed the patient advocates and the meeting was facilitated by Brian Tjugum and John Lotspeich, Directors, Weber Shandwick, London. The discussions focused on ***“How to Change Health Priorities”***.



Chris Bossley, NAN Coordinator, New Zealand, gave a practice example from New Zealand and presented the publication Musculo-Skeletal Conditions in New Zealand *‘The Crippling Burden’*.

Advocacy Day on Capitol Hill, October 22

On Thursday, October 22, there was a very special ***BJD Advocacy Day on Capitol Hill***.

Delegates were welcomed on Capitol Hill by Former Assistant Surgeon General Susan Blumenthal, MD, and Senators John Barrasso and Chuck Grassley for discussions about health care policy reform. Amy Melnick, Chief Public Policy Officer, Arthritis Foundation gave Bone and Joint Decade Advocacy Day Key Messages.



In the afternoon US delegates were then given the opportunity to speak to Congress Members from their own States, and international delegates were able to visit their Country Ambassadors to the US to discuss musculoskeletal issues relevant in their region. The idea was to bring the BJD message to a leader or diplomat who may have previously been unaware of the vast burden of musculoskeletal disease in their country and to ask them to use their position to lend support for increasing awareness and building cooperation with the Ministry of Health.

For more information to read reports of each Embassy Visit.

<http://www.bjdonline.org/default.aspx?contId=2076>

On the evening of October 22 there was a BJD event at the Canadian Embassy, to which the International Ambassadors were invited to attend as well. Prof Lars Lidgren extended a special thanks to the Canadian Embassy and to our BJD ambassador Tom Fullan, Canada, for his help to organise this event. Prof Lidgren also acknowledged Prof James Waddell for his outstanding achievements to improve access to care in musculoskeletal conditions.

The Global Network Conference, October 23 and 24

This year's World Network Conference was very much focused on strategic planning work for the future. Six specialty groups had worked together over the last few months to identify the key issues affecting the burden of musculoskeletal disease and to develop goals and objectives to address these issues.

The groups had separate breakout sessions to present and discuss their draft plans with conference participants. On Saturday, October 24, there were strategic planning breakouts by World Geographic Region:

- North America
- Latin America
- Europe
- Africa
- Middle East
- Asia
- Pacific

There was a report back from the strategic discussions. The BJD Strategic document - Beyond the Decade - needs further global consultation on a major level to be ratified at the Global Network Conference 2010 and then published by the BJD International. There will be specific working groups with people from all areas.

Toby King, Executive Director of the US BJD, Drs Nancy Lane and Stuart L Weinstein, Conference Co-Chairs were the local organisers of the BJD 2009 Global Network Conference. The BJD International Steering Committee (ISC) wishes to thank them and Dr Joshua Jabobs, NAN coordinator of the USBJD and his team for all their hard work to make the Washington meeting a great success.

Video Coverage and Speakers' Presentations

from the meetings are now available online at

<http://www.bjdonline.org/default.aspx?contId=2075>

ePoster session

All Network coordinators were asked prior to the conference to report on their yearly activities in an "electronic poster". All ePosters were available to the delegates for viewing during the meeting. The evaluation committee consisting of ISC Members Prof Mieke Hazes, and Prof Shoichi Kokubun reviewed the posters. The winner of the 2009 ePoster Award was North Africa, represented by Dr Thami Benzakour, Regional Coordinator of North Africa.

All the ePosters can be found on

<http://www.bjdonline.org/default.aspx?contId=2075>

2009 BJD International Award Recipient and BJD Ambassadors

The 2009 BJD International Award was given to the National Action Network, Canada in the category – Special Achievements.

Canada National Action Network -

Nominated for the BJD Special Achievement Award for ***Dr James Waddell*** who has over an extended 10 year period worked with raising the awareness of musculoskeletal disorders in Canada and successfully demonstrated how improved

access to care could be delivered through effective musculoskeletal management programmes.

New Ambassadors for 2009

The Bone and Joint Decade Ambassador programme honours outstanding service and achievement by global leaders in the musculoskeletal community. The Nominating Committee is led by Prof Nicolas E. Walsh, USA, member of the BJD International Steering Committee.

Dr. Chris Bossley (New Zealand) Dr. Bossley is an orthopedic surgeon with a particular interest in hand surgery. He has been a full-time staff surgeon and a visiting surgeon in New Zealand from 1972 to 2006. He has been active in the New Zealand Orthopedic Association and most recently has been teaching the musculoskeletal curriculum at the Wellington Clinical School. Dr. Bossley has served as the National Coordinator for the Bone and Joint Decade in New Zealand for the last six years. This year he has been named as a Bone and Joint Decade Ambassador for his dedication to the Bone and Joint Decade and to musculoskeletal care and education.

Professor John Hart (Australia) Dr. Hart is a well known orthopedic surgeon in Australia, whose service and research, especially in the area of trauma, has done much to advance orthopedic trauma care in Australia. Dr. Hart initiated Australia's involvement in the BJD and served as the Chairman of the steering committee which planned his countries' involvement in the BJD. He has been a continuing member of the Australian NAN and has acted as a spokes person for musculoskeletal health. He is chosen as a Bone and Joint Decade Ambassador for his continued dedication to the Bone and Joint Decade and musculoskeletal research and care.

Toby King (USA) Mr. King has been the Executive Director of the Bone and Joint Decade in the United States since its inception. He has worked to coordinate all the efforts of the USA BJD including educational programs, national action weeks, fundraising, networking and this Global Network Conference. For his leadership and dedication to the causes of the BJD, he has been chosen as a Bone and Joint Decade Ambassador.

Dr. Marcos Musafir (Brazil) Dr. Musafir is an orthopedic surgeon with a specialty in sports medicine and traumatology. He has been the head of the Trauma Center at the Municipal Hospital in Rio de Janeiro and has conducted research on the impact of road trauma and is a well known author and lecturer on the topic of Trauma. Dr. Musafir has served on the International Steering Committee of the Bone and Joint Decade since 2000. In 2008 he was invited to join the VIP team at WHO headquarters in Geneva, Switzerland to oversee a project on Building Partnerships for Trauma care, which he does in collaboration with the Bone and Joint Decade. Dr. Musafir is named as a Bone and Joint Decade Ambassador for his tireless efforts on behalf of the BJD and worldwide musculoskeletal care.

Ms. Ntombifuthi Pearl Seboya (South Africa) Ms. Seboya developed rheumatoid arthritis during her high school years which delayed her education, but not letting that stop her, she eventually became a Medical Technologist and for many years was in charge of the Microbiology Department at Prince Mshiyeni Memorial Hospital. After being medically retired, she became a Patient Partner and soon became the coordinator for the Patient Partner Group in Durban, South Africa. Patient Partners are involved with demonstrations and

education to medical students and other health care professionals. She is also a trained Patient Educator who talks with arthritis patients in rheumatology clinics and does outreach education with arthritis patients throughout South Africa. She was a presenter at the BJD Global Network conference in Durban, South Africa and has attended the conferences in Australia and India. Ms. Seboya has been chosen as a Bone and Joint Decade Ambassador for her continued work in educating both patients and health care professionals about arthritis.

Dr. Margaret Smith (Australia) Dr. Smith is a senior research fellow at the Institute of Bone and Joint Research in Australia. She has represented the Australian Bone and Joint National Action Network since its inception and has been instrumental in setting up public meetings on musculoskeletal diseases and is the Australian BJD website director. She has also been a member of the marketing committee for BJD Australia. For her continuous efforts on behalf musculoskeletal disease research and education and her dedication to the BJD, Dr. Smith is named a Bone and Joint Decade Ambassador

The BJD Ambassadors received a diploma at the Award Dinner of the BJD Global Network Conference, in Washington DC, USA. The complete list of BJD Ambassadors is available at www.bjdonline.org

BJD 2009 International Video Award

The Bone and Joint Decade ***International Video Award*** was created to recognise innovative and creative short video presentations which deliver messages to the public about musculoskeletal health. The themes of the videos are any topic which falls into the realm of ***the BJD Target Areas and Strategy***.

In 2009 several videos were entered in the competition, and at the 2009 Annual World Network Conference in Washington DC, USA, all videos were featured by a jury who announced the winner. This year's winner was the ***American Academy of Orthopaedic Surgeons (AAOS)***. Prof Nicolas E Walsh, member of the BJD International Steering Committee gave the prize to Dr Joshua Jacobs, NAN Coordinator of US BJD on behalf of the AAOS. The AAOS created and produced "Joint Don't Jump", an animated television public service announcement (PSA). "It's a light-hearted look at a serious issue – joint pain that affects the quality of life for millions nationwide – and focuses on taking care of painful joints and getting moving again," Dr Jacobs said. At the end, viewers are encouraged to seek the latest information on how to keep healthy joints healthy and make sore joints feel good again.

The video is highlighted on <http://www.bjdonline.org/default.aspx?contId=1806>

The First Global Forum on Trauma Care, in Rio de Janeiro

On 28-29 October 2009 the WHO and the BJD, with the support of the Ministry of Health of Brazil and the State Government of Rio de Janeiro, hosted the first Global Forum on Trauma Care, in Rio de Janeiro, Brazil, convening 100 of the world's leading trauma care experts, including representatives of professional societies who deal with trauma or emergency medicine, ministry of health planners whose portfolios include trauma, and other stakeholders. The Global Forum succeeded in drawing greater attention to sustainable improvements in trauma care services which can be applied globally and develop strategies to increase attention to trauma care.

The Global Forum was organised by Dr Marcos Musafir, trauma specialist from Brazil, and member of the BJD International Steering Committee. Dr Musafir has spent the last year stationed at the WHO in Geneva in the Violence and Injury Prevention Department coordinated by Dr Etienne Krug and Dr Charles Mock. Working with the WHO/BJD Trauma Care Project, Dr Musafir worked to create trauma care guidelines, increase attention to trauma and musculoskeletal care, and empowering member countries to build musculoskeletal and trauma care as one official health priority. For more information please contact Dr Musafir, musafirm@who.int or visit <http://www.bjdonline.org/default.aspx?contid=2073>



Engaging Governments in Trauma Care

By Tom Fullan, International Ambassador, Bone and Joint Decade

Global Trauma Care continues to be a challenge in both industrialized and developing countries. The benefits to governments of improving law enforcement as well as emergency medical care include a tremendous reduction suffering and decrease in the cost of care while providing enormous improvements to the wellbeing of a society. Please go to the full document at <http://www.bjdonline.org/>

BJD Global Network Conference September 10-11, 2010, Lund, Sweden

The BJD International Steering Committee is pleased to announce that the Bone and Joint Decade Global Network Conference 2010 will be held in Lund, Sweden. The meeting will be a 2-day meeting. The dates are September 10 and 11. The venue is Scandic Star Hotel, Lund, Sweden <http://www.scandichotels.com/en/Hotels/Countries/Sweden/Lund/Hotels/Scandic-Star-Lund/>

Invitations will go to the National Action Networks, medical journals and organisations.



Main building Lund University

Prof Lars Lidgren, and Prof Kristina Åkesson, Sweden will be the local organisers of the meeting in Lund.

Please contact the BJD Secretariat bjd@med.lu.se for any enquiries.

Mark the dates:

**2010 BJD Global Network Conference
Friday & Saturday, September 10 & 11**

**Venue: The Scandic Star Hotel, Lund,
Sweden**

<http://www.scandichotels.com/en/Hotels/Countries/Sweden/Lund/Hotels/Scandic-Star-Lund/>

**Start planning your attendance now, and
watch for further announcements on
www.bjdonline.org**

**AMYE LEONG, APPOINTED ADVISOR TO DIRECTOR OF NATIONAL
INSTITUTES OF HEALTH**

We are pleased to announce that the United States National Institutes of Health (NIH) has appointed Amye Leong to a four-year term as a member of the Director's Council of Public Representatives (COPR), the advisory council to the NIH Director on issues important to the public. Amye Leong is BJD Patient Advocacy Leader, Spokesperson and Director of Strategic Relations. A general NIH News Release is available online at:

<http://www.nih.gov/news/health/oct2009/od-26.htm>



We congratulate Amye Leong on the appointment.

BJD JAPAN NAN

Yoichi Sugioka

1932-2009

Dr. Yoichi Sugioka, Professor Emeritus Kyushu University, Coordinator of the Japanese NAN, passed away at 77 years of age on November 27th, 2009.

He was a world-famous orthopaedic surgeon for his unique transtrochanteric rotational osteotomy for osteonecrosis and served as President for Kyushu University from 1995 to 2001. The Japanese NAN was given the 2005 BJD International Award since it had achieved brilliant results in moving bone and joint disorders forward on the health agenda in Japan. The publication of comic book for children on the MSK system was under his leadership. He was very sorry he could not participate in the last Global Network Conference in Washington DC.



By Prof Shoichi Kokubun, member of the BJD International Steering Committee

NATIONAL ACTION NETWORK NEWS

Please visit the link

<http://fileserv.nko.se/washington/e posters/>
and you will find the ePosters 2009 with
information on the activities in the different
National Action Networks.

Our current status:
97 BJD National Coordinators
63 Supporting Governments
62 National Action Networks

BJD ANNUAL REPORT 2009

We are pleased to present the 2009 Bone and Joint Decade Annual Report. This year's report not only recaps the events of the last year, but it also highlights a culmination of the major project undertaken over the course of the Decade. We encourage you to use this report as a resource to illustrate the global outreach of our organisation when you approach policy-makers and supporters within your countries.



The report can be reached online at

<http://www.bjdonline.org/default.aspx?contId=2072> and please find the full series of Annual Reports online at <http://www.bjdonline.org/default.aspx?contId=1994>

BJD Survey of Pain Management for Global Self-help Survey:

The BJD is seeking input from a mix of backgrounds and specialities – rheumatologists, primary care physicians, pharmacists, physiotherapists and patient support group representatives from around the world about perceptions of self-help techniques to actively manage joint pain. The results of this survey will go towards building an effective education programme which will ultimately empower people to self-manage their musculoskeletal pain. Please go to <http://www.bjdonline.org/default.aspx?contid=2060> to participate in the short survey.

BJD endorses World Spine Care:

The Bone and Joint Decade is pleased to endorse the newly formed World Spine Care, through which the urgent challenge of spinal-related disability in low-income countries will be addressed. The programme, initiated by Prof Scott Haldeman, Researcher, Neurologist and BJD Ambassador, will begin with a pilot programme in Botswana which will include training of health care workers to improve primary contact, secondary contact and tertiary care of spinal conditions, with the ultimate goal of decreasing disability and the associated poverty. For more information, please contact Prof Haldeman at haldemanmd@aol.com

Action Week 2009

October 12th - 20th marked the 9th annual Bone and Joint Decade Action Week, dedicating specific days to major conditions affecting the musculoskeletal system, with activities taking place in countries around the world aimed at highlighting the severe impact of these disorders on millions of children, adults and elderly people worldwide.

The Bone & Joint Decade International Action Week runs every year from October 12th through 20th.

Focus days include:

- October 12 - World Arthritis Day
- October 16 - World Spine Day
- October 17 - World Trauma Day
- October 20 - World Osteoporosis Day

Please go to

<http://www.bjdonline.org/default.aspx?contId=2069> to view the press releases.

The Bone and Joint Decade Secretariat

If you have any questions or need any assistance please feel free to contact Agneta Jönsson, bjd@med.lu.se

Next Infoletter

Will be sent on February 26, 2010. For information to be included, please submit before February 15.

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