



# The Bone and Joint Decade 2000-2010

## INFOLETTER 59

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*October 2010*

*Dear Bone and Joint Decade supporting organisation and friend,*

### ***2010 – The Start of the New Decade***

*After ten years of outstanding achievement the Bone and Joint Decade has renewed its mandate for another 10 years with the Vision “Keep people moving”.*

*Its Mission Statement for 2010 – 2020 is “To reduce the burden and cost of musculoskeletal disorders to individuals, carers and society, and to promote musculoskeletal health and science worldwide”*

#### ***Message from Lars Lidgren, Chair of the International Steering Committee, 2000-2010***

Ten years have passed relatively quickly. The Bone and Joint Decade 2000-2010 initiated in Lund, Sweden 1998 is about to move into a new decade of action. A lot has been accomplished but much remains to be done. In a number of countries Musculoskeletal Conditions, MSC, has gained public and political priority.

Non communicable diseases are slowly moving up on the agenda in regional and global organizations such as the US NIH, EU, UN, and WHO but Bone and Joint disorders still lack attention. The 2010 annual report tries to capture and exemplify some of the national and global achievements throughout the full decade.

[click here](#)

From the start it was decided to organize an annual Global Network Meeting, each year in a different part of the world and learn from each other, to understand disparities, and most importantly to enhance and support local network activity. In 2010 we are back in Lund to report on progress made during the decade.

Your personal involvement and devotion to our mission of improving musculoskeletal health, and your generosity with your time, have been of immeasurable value. This and the friendship we have created in the Bone and Joint Family are unique.

I would like to mention some steps which have been instrumental in the successes of the Decade. The creation of the National Action Networks - bringing the doctors, the academics, the patients, and the policy makers together at the same table to agree and act on priorities -was done from the start and for the first time through The Bone and Joint Decade. This solid partnership will also be the key to future progress in national, regional and global musculoskeletal forums. It is by working together that we create a tide that lifts all boats.

Raising societies awareness by publishing national and global data on the enormous Burden of MSC Disease and repeatedly explaining that quality of life -is not only adding years to life, but life to years, has been central to the BJD focus.

The BJD branding of the term Musculoskeletal Science has led to numerous MSC university coalitions, departments being formed, often including epidemiology and basic researchers, inflammatory conditions, matrix and bone biology, genetics, and bioinformatics in their program. This gives enormous hope for further progress in research, as well as prevention and multidisciplinary treatment.

The BJD also focused from the start on engaging the Directors of major global organizations to raise awareness about the burden of MSC, in particular the epidemic of injury and disability caused by road

traffic accidents. This concerted effort has led to major significantly funded UN programs and declarations with significant budgets, all initiated by the BJD. Recently a global program for improving trauma care was initiated by the WHO, again based on our initiative.

Bone and Joint Conditions are not going to disappear. In parts of the world where our populations are growing older 'the age quake' is increasing the burden of MSC disease exponentially; meanwhile in developing countries, arthritis, spinal disorders, osteoporosis and child hood MSC conditions and particularly trauma injuries which all lead to major disability and invalidity create significant costs to health care systems and further choke efforts for a developing economy to rise out of poverty.

The task is not yet complete. It was decided at the network meeting in Washington in 2009 that the initiative should continue. A new International Coordinating Council chaired by Prof Tony Woolf has been elected to drive forward the initiative – the Bone and Joint Decade 2010 - 2020. The Strategic Action Plan was presented at the Global Network Conference in Lund, and the ongoing support of the national networks is important for coordinated action and progress.

On behalf of the whole BJD Family I thank you for your support over the years. I wish you all good for the future and hope that a brisk breeze blows for the BJD armada.

***Message from Prof Tony Woolf – Chair of the International Coordinating Council, The Bone and Joint Decade 2010 – 2020***

As Lars Lidgren has described, much progress has been made over the last decade, however, much remains to be done, the possibilities for prevention and treatment of musculoskeletal disorders are not being fully realised. The improvement of the health-related quality of life for people with, or at risk of, musculoskeletal disorders should be among the leading major health concerns in the minds and actions of opinion formers throughout the world. It is for this reason that the Decade has renewed its mandate through to 2020.

A Strategic Action Plan has been developed to concentrate efforts on achieving the objective of priority for bone and joint disorders. The Strategic Plan was presented at The Bone and Joint Decade World Conference, Lund, 10-11 September 2010 and discussed in detail by the individual delegates and representatives of National Action Networks and supporting organisations.



*Prof Tony Woolf*

These round table discussions identified the most important and feasible actions to gain priority for bone and joint disorders; they will now be worked on at national, regional and international level.

The Strategic Action Plan reasserts the mission of The Bone and Joint Decade 2010 - 2020 to reduce the burden and cost of musculoskeletal disorders to individuals, carers and society and to promote musculoskeletal health and musculoskeletal science worldwide.

Eight programmes of work have been defined that are all aimed at the global objective of raising priority for musculoskeletal conditions on the global and national health agenda. The programmes are:

- 1. *Advocacy:*** To raise awareness of public and policy makers of the burden of musculoskeletal conditions and what can be achieved by implementing effective prevention and treatment
- 2. *Partnership:*** To develop sustainable networks at global, regional and national levels
- 3. *Surveillance:*** To increase knowledge of the suffering and cost to society associated with musculoskeletal conditions
- 4. *Public and patient education:*** To empower people to gain priority for their own care
- 5. *Prevention and control:*** To improve access to cost-effective prevention and treatment
- 6. *Research:*** To increase research that will advance understanding of musculoskeletal disorders and improve prevention and treatment
- 7. *Knowledge management:*** To provide access to information that will support the objectives of the BJD
- 8. *Organisation fit for purpose:*** To develop a sustainable global organisation able to carry out the mission, objectives and programmes of the Strategic Action Plan for 2010-2020

The Bone and Joint Decade 2010 – 2020 will draw on its unique strengths to deliver the Strategic Action Plan:

- The Bone and Joint Decade is the only organisation that brings together **all** stakeholders across the globe, considering **all** musculoskeletal conditions and providing access to high-level policy makers
- The Bone and Joint Decade is an umbrella organisation, linking networks of national organisations across the globe, which include those for health care professionals and patients, providing a unified voice and a global reach
- The Bone and Joint Decade is focussed on health policy and evidence with a mandate to develop strategies and set the agenda, aimed at improving quality of life by implementing effective prevention and treatment

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



***“Moving Together for Musculoskeletal Health”*** was the motto of the BJD 2010 World Network Conference. The meeting marked the end of the first 10 years but gave also a clear signal to the 40 countries present that the initiative will continue and that much remains to be done. It highlighted the strength of working together.

The Conference showed how cooperation over the last decade has brought immense progress, and charted what remains to be done in the coming years. The program was stimulating with presentations from leading experts from around the globe.



*Dr Stephen I. Katz Dir NIAMS-NIH and Prof Sherine Gabriel ICC BJD*

### ***Video Coverage and Speaker's Presentations***

All the presentations, including invited comments, are now available in live video format on line at [click here](#)

The Strategic Action Plan was presented and discussed during day 2, with a focus on how organisations and NANs can continue to work together to achieve the goal of the BJD.

The new BJD ***International Coordinating Council (ICC)*** who are tasked with leading the BJD into the next decade was presented. The members of the ICC and the ***Business Advisory Panel*** with short bios can be found at [click here](#)

### ***International Adventurer Shinji Kazama, Japan***

One of the most compelling parts at the Lund meeting was the arrival of the Japanese group led by the international adventurer ***Shinji Kazama*** of Japan who finished his South Pole to North Pole trek to raise awareness of the importance of bone and joint health.

Mr Kazama and his team of 3 other physically challenged riders have used motorcycles, bicycles, dog sleds and boats to make the journey which began in May 2010 at the southern tip of Chile culminating at the Bone and Joint Decade World Network Conference on Thursday 9 September.

More information can be found at [click here](#)



A slideshow with some snapshots from the first 10 years was presented during the lunch breaks by an outside journalist, Anna-Mi Wendel. This view can be seen at [click here](#) It can do no more than present a glimpse of what has happened during the first decade.



*Business Advisory Panel: From the left Mr Tom Fullan, Ms Amye Leong, Mr Kim Miles*

### ***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, Prof Shoichi Kokubun and Mr Tom Fullan, Canada reviewed the posters. The winner of the 2010 ePoster Award was Australia represented by Mrs Ruth Lilian, NAN coordinator of Australia, [click here](#)

All the ePosters can be found on [click here](#)

### ***BJD 2010 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.***

Two videos received the ***2010 BJD Video Award*** in Lund, Sweden. ***The Arthritis Foundation USA*** received the Award for its 30-second education segments on “*Moving is the best medicine*” showing people of many ages and walks of life moving and dancing to upbeat music. These video segments were a highlight due to the positive and fun way in which they presented their educational content.

***The Mayo Clinic USA*** received the 2010 BJD Video Award for its 11 minutes of patient oriented video about the use and benefits of prosthetics to improve everyday living. The video captured various patients talking about and showing the practical aspects of prosthetic care and how the prosthetics have improved their quality of life.

The two videos provided excellent education using formats of compassion, humor, and positive but realistic outlooks on life, and are highlighted on [click here](#)

### ***2010 BJD International Award Recipients and BJD Ambassadors***

The 2010 BJD International Awards were given to the National Action Networks, in Finland, India and Japan in the category – Special Achievements.

#### ***BJD National Action Network, Finland***

The Finnish NAN has significantly raised awareness and funding for musculoskeletal disease in the health and scientific communities. This NAN is an interactive operational network of health professionals and people with musculoskeletal disease. Their activities have resulted in prospective trials comparing interventions in different municipalities, national education programs, and governmental action plans. Excellent leadership and grassroots programs have led to their success.

### ***BJD National Action Network, India on behalf of Dr Arvind Chopra***

Dr. Chopra has contributed to the Indian NAN since its inception. He has led the organization with cooperation and mutual respect from the outset. The organization has been tireless in achieving government recognition and support for programs assisting individuals with musculoskeletal disease. BJD India COPCORD has been at the forefront of capturing data about the burden of musculoskeletal disease in India



*From the left: Prof Anthony D Woolf, UK together with BJD India NAN: Dr KM Mahendranath, Dr Avind Chopra, NAN coordinator, Dr Sudhir Babhulkar, Dr Ambrish Mithal*

### ***BJD National Action Network, Japan on behalf of Mr. Shinji Kazama***

Mr. Kazama is a 60 year old world famous motorcyclist and adventurer. He has brought special awareness to The Bone and Joint Decade throughout the world as he has ridden his cycle over 60,400 kilometres around the world across Europe and Asia in 2007, Africa in 2008, Australia in 2009, as well as South and North American in 2010. He will complete the trans-Japanese tour after the meeting in Lund.

### ***New Ambassadors for 2010***

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.

### ***Prof Wahid Al-Kharusi (Oman)***

Ambassador Al-Kharusi was appointed ambassador of the foreign ministry of Oman with a special focus on health issues and global road traffic injury prevention. He has been instrumental in safe roads throughout his country. He built the modern healthcare and trauma system which saves countless lives in Oman today. He has been a vocal advocate for the Bone and Joint Decade in the United Nations, World Health Organization and World Road Traffic Injury Prevention.

### ***Prof Sahap Atik (Turkey)***

Professor Atik has been a member of the Turkish National Action Network for many years and has represented the Turkish NAN at the annual meeting for more than 7 years. He has been very supportive of the annual activities of the NAN conference.

### ***Prof Géza Balint (Hungary)***

Professor Balint has been a member of the Hungarian National Action Network for many years and has represented the Hungarian NAN at the annual meeting for more than 5 years. He has been very supportive of the annual activities of the NAN conference.

### ***Prof Kai-Ming Chan (Hong Kong SAR, China)***

Professor Chan is the Chair of the Department of Orthopaedics and Traumatology, Prince of Wales Hospital, The Chinese University of Hong Kong. He is recognized internationally for his expertise in orthopaedic sports medicine. He has been an advocate for the Bone and Joint Decade throughout the Asian countries. In 2004, he organized the BJD annual network conference in Beijing, China.

### ***Prof Liana Euller-Ziegler (France)***

Professor Euller-Ziegler is Head of the Rheumatology Department of the Academic Hospital at the University of Nice Sophia Antipolis, France. Her major research

interest is in the treatment and epidemiology of musculoskeletal diseases, notably arthritis and osteoporosis. She has been a member of multiple World Health Organization, European Union, and French policy project and scientific expert committees. She has been a relentless patient advocate for individuals with musculoskeletal disease.

***Prof Mats Grönblad (Finland)***

Professor Grönblad has been a member of the Finish National Action Network for many years and has represented the Finish NAN at the annual meeting for more than 8 years. He has been very supportive of the annual activities of the NAN conference.

***Prof Jacek Kruczynski (Poland)***

Professor Kruczynski has been a member of the Polish National Action Network for many years and has represented the Polish NAN at the annual meeting for more than 6 years. He has been very supportive of the annual activities of the NAN conference. In 2005, he organized the International Steering Committee meeting in Poland.

***Prof Shoichi Kokubun (Japan)***

Professor Kokubun has an academic history as the Chair of the department of Orthopaedic Surgery, Tohoku University School of Medicine in Sendai, Japan. His research interests in musculoskeletal science have included pain, spine, and spinal cord diseases. He is well known internationally as an advocate for research in musculoskeletal disease.

***Prof Kenneth Koval (USA)***

Professor Koval is a member of the faculty of Orthopaedics at Dartmouth Medical School. His research interests include the evaluation and treatment of fragility fractures in the elderly. He is Deputy Editor at the Journal of Orthopaedic Trauma. He has been a member of the International Steering Committee of the BJD for several years.

***Mr Armin U Kuder, Esq (USA)***

Armin Kuder is a great lawyer by profession and a greater patient advocate by passion. His career is distinguished by community service. He has provided leadership to multiple patient organizations including the Arthritis Foundation (US), Arthritis and Rheumatism International, Human Subjects Review Panel for the US National Institutes of Health, to mention just a few examples of his dedication to individuals with musculoskeletal conditions. Since 2000, he has provided the BJD with a unique prospective of lawyer and patient representative. He continues to be a tireless advocate for individuals with musculoskeletal disease.

***Prof Even Laerum (Norway)***

Professor Laerum's entire professional life has been in the true spirit of the Bone and Joint Decade. For over a decade, he has taken a leadership and pioneering role in Norwegian musculoskeletal medicine. Among his achievements is development and implementation of multidisciplinary clinical guidelines for low back pain in Norway. He has been one of the leading advocates in Norway for Individuals with musculoskeletal disease to both the government and the public.

***Mrs Ruth Lilian (Australia)***

Mrs Lilian has been a member of the Australian National Action Network for many years and has represented the Australian NAN at the annual meeting for many years. In 2007, she organized the BJD annual network conference in The Gold Coast, Australia. She has been very supportive of the annual activities of the NAN conference.

***Prof Omondi Oyoo (Kenya)***

Professor Oyoo has made an extensive contribution to The Bone and Joint Decade through articles, training of health care professionals, and the care of patients in Kenya. He has advocated for improved musculoskeletal health across the African



continent as the President of AFLAR. He has brought awareness of The Bone and Joint Decade to the people of Kenya and East Africa via his lectures on the many aspects of musculoskeletal disease.

***Prof Wolfhart Puhl (Germany)***

As one of the early supporters of the decade Prof Puhl has been a head of the German National Action Network for many years. In 2003, he organized the BJD annual network conference in Berlin, Germany. He has been very supportive of the annual activities of the NAN conference.

***Ms Hazel Wood (Canada)***

Ms Wood is well-known and highly regarded for her ten years of work with The Bone and Joint Decade's Canadian Secretariat and is an exemplary champion of its cause. She is a passionate advocate for improved bone and joint health. Her multiple activities involving patients, clinicians, government officials, and other stakeholders has been critical in establishing the collective consciousness of The Bone and Joint Decade in Canada.

The BJD Ambassadors received a diploma at the Award Dinner of the BJD World Network Conference, in Lund, Sweden. The complete list of earlier BJD Ambassadors is available at [click here](#)

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

***Global self-help programme***

We are 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 called **Liberate** which provides information on practical and clinically-proven techniques which people can use to self-manage their osteoarthritis pain. For more information please go to [click here](#)

***Fragility Fracture Network***

The first BJD saw some remarkable advances in the management of osteoporosis-related fractures, in various countries. However standards of acute management and secondary prevention are still lamentably low in many places and there is much to be gained from spreading best practice. This is urgent, because of the expected rising burden of fragility fractures with the ageing population. The Fragility Fracture Network has been established to facilitate the raising of standards on a global scale, working with many existing organisations. The task will involve significant policy change, as well as raising of consciousness among healthworkers and the public.

The first major event to be organised by the FFN will be a global, multidisciplinary congress in Berlin on 8-10 Sep 2011. Please watch <http://www.ff-network.org/home/> for further information. You will soon have the ability, through this site, to register yourself as a member of FFN and to recommend others who would be good candidates for our global book of champions for fragility fracture treatment and prevention. For more information contact Professor David Marsh, President of FFN, BJD International Ambassador, [dmارش@ucl.ac.uk](mailto:dmارش@ucl.ac.uk)

### ***Action Week 2010***

October 12th - 20th marks the 10th 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, [www.bjdonline.org](http://www.bjdonline.org)

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

In memory of Ted Harris member of the ISC for many years a special lecture of honour was given by Dr Veronica Wadey, Canada, and a certificate presented by his life companion Dr Eileen Moynihan.

### **Edward D. Harris Jr., MD, 1937 – 2010**

Dr Edward D “Ted” Harris, member of the International Steering Committee, died in May. He was an outstanding supporter of the Bone and Joint Decade and contributed much wisdom and humanity. Despite difficulties in recent years, he continued to participate in all meetings and activities and was instrumental in the plans for moving onto the next Decade. His generosity with his time and advice was greatly valued by all of us. He was a true friend as well as a colleague. He made many great contributions to medicine and rheumatology which are detailed elsewhere. His loss is deeply felt by all.



A full obituary is found in *Arthritis & Rheumatism* 2010; 62: 2623-2624. [click here](#)

### ***The BJD office***

The BJD office now in Lund Sweden will from November 1, 2010 be located in Truro, Cornwall, UK, with Madeline Homewood, [bjd@cornwall.nhs.uk](mailto:bjd@cornwall.nhs.uk) as the official contact for all further communication.

A new more interactive webpage is under way and will be launched in December 2010. The BJD is getting more than 50 000 hits a week on the web via Google. We, together with Bone and Joint Diseases are starting to develop an on-screen presence.

As this will be our final newsletter from Lund, Sweden, Agneta Jönsson, Sara Martin, Martin Zedig and Lars Lidgren would like to thank you for all the stimulating years. Your input to the newsletter has been invaluable and needs to continue. We look forward to the next newsletter which will be the first of the new *Decade* and will be produced by our new office in Truro UK.

***The BJD office***  
***Phone: +44 1872 256438***  
***Fax: +44 1872 256420***  
***E-mail: BJD@Cornwall.NHS.UK***

#### ***Global Corporate partners for research and education***



#### ***Global Corporate partners for technical development***

