

## Decade Leaders Meet with NIH

United States Bone and Joint Decade chairman Stuart Weinstein, MD, and representatives of 15 other USBJD Founding Members met with top leaders of the National Institutes of Health on October 11 in Bethesda, MD. They explored areas of mutual interest and pledged to work together on specific programs to foster research and clinical advances in the care of patients with musculoskeletal disorders.

Chaired by Stephen Katz, director, National Institute of Arthritis and Musculoskeletal and Skin Diseases, the meeting drew the directors and staff of other institutes in the U.S. and Canada, as well as Elias A. Zerhouni, MD, director of the NIH. Following the meeting, the Canadian government officially proclaimed its support for the Bone and Joint Decade, becoming the 43rd nation to do so.

Meeting attendees expressed a keen interest in the activities of the Decade, and the potential for increased collaboration and involvement in programs spearheaded by their Institutes. All expressed an eagerness to see the Decade succeed in increasing public awareness of musculoskeletal disorders, patient education activity and benefits to the research community.

Leading the meeting on behalf of

the USBJD were Philip Osdoby, PhD, of the American Society for Bone and Mineral Research, and Edward Puzas, PhD, from the Orthopaedic Research Society. Joan McGowan, PhD, chief, Musculoskeletal Diseases Branch, National Institute of Arthritis, Musculoskeletal and Skin Diseases, worked with Drs. Osdoby and Puzas on the agenda, as well as with Toby King, USBJD executive director, to coordinate the meeting and invitations to other NIH Institutes to attend.

Several themes emerged from the discussion, including the importance of:

*Promoting Decade initiatives;*

*Establishing and enhancing the lines of communication between the public and medical groups involved in patient care;*

*Creating partnerships to further research and the common goals of the NIH and the USBJD;*

*Increasing the number of musculoskeletal researchers in general and clinician scientists in particular;*

*Developing new opportunities and resources for musculoskeletal research; and*

**See Leaders, Page Two**

## U.S. Wins Award at Global BJD Meeting

The International BJD's Annual Network Coordinator's Meeting was held in Rio de Janeiro, Brazil in September. The theme of this year's summit, "Springboard to Partnerships," proved appropriate, as the event provided networking opportunities for participants from 38 countries, members of the International Steering Committee and 16 patient representatives.

For the United States, the meeting was especially significant, as the group was recognized with the BJD International Award in the category of Special Achievement. The U.S. received this distinguished honor due to its cumulative efforts, including obtaining the Presidential Proclamation, gaining the support of all 50 states and 65 participating organizations, as well as activities like the newsletter, Web site, eMotion exhibit, etc.

"[We are] very excited," said Stuart Weinstein, USBJD chairman, who accepted the award on behalf of the U.S. "I think we made great strides on organizing our NAN, which is not so easy in a country like the U.S. where all of our constituent organizations are well structured, have longstanding relationships with other [diverse] groups and even compete for resources. [Receiving the award] is a tremendous accomplishment."

## Leaders Lay Groundwork for the Decade...Continued from Page One

*Enhancing the image of musculoskeletal medicine in the eyes of the public, policy makers and the medical student population.*

In the words of Dr. Weinstein, "Musculoskeletal disorders are under-recognized, under-appreciated and under-resourced."

Having initiated the meeting by saying that he hoped the session would educate and identify joint venture possibilities, Dr. Katz challenged participants to outline activities that promote the Decade and contribute to raising the profile of musculoskeletal disorders. He listed some NIH initiatives that he believes provide opportunities to talk about the importance of the musculoskeletal system, such as the Surgeon General's Report, the Osteoarthritis Initiative and a special feature in *Nature Insight* magazine.

Dr. McGowan said she and Dr. Lawrence Raisz will serve as editors of *The Surgeon General's Report on Osteoporosis and Bone Health*, which is in development and expected to be released in the summer of 2004. Dr. Katz invited the USBJD organizations to participate in the creation of the report by sharing their thoughts via a questionnaire posted on the Surgeon General's Web site at [www.surgeongeneral.gov/topics/bonehealth](http://www.surgeongeneral.gov/topics/bonehealth).

Neal Birnbaum, MD, representing the American College of Rheumatology, and chair of the USBJD Research Task Force, said the Decade provides a unique opportunity for the ACR to join a broad-based coalition, beyond traditional alliances. Dr. Puzas emphasized this point, noting that many of the groups at the meeting don't typically work together. He said the

opportunity provided by the Decade for collaboration between groups with different interests in the musculoskeletal system should not be missed. He called for increased group interaction to foster a greater understanding of different specialties, such as through a presence at each other's national meetings.

Many of the USBJD members reported they are promoting the Decade with use of the logo, articles, releases, Web site links and dissemination of the Presidential Proclamation. Joan Goldberg, executive director of the American Society for Bone and Mineral Research, said educational programs that relate to the Decade - such as curriculum based on the ASBMR's Primer and other texts - should be made available on the Web.

The clutter of competing campaigns was raised as a serious issue for the Decade. Dr. Osdoby suggested that perhaps a focus on awareness should, at this stage, take precedent over other activities to ensure it is a priority for member organizations.

When discussion turned to specific issues, the inclusion of musculoskeletal system education into medical school curricula, increasing the stream of medical students in these specialties, the number of researchers and clinician scientists and the number of grant applications to NIH were the focus of discussion. Again, opportunities for new partnerships - and an image change in the presentation of musculoskeletal disorders - were viewed as primary goals for the Decade.

Dr. Katz led a discussion on the importance of developing new

researchers to work on musculoskeletal diseases and basic science issues. All of the groups have an interest in this area, which includes basic and clinical research. It was noted that a large issue is the "pipeline problem," with not enough emphasis being placed on the musculoskeletal system in medical schools. Moreover, medical school applications, the ratio of physicians per 100,000 people in the U.S. and the number of specialists are all down. With the growing burden of disease related to the musculoskeletal system, aggravated by an aging population, the group agreed on the need to try to target earlier stages of education (i.e. high school and college) so that more students value a career in medicine or clinical research. Dr. Weinstein supported Dr. Katz's comments saying that we must communicate effectively and that basic and clinical musculoskeletal research leads to better, longer, more active lives.

Dr. Zerhouni noted the enormous impact musculoskeletal diseases have on American society. He reported on testifying to Congress on this very matter - the need for Americans to look not only at the current burden of disease, but also at the future. Noting President Bush's declared focus on bone and joint disease, he underlined the administration's high-level realization of the importance of issues related to musculoskeletal disease. He said the groups around the table have a responsibility to communicate with each other and with patients, remarking on the millions of patients the groups and their members come in contact with over the course of a year.

**See Leaders, Page Three**

## Leaders Lay Groundwork for the Decade...Continued from Page Two

Duane Alexander, MD, director for the National Institute of Child Health and Human Development, noted that the Institute is working with the NIDCR, the American Academy of Orthopaedic Surgeons and others to stress the importance of calcium intake in childhood.

"Calcium is one of the major dietary deficiencies in U.S. teens," Dr. Alexander said.

This message will be expanded during the Decade. The "Milk Matters" campaign emphasizes the need for appropriate nutrition and physical activity in sedentary populations of young people. Data is currently being collected to deter-

mine standards for bone density in 6 to 12 year-old children. The need for more programs focusing on sports and physical activity was raised.

Dr. Katz said the next steps are to identify specific projects the NIH and its Institutes and the USBJD can work on completing, to identify milestones toward respective goals and to continue discussions on communication, partnering, attracting resources and training researchers.

"This meeting represents the diversity of the Bone and Joint Decade," said Dr. McGowan. "There are groups here that don't often sit

down together. That's very positive and we all are working on projects that benefit patients of all ages."

"I really think everyone made a positive contribution to the meeting and I am really excited about the outcome and future initiatives that will develop," said Dr. Weinstein.

This first-of-its-kind meeting laid the groundwork for a unified approach to eradicating or diminishing the effects of musculoskeletal diseases in the U.S. The USBJD anticipates that this effort will significantly contribute to the global Bone and Joint Decade initiative.

## Decade was a Presence at AAPM&R Exhibition

The USBJD exhibited at the American Academy of Physical Medicine and Rehabilitation (AAPM&R) meeting November 21-23 in Orlando, FL.

The AAPM&R is the national medical society representing more than 6,500 physicians who are specialists in the field of physical medicine and rehabilitation. The Academy helped educate its membership on the Decade by assisting in the creation of a special handout detailing AAPM&R involvement in the Decade and distributing it to the approximately 2,000 individuals who attended the meeting.

Toby King, USBJD executive director, oversaw the Decade's booth (pictured at right). It was prominently displayed near member and exhibitor meeting registration, giving all attendees an



opportunity to stop by and learn more about the Decade. Visitors to the booth were given handouts, including the new "Good Moves for Life" poster and brochure. These individuals were asked to share the information with their colleagues and patients. A number of visitors suggested the USBJD create a poster of Mr. StrongBones for distribution.

Also present at the exhibition were BJD supporters like the American Academy of Orthopaedic Surgeons and the North American Spine Society. Frank Bonner, MD, chairman-elect of USBJD Founding Member the National Osteoporosis Foundation, also visited the Decade's display.

## New Image Ties Together Decade Initiatives

The U.S. Bone and Joint Decade will enhance its presence with the incorporation of a contemporary new graphic symbol. The graphic, pictured at right, will unify the educational, marketing and public relations efforts of the initiative.

The task of creating a brand image that would stand out and provide the cornerstone for a decade-long initiative was a challenge, according to Toby King, USBJD executive director.

"We set out to come up with a distinctive look, and one around which we would could build awareness throughout the Decade - something to which all age groups could relate," said King. "We did not want to feel obliged to fill every pamphlet with pictures of all diversity groups, and male, female, young, and old, sedate and active, etc. And most of all we did not want to be lost among all the other brochures typically displayed in drug stores, physician's offices and hospitals."

The result, a "10" incorporating a stylized skeleton around the "0," was chosen for its simplicity and relevance. The "10" provides dual functionality, serving as an identifier of the Decade that can also be used for "top ten" features related to BJD efforts. The bending skeleton is appropriate for every musculoskeletal disorder and is attractive to all target audiences - children, adults and medical professionals.

"The skeleton depicts our very purpose - an initiative concerned with bones and joints. And it includes every potential ailment, body part involved and professional grouping," said King. "It is not your typical image of a skeleton, it is a stylized image of one - much less stark, graceful, and almost inviting the viewer to stretch, exercise [and] learn more about bones and joints."

"This image is closely tied to our current public awareness campaign," continued King. "[It] reflects

key aspects of the initiative's mission and purpose and is current and consumer oriented."



The symbol created for the U.S. campaign can be found on the Web site, located at [www.boneandjointdecade.com/usa](http://www.boneandjointdecade.com/usa). It's also featured on a new brochure and poster, which can be obtained by contacting King at [tobyking@usbjd.org](mailto:tobyking@usbjd.org).

### Redesigned Web Site Features New Graphic, Additional Resources

Recent visitors to the USBJD Web site were greeted with a pleasant surprise - a completely redesigned site, chock-full of information on the Decade.

Thanks to an educational grant from Zimmer, the site has a fresh look - utilizing the new "10" logo and color scheme - as well as a more user-friendly layout than the previous version. It features sections specifically designed for each of the Decade's target audiences - the general public, health care professionals and researchers, the media and members of the USBJD. The new design enables the site to be multifunctional, serving as an information resource, as well as a marketing tool for the Decade.

Now, site visitors can link to the patient information areas of all participating associations' Web sites and access resources such as Best Prevention Tips. Organizations can become members online. And, individuals or groups can contribute to the Decade via a secure server.

Members are encouraged to spread the word about the Web site and to visit the site often, as it will feature important updates for USBJD supporters. We are still looking for links to utilize on the patient education portion of the Web site. Please send submissions to Larry Commons at [LarryC@nata.org](mailto:LarryC@nata.org).

# Awareness Week Sees High Levels of Support

National Awareness Week 2002 proved a great success, with more associations than ever before reporting on activities designed to recognize the Bone and Joint Decade.

Kicking off the week on a national level was the October 11 meeting with the National Institutes of Health, National Institute of Arthritis and Musculoskeletal and Skin Diseases and USBJD (see related story, page one). At the association level, groups publicized the Decade through their own unique channels.

**The National Association of Orthopaedic Nurses** published a special article in the *Orthopaedic Nursing Journal* and undertook special mailings of the new BJD brochure. The group also publicized Awareness Week on its Web site.

**The American Association of Occupational Health Nurses** promoted the Decade in its print and electronic newsletters and now features a link to the U.S. site on its Web page.

**Shriners Hospitals for Children** distributed a release to industry and the media promoting the Decade and their role in it. They published articles in *Your Shriners Hospital* and *Between Us*, launching a campaign to inform all their doctors and staff about the Decade.

**The American Academy of Physical Medicine and Rehabilitation** publicized National Awareness Week in the

October issue of its monthly membership magazine, on its Web site and in a media campaign to address back pain issues.

The **National Athletic Trainers' Association** promoted National Awareness Week in the October issue of its monthly membership magazine, the *NATA News*, and in its quarterly journal, the *Journal of Athletic Training*. Callers to the NATA office in Dallas were greeted by a message urging them to support the Decade.

eMotion Pictures, the **American Academy of Orthopaedic Surgeon's** display of artwork created by people with musculoskeletal conditions, was on display in Minneapolis, MN, during National Awareness Week. The AAOS also spotlighted the Decade during its annual Media Update Conference. The AAOS' publication the *Bulletin* featured a special article on the Decade in October, and launched the Academy's own campaign to ask its members not to let a patient leave their office without learning something about the Decade and how s/he can benefit from and contribute to it.

The Decade logo is featured prominently on materials of the **Orthopaedic Research and Education Foundation**.

The **American Society for Bone and Mineral Research** featured the USBJD logo on the cover of the October edition of the *Journal of Bone and Mineral Research*.

The **United Cerebral Palsy Research Foundation** has included the Decade in its strategic planning activities.

The **American Chiropractic Association** prepared a flyer for National Awareness Week (online at [www.amerchiro.org](http://www.amerchiro.org)), full of tips on improving musculoskeletal health in the workplace, at home, in the yard, playing sports, while traveling and for children. They also published an article in their magazine and September and October newsletters encouraging doctors to promote the Decade to their patients.

The **National Osteoporosis Foundation** featured the Decade in its fall newsletter which is distributed to nearly 100,000 professional and consumer members of the Foundation. In addition, during Awareness Week, NOF promoted the Decade on the home page of its popular Web site which receives an average of 12,000 visitors per week.

For additional information on association initiatives and NAW programs, please visit [www.boneandjointdecade.org/usa](http://www.boneandjointdecade.org/usa) and click on "News."

**NATIONAL AWARENESS WEEK  
WILL TAKE PLACE  
OCTOBER 12-20, 2003.  
START PLANNING YOUR  
PROGRAMS NOW.**

# Supporter Spotlight



The TMJ Association was founded in Milwaukee in 1986 by two women suffering from TMJ -

disorders that can cause severe pain and dysfunction in and around the temporomandibular (jaw) joint. It has since grown to become the leading advocacy organization for TMJ sufferers and a resource for researchers and health professionals.

In any given year, over 10 million Americans will experience TMJ problems. The majority of those seeking treatment are women in their childbearing years. Some causes of TMJ problems, such as arthritis or injury, are known. But in many cases the cause is unknown. Through TMJA efforts, Congress has directed the National Institutes of Health to conduct multidisciplinary research on TMJ disorders and the Association itself, with NIH partnership, has held major research meetings.

The TMJA strongly supports the worldwide effort to advance the understanding and treatment of musculoskeletal conditions and to promote research. To learn more, go to [www.TMJ.org](http://www.TMJ.org).

## Marketing Materials Available from National Office

Help spread the word about the Decade! The following marketing materials can be obtained by contacting the USBJD National Office:

*Mr. StrongBones and Joint, the BoneWonder stickers*

*U.S. Bone and Joint Decade pins*

*"Good Moves for Life" posters and brochures*



Incorporated as a non-profit organization in 1977, the American Society for Bone and Mineral Research has been the

premier society in the field of bone and mineral metabolism for 25 years. The ASBMR has grown dramatically in the last two and a half decades from a small contingent of North American-based scientists and clinicians to a multinational organization comprising approximately 3,800 physicians, basic research scientists and clinical investigators from over fifty countries. ASBMR members' interests span the medical and scientific fields, from endocrinology, cell and molecular biology, to orthopaedics, rheumatology, epidemiology, nephrology, pathology, dentistry and other clinical/research areas.

The mission of the ASBMR is to be the premier society in the field of bone and mineral metabolism through promoting excellence in bone and mineral research, fostering integration of clinical and basic science and facilitating the translation of that science to health care and clinical practice.

Key objectives to achieve these goals include the nurturing and development of future generations of basic and clinical scientists, and the dissemination of new knowledge in bone and mineral metabolism. The ASBMR strives to be proactive in shaping research and health policies based on scientific advances in its field.

Furthermore, ASBMR encourages and promotes the study of the expanding field of bone and mineral metabolism through annual scientific meetings, the official ASBMR journal (*Journal of Bone and Mineral Research*, which is ranked seventh out of 90 in the category of Endocrinology and Metabolism journals), the *Primer on the Metabolic Diseases and Disorders of Mineral Metabolism* (the fifth edition is now underway), numerous grants and awards programs and collaboration with other related societies in advocacy and science policy activities.

For further information about the ASBMR and to learn the latest about this year's 25th Annual Meeting, please visit the ASBMR Web site at [www.asbmr.org](http://www.asbmr.org).

**If your group would like to be featured in this section, please send a 150 word summary of your association's mission to [RachaelC@nata.org](mailto:RachaelC@nata.org).**

## 2003 Newsletter Production Schedule

The Bone and Joint Decade newsletter will be published quarterly in 2003. Issues will be distributed in March, June, September and December.

Representatives from member associations are invited to submit organization summaries, story ideas, event announcements and news for publication. Logos and/or photographs are also welcomed. Images can be sent in .jpg, .gif, or .tif format.

Please note that all materials are due at least one month in advance. Copy deadlines for 2003 are:

<i>March</i>	February 15
<i>June</i>	May 15
<i>September</i>	August 15
<i>December</i>	November 15

Submissions should be sent to Rachael Cole at [RachaelC@nata.org](mailto:RachaelC@nata.org).

# Message from the Chairman

Many exciting developments have happened during the last few months. The celebrations of National Awareness Week by our supporting organizations, some of which are highlighted in this issue, are the first step in achieving Decade recognition. That week also saw the launching of USBJD's new Web site, a new patient education brochure and an awareness poster.

The other major event that we hope will make a major contribution to achieving success was our October 11 meeting with the National Institutes of Health. The meeting was organized by the USBJD Co-Chairs Phil Osdoby (American Society of Bone and Mineral Research) and Ed Puzas (Orthopaedic Research Society), along with Joan McGowan, Director of the Musculoskeletal Disease Branch of the National Institute of Arthritis and Musculoskeletal and Skin Diseases.

The meeting was attended by 15 Representatives of USBJD leadership organizations and by the leaders of many of the Institutes concerned with various research aspects related to the musculoskeletal system. Dr. Stephen Katz, director of NIAMS chaired the meeting and laid down the gauntlet challenging each USBJD organization to promote the Decade and to work together and with NIH to increase communication within the USBJD, between USBJD and NIH and most importantly with the public. The meeting was also attended by Elias A. Zerhouni, MD, director of the NIH. In his comments Dr. Zerhouni noted the impact of Musculoskeletal conditions on the American public and their expected increase in the future. Dr. Zerhouni also commented on the enormous potential impact the USBJD could have by the nature of its diverse composition

and by virtue of its considerable constituencies, especially in the area of public awareness. The meeting ended with the agreement to develop specific projects with measurable outcomes, work on communication with concerned governmental agencies and with the public, and to increase both the knowledge of and the number of research opportunities available to the medical science community.

Recent information released by the CDC provides increasing support for the mission of the USBJD. In 1997, the CDC reported that 43 million Americans suffered from arthritis and other rheumatic diseases. In new numbers just released, the estimates of those affected has risen to 70 million or one in three adults. This information has a profound effect on the ever-increasing costs of the burden of musculoskeletal diseases. The USBJD will meet with the CDC in January to look at ways to work together to advance the Decade.

Awareness campaigns must continue to be the initial focus of all of our organizations. Each awareness campaign needs to be tailored to the individual organization and should be based on the case statement. If your organization needs help in developing a case statement or with ideas for developing an awareness campaign, we would be happy to help. Please link your Web site to USBJD site [www.boneandjointdecade.org/usa](http://www.boneandjointdecade.org/usa). This site will be updated frequently. I would ask you to keep us posted on your organization's Decade activities. We will share these with all supporters to help other groups facilitate their own Decade efforts. We would also welcome your suggestions on how we can spread the word about the Decade to

the American public. We are currently working with our participating Partners and Participating Organizations to develop awareness campaigns tailored to their constituencies.

Please keep in touch with our office and executive director Toby King ([tobyking@usbjd.org](mailto:tobyking@usbjd.org)) about BJD activities, recent successes, plans for the future and how our central office can help you develop BJD programs. If you would like to participate in one of the USBJD task forces (Education, Research, Advocacy or Communications) please contact Toby King. Each organization has something to offer the United States effort. Many of your leaders have skill sets and competencies that would help to advance the Decade's mission. Please make us aware of these individuals so that we can encourage them to participate in the national effort.

Finally, I would ask that you make us aware of organizations that are not currently supporting the Decade but by virtue of their mission should be, so that we can contact them. The larger and broader based our coalition, the more effective we will be in accomplishing the goals of the Decade. This will also have the secondary benefit to each individual USBJD organization of fostering partnerships and relationships with other groups that will help further the mission of each organization. Working together we can all accomplish the mission of the Decade and that of our own organizations more effectively.

*Stuart L. Weinstein, MD  
Chair, U.S. National Action Network of  
the Bone and Joint Decade  
[stuart-weinstein@uiowa.edu](mailto:stuart-weinstein@uiowa.edu)*

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## News Briefs

Since the last newsletter, more new corporate sponsors have signed on to support the Decade. The Corporate Advisory Council of the American Academy of Orthopaedic Surgeons pledged to offer financial support to the Decade, and Zimmer earmarked its contribution specifically for the development of the new Web site. The USBJD also has its first media partner - *Orthopedics Today*. In addition, DePuy Orthopaedics, DePuy Ace and DePuy Casting from the Johnson & Johnson family of companies have signed on.

Toby King, USBJD executive director, attended the American College of Rheumatology and ACR - Education and Research Foundation annual convention. The meeting was an enormous success, with literally hundreds of brochures and posters distributed to attendees. The American Academy of Pediatrics and the Arthritis Foundation also had a

presence at the meeting.

A USBJD ad recently appeared in *Orthopedics Today*.

In October, King and other USBJD leaders met with representatives from the National Association of Chain Drug Stores (with members such as Wal-Mart, CVS, Albertsons and Walgreens). The meeting was a benefit to both groups, as attendees agreed the associations have similar and complementary objectives.

NACDS will join the USBJD as a Participating Member and help develop activities to promote Decade goals.

This partnership will help the Decade reach a wider population of the American public through National Awareness Week activities, as well as other programs held in chain drug stores throughout the year.

## Meeting with CDC Representatives Planned for 2003

USBJD leaders will meet with Dr. Charles Helmick and other representatives of the Centers for Disease Control and Prevention on Friday, January 10, 2003. Dr. Helmick is involved with CDC's current focus on arthritis.

The meeting will highlight past and current CDC activities in relationship to the Decade and focus on opportunities for special collaboration with the organization as the Decade progresses. Other aspects of the agenda are still in development.

A short BJD board meeting will follow the CDC gathering. Look for updates on both events in the March issue of the Bone and Joint Decade Newsletter.

## Contact Us

The U.S. Bone and Joint Decade Newsletter serves as a means of communication between the members of the National Action Network (NAN) and other affiliated organizations. To submit a story idea or an article, or if you have comments, please contact:

U.S. Bone and Joint Decade Office  
Toby King - 847.384.4010  
tobyking@usbjd.org

or e-mail:

Larry Commons  
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Rachael Cole  
RachaelC@nata.org

## About Us

The United States Bone and Joint Decade, NFP (USBJD) is an incorporated nonprofit organization. It represents the U.S. National Action Network of the independent, global organization Bone and Joint Decade (BJD). The mission of the BJD is to improve the health-related quality of life for people affected by musculoskeletal disorders worldwide.

BJD is the umbrella organization by which more than 50 National Action Networks -- including that of the United States -- and more than 750 professional medical societies, patient advocacy groups, governments, companies, research institutions and publications partner to effect change by: (1) Raising awareness of the growing burden of musculoskeletal disorders on society; (2) Empowering patients to participate in their own care; (3) Promoting cost-effective prevention and treatment; and (4) Advancing understanding of musculoskeletal disorders through research to improve prevention and treatment.