

## National Awareness Week 2004 a success

National Awareness Week 2004 was launched with a BANG! at the American Stock Exchange, October 11, as Joe Klecko, former New York Jets player, and Gary Whyte, Health Advocate for Fibrodysplasia Ossificans Progressiva, in the presence of Salvatore Sodano, Chairman & Chief Executive Officer, American Stock Exchange, sounded the Opening Bell.



Left to right – At the American Stock Exchange, Tony Barbera, an advocate for FOP, Charlene Waldman of The Paget Foundation, Joe Klecko, Cathleen Raggio, M.D. and Adele Bosky, Ph.D., of the Hospital for Special Surgery, Gary Whyte.

### STATE ACTIVITIES

In addition to their declarations of support for the Decade, the states of **Alabama, Connecticut, Florida, Illinois, Indiana, Kansas, Kentucky, Michigan, Mississippi, Missouri, New Hampshire, New Jersey, Ohio, Pennsylvania, Texas, Washington, Wisconsin**, as well as **Puerto Rico**, the **City of New York**, and the Boroughs of Upper Saddle River and West Wildwood in Pennsylvania, issued special proclamations promoting bone and joint health during National Awareness Week encouraging local community groups to organize activities.

**Kansas** — Road safety was the focus of activity in the state of Kansas. September 7, Governor Kathleen Sebelius officiated at a proclamation signing ceremony to draw the attention of the people of Kansas to bone and joint health, and especially road safety during NAW. Two patients made presentations on their own particular confrontations with road injury. In the lead up to and during National Awareness Week, Dr. Kimberly Templeton and colleagues made presentations to schools and community groups, and placed advertisements in the local media.

Later in the month, the Kansas Highway Patrol, SADD (Students Against Destructive Decisions) members, other high school students and parents met at a racecar garage on the infield of the Kansas Speedway in Kansas City, Kansas to promote road safety.

Participants, including representatives from the trauma surgery section at the Kansas Medical Center, showed the kids operating room equipment and supervised them while they walked or drove a golf cart while wearing “drunk goggles.” Local (Lenexa, KS) policemen brought a car that was destroyed in a motor vehicle collision (MVC) and discussed what happens in a drunk driving arrest. An instructor with the Richard Petty driving school showed the kids the safety features in a racecar and extrapolated that to the need for safety on the roadways. The participants were given driving safety reminders and a T-shirt that depicted Kansas Road Safety Awareness week.

**New Jersey** — The boroughs, counties and municipalities of Caldwell, Hawthorne, Hibernella, Paramus, South Brook Bound, Sussex, Long Branch, Paterson, Andover, Brick, Lebanon, and Cape and May issued proclamations promoting greater awareness about fibrodysplasia ossificans progressiva, a condition that largely affects children and for which more research needs to be funded to find new treatment options, or better still a cure.

**Ohio** — “Protect Your Bones” a USBJD program aimed at high school students, developed by Michael DeFranco, MD, of the Cleveland Clinic, was launched during National Awareness Week at six Cleveland-area high schools. Over 1,000 students received the program. The program was featured in The Plain Dealer, Ohio’s leading daily newspaper, on WKYC-TV3 and the Ohio News Network. (See full report below under Public Education, page 5.)



Proclaiming NAW in Kansas – Reuben Sullivan (Reuben Bechtold’s uncle), Reuben Bechtold who suffered an injury in a motor vehicle accident, Melissa Erwin, RN, Governor Kathleen Sebelius, Michael Moncure, MD, trauma surgeon, Kimberly Templeton, MD, orthopaedic surgeon, Liz Carlton, Program Director of Trauma Services, Kansas University Medical Center, and Monica Cassube, who suffered an injury from a motor vehicle accident.



Medical student, Kirk McCullough, reviewing an x-ray of a fracture with a student and his mother.



Kimberly Templeton, MD, orthopaedic surgeon, (second from right) and others who spoke, standing in front of the Kansas City fire truck

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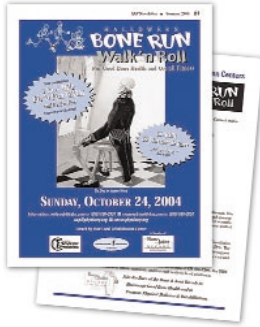
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**PHYSIATRISTS GO**

**NATIONWIDE** Rehabilitation centers mounted a Bone Run Walk 'n Roll to support activities that educate the public about bone health.



**PUBLIC EDUCATION**

**PROGRAMS LAUNCHED BY AMERICAN ACADEMY OF PHYSICAL MEDICINE AND REHABILITATION** AAPM&R initiated two public education campaigns in October to coincide with National Bone & Joint Decade Awareness Week. The first promoted treatments for osteoarthritis and introduced a new brochure entitled *An Active Approach to Osteoarthritis: Moving Beyond the Pain*. The second — focused on fitness — resulted in the creation of a new resource entitled *Choose to Move: Overcoming Fitness Obstacles*. Press materials publicizing both pieces were distributed to the media and excerpts from the publications were posted on the AAPM&R Web site. Radio news releases were also used to reach key media markets.

The popularity of a recent rehabilitation storyline in the daily cartoon *Doodlesbury* has provided several unique opportunities for the AAPM&R to expand understanding and awareness of rehabilitation medicine. Cartoonist Garry Trudeau introduced Captain Nitz to the strip, a physiatrist who managed beloved character and soldier B.D.'s rehabilitation and recovery after he lost a leg in battle. Additional information — including links to the Academy's Web site — were added to the official *Doodlesbury* Web site. In addition, letters were sent to the editors at several of the newspapers that run the strip on behalf of the Academy, praising Garry Trudeau for his realistic portrayal. Physiatrists from Walter Reed Army Medical Center provided consultation and background to Trudeau and were recognized for their exemplary public service efforts at the 2004 Annual Assembly in Phoenix.

The new interactive U.S. Bone & Joint Decade display debuted at AAPM&R's Annual Assembly in Phoenix. The display included the latest information on the Decade and had a prominent place in the center of the exhibit hall.

**AMERICAN CHIROPRACTIC ASSOCIATION**

The ACA issued an article for members to hand to patients for National Awareness Week.



**U.S. SURGEON GENERAL'S REPORT ON BONE HEALTH AND OSTEOPOROSIS**

The U.S. Surgeon General's Report on Bone Health and Osteoporosis was released during National Awareness Week. The Decade is referenced in the Surgeon General's Report. The Decade was represented by Laura Tosi, M.D., at the release of the Report with Tommy Thompson, Secretary, Department of Health and Human Services, who mentioned the Decade in his introductory remarks, and with Dr. Richard Carmona, U.S. Surgeon General. A number of members of USBJD participating organizations were present, including Charlene Waldman of The Paget Foundation for Paget's Disease of Bone and Related Disorders, and Judith Cranford of the National Osteoporosis Foundation.

**VETERANS AFFAIRS**

The Department of Veterans Affairs, which recently signed the Decade's Declaration of Support, developed flyers on arthritis, back pain, and osteoporosis for National Awareness Week and these were distributed to VA hospitals and 850 community-based outpatient clinics. Material from these flyers was used to enhance information in the Public/Patient section of the USBJD web site.



**YOUTH AND CHILDREN**

Pediatric groups participating in the Decade mounted a campaign around *"Missed School Days"* due to bone and joint conditions, such as juvenile arthritis and injuries. Annually, American children miss 21 million school days because of musculoskeletal conditions.

**MEDIA CAMPAIGN**

A national media campaign, featuring a number of health care professionals and patients, was launched for National Awareness Week. The campaign focused on educating the public about the common but rarely understood aspects of bone and joint conditions, especially arthritis, back pain and osteoporosis. The messages played particularly on the myths about the kinds of people who are liable to contract one of these conditions, such as men with osteoporosis and young people with arthritis. For low back pain, the stories and message focus on the huge number of Americans who suffer from back pain and how it affects their lives (at home and at work), and the misconceptions about remedies. The campaign was pitched to over 800 health reporters.

Stories developed by individual Decade supporting organizations for National Awareness Week, and on activities such as Protect Your Bones in Cleveland and road safety in Kansas, appeared on broadcast and print media nationwide. The *American Academy of Orthopaedic Surgeons* devel-

oped three radio spots for National Awareness Week that reached an estimated 15 million Americans. *Shriners Hospitals for Children* disseminated print releases as well as radio and video spots. The *American Chiropractic Association* sent out a release. Callers to the *National Athletic Trainers' Association* were greeted with a message on the Decade and directed to the Decade's web site, and the NATA also posted a release.

*Gelita Health Initiative* distributed a "Joint Pain Relief" video release via satellite and on the CBS News Path and CNN News Source and ABC affiliates. The release starts by indicating the alarming statistics that nearly 70 million Americans (or one in every three) is afflicted with chronic joint pain, and continues with information about the Bone and Joint Decade, and NAW. The release continues with information about promising research on collagen hydrolysate and its therapeutic effects on patients suffering from osteoarthritis. In the video, Dr. Wayne Sebastianelli, M.D., Director of Athletic Medicine, Penn State Orthopaedic and Sports Medicine Chair, further explains scientific findings. Gelita Health Initiative also distributed a similar "Joint Pain Relief" audio news release to the main news channels of the AP Radio Network and the Westwood One Radio Network.

The Decade thanks Abbott Laboratories and Gelita Health Initiative for providing support for NAW activities.

**DISPLAY**

An attention-getting display about the Decade has been built and was displayed at meetings in October of the American Academy of Physical Medicine and Rehabilitation, the American College of Rheumatology, and in November at the American Association of Hip and Knee Surgeons. The display is available to participating organizations. To make arrangements email [usbjd@usbjd.org](mailto:usbjd@usbjd.org).

Barry Smith, MD, beside the new USBJD display at the American Academy of Physical Medicine and Rehabilitation annual meeting



Richard Santore, MD, President, AAHKS, and Robert Bucholz, MD, President, AAOS, beside the new USBJD display at the AAHKS meeting. The AAHKS made the display their backdrop for special announcements during the meeting.

## NEWS FROM PARTICIPATING ORGANIZATIONS

### ATV Safety—National Association of Orthopaedic Nurses (NAON)

In August 2002, seven medical, consumer and safety groups along with the Consumer Federation of America (CFA) and Bluewater Network (BWN) submitted a petition to the U.S. Consumer Product Safety Commission (CPSC) requesting a rulemaking process that would develop and implement national safety standards for all-terrain vehicles (ATVs). The standards included banning the sale of adult-size ATVs (defined by CPSC and industry as those ATVs with engines larger than 90 cc) for use by children less than 16 years of age. The annual reports and surveys documented by CPSC regarding the ATV safety crisis have demonstrated a severely increasing number of incidents over the past decade. Many of the injuries involved children under the age of 16.

Although the petition has been pending before CPSC for two years, it has failed to move aggressively to address the safety problem. Increasing numbers of children have continued to be killed by ATVs. Because of the high frequency of ATV accidents recently throughout the country, NAON has chosen to help decrease that



*Photo published in a local newspaper instilling excitement with ATVs*

rate, improve the product safety and educate the public of hazardous issues and preventable techniques. NAON's goal is to motivate action to this effort and solicit constituents to support the efforts until they are put into action.

NAON proposes to work with other organizations to evaluate the number of ATV accidents between 2002 and 2004 and to establish a plan to set before CPSC and state legislatures that will implement and govern the use of ATVs by children.

### Top Ten Back Breaking Jobs

*Released by the American Chiropractic Association*

Back pain is one of the most common work-related injuries – accounting for approximately one-quarter of all lost or unproductive work – but not all jobs are created equal when it comes to the risk of work-related back pain and injury. Countless unsung American heroes put their backs on the line every time they punch the clock.

In a recent informal survey, members of the American Chiropractic Association's House of Delegates rated the jobs they considered to be the most "back breaking," basing their decisions on which occupations cause the most strain on the muscles of the back.

Topping the list were:

- **Heavy truck and tractor-trailer drivers**

Constant compression and vibration from such trucks can damage the back. Prolonged sitting puts pressure on the

spine, which can result in disc degeneration. Liquid-carrying trucks are particularly bad. When this truck comes to a sudden stop, the fluid in the truck's tank slams back and forth, and the driver feels the impact. Also, because professional truck drivers are always on the road, their diets are seldom what they should be, which can contribute to back problems.

The nine runners-up are:

- **Construction Workers**
- **Landscapers**
- **Police Officers**
- **Farmers**
- **Shingle Roofers**
- **Firefighters/EMTs**
- **Delivery Drivers**
- **Nursing Home Workers**
- **Auto Mechanics**

### Calendar of Events

#### January

- 12-15 American Association for Hand Surgery – Annual Meeting
- 15-16 ARHP: Nutrition in Children with Rheumatic Diseases

#### February

- 15 ARHP: Recognizing Diffuse Idiopathic Skeletal Hyperostosis and What To Do About It
- 19 West Virginia Orthopaedic Society – Annual Conference
- 20-23 Orthopaedic Research Society – Annual Meeting
- 23-27 American Academy of Orthopaedic Surgeons – Annual Meeting
- 26 American Orthopaedic Society for Sports Medicine – Specialty Day
- 26 Orthopaedic Trauma Association – Specialty Day
- 27-1 Arthritis Foundation – Advocacy Summit

#### March

- 2-5 American Chiropractic Association – Legislative Convention
- 5-7 American Association for Hand Surgery - The Elbow: An Unforgiving Joint
- 9-12 American Association for Dental Research – Annual Meeting
- 9-13 American College of Foot and Ankle Surgeons – Annual Scientific Conference
- 17-20 ACRC: Update in Orthopaedic Surgery

### USBJD welcomes new members

#### Participating Members

American Association of Neurological Surgeons  
 American Board of Orthopaedic Surgery  
 American College of Sports Medicine  
 California Orthopaedic Association  
 Foundation for Sarcoidosis Research  
 National University of Health Sciences  
 Parker College of Chiropractic  
 Society of Military Orthopaedic Surgeons  
 University of Rochester – Department of Orthopaedics

#### Associate Members

Diamond level \$25,000:

Merck & Co., Inc.  
 Pfizer, Inc.\*

Sapphire level \$5,000:

DePuy and DePuy Spine \*  
 Gelita Health Initiative  
 Smith & Nephew Orthopaedics \*

Topaz level \$2,500:

Genzyme Biosurgery, Inc.  
 Wright Medical Technology\*  
 Wyeth \*

\*USBJD thanks these existing members that have raised their membership contribution level

## NATIONAL NEWS

### Health Volunteers Overseas Chosen for New 2004 Catalogue for Philanthropy

#### Greater Washington

Health Volunteers Overseas (HVO) has been selected as a *2004 Catalogue for Philanthropy* charity.

HVO was selected for the Catalogue from a competitive field of 250 candidates. "Charities were selected for excellence, innovation and cost-effectiveness — and for what they can teach us about the extraordinary ways that philanthropy works," said Barbara Harman, Executive Director of the Harman Family Foundation. "These are certainly among the best small charities in the

Washington region." This year more than 30,000 individuals and hundreds of foundations will receive copies of the Catalogue.

A private, non-profit membership organization, HVO was founded in 1986 to improve global health through education. HVO designs and implements educational programs in a variety of clinical areas that are staffed by volunteer health professionals from the United States and Canada. HVO currently has 63 active programs in 25 developing nations.

### Arthritis Foundation

The Arthritis Foundation's Advocacy Summit and Kid's Summit is planned for February 27 to March 1 in Washington, D.C. Geared toward teens over 14 and adults, the Advocacy Summit will have extensive training on how to meet with members of Congress, current arthritis research, a presentation from policy experts and the wit and wisdom of Mark Shields.

Volunteers will lead fun and educational activities for kids with arthritis ages 5-13 as part of the Kids' Summit, which will run concurrently with the adult sessions.

Registration information may be found on the Arthritis Foundation's website: [www.arthritis.org](http://www.arthritis.org) or by calling 202-887-1700.

### Surgeon General Issues Report on Bone Health and Osteoporosis

The Surgeon General's 2004 Report on Bone Health and Osteoporosis was released by the U.S. Department of Health and Human Services on October 14, during the Bone and Joint Decade's National Awareness Week. The Surgeon General's report recognizes the importance of musculoskeletal diseases and defines strategies to improve bone health in the United States. The USBJD thanks the Surgeon General for referencing the Bone and Joint Decade in the report, and well as Health and Human Services Secretary Tommy Thompson for noting the Decade in his introductory remarks on the release of the report. The report is a call to action to all Americans, health care professionals and the public. The USBJD will continue its work toward realizing these goals. In 2005 the USBJD Public Education Committee will develop a Bone Health and Osteoporosis



Vice Admiral Richard H. Carmona, M.D., M.P.H., F.A.C.S., U.S. Surgeon General

Patient Advocacy Program targeted at perimenopausal women and senior citizens as part of this effort.

The report and companion pieces that offer guidance on improving bone health and avoiding osteoporosis can be viewed at [www.surgeongeneral.gov](http://www.surgeongeneral.gov).

### ARHP Audioconference Series

The Association of Rheumatology Health Professionals Audioconference Series is designed to meet the educational needs of health professionals involved in the management of patients with arthritis and other rheumatic diseases. The series is a convenient, cost-effective way to experience leading content from experts in the field.

Held monthly beginning in January and running through June, each live, interactive 60-minute session is scheduled from 12:00 – 1:00 p.m. (Eastern Time). Registered participants receive the speaker's handout materials prior to the call, along with toll-free phone number and each registered participant is eligible for CMEs or CEUs.

Online registration is available at [www.rheumatology.org/arhp/education/audioconf.asp?aud=rhp](http://www.rheumatology.org/arhp/education/audioconf.asp?aud=rhp) or you can call 404-633-3777 for information.

#### SCHEDULE

FRIDAY, JANUARY 21, 2005

Nutrition in Children with Rheumatic Diseases: The Thick and The Thin  
*Carol J. Henderson, PhD, RD, Georgia State University, Atlanta, GA*

TUESDAY, FEBRUARY 15

Recognizing DISH (Diffuse Idiopathic Skeletal Hyperostosis) and What To Do About It  
*John Esdaile, MD, MPH, Arthritis Research Center of Canada, Vancouver, BC, Canada*

WEDNESDAY, MARCH 16

Understanding Immunology of Biologics  
*Stephen J. Rozzo, PhD, Abbott Pharmaceuticals, Denver, CO*

TUESDAY, APRIL 19

Differential Diagnosis of Common Forms of Arthritis  
*Eric P. Gall, MD, Rosalind Franklin University of Medicine & Science, The Chicago Medical School, North Chicago, IL*

THURSDAY, MAY 19

The Role of Adaptive Coping and Other Positive Variables: Helping People with Rheumatic Disease Flourish  
*Stephen T. Wegener, PhD, Johns Hopkins University, Baltimore, MD*

THURSDAY, JUNE 16

Biomechanics of the Hand  
*Pamela B. Harrell, OTR, CHT, Tennessee Orthopedic Alliance, Nashville, TN*

## PROJECTS

### Project Updates

USBJD committees were pleased with progress in 2004 and have established priorities for the coming year.

#### COMMUNICATIONS

The principal activities of the communications committee during 2004 have been this Newsletter, the Web site, National Awareness Week and the development of a new attention-getting display. These priorities were set following development of a communications plan for the USBJD.

Major priorities for 2005 are National Awareness Week and use of the new display. An overriding aim is to provide consistency in developing what began this year.

For National Awareness Week, the committee plans expansion of the program throughout the year — building up to NAW 2005 (Oct. 12-20).

The new display is available now for organizations to use at their meetings.

Four print testimonials are completed and three more are being developed. The committee would like more participating organizations to include these testimonials in their journals.

The committee sees a need for a monthly e-News Update on USBJD activities. A monthly e-News Update would be in addition to the regular printed Newsletter.

#### ADVOCACY

USBJD held its first Capitol Hill meeting on July 15. During 2004 the Advocacy Committee reviewed and recommended to the Board support for the Arthritis Prevention, Control and Cure Act 2004. The USBJD became a signatory to a letter in support of this legislation. The committee also reviewed and the Board approved submission of a letter supporting the FDA's proposed review of the medical devices review process.

In 2005, the Advocacy Committee priorities will be to hold more Capitol Hill meetings. Planned topics include "Fractures in the Elderly" and "Back Pain."

#### Participating Organization Capitol Hill

**Lobby Days** – The USBJD will develop a calendar of the Capitol Hill Days of all USBJD participating organizations. It also will offer materials that organizations can include in their advocate kits and handouts. Please email [usbjd@usbjd.org](mailto:usbjd@usbjd.org) with the date(s) of your planned Capitol Hill Lobby Days, and indicate if you would like material from the Decade to include in your kits. A *Facts in Brief* sheet for example, can be downloaded directly at [www.usbjd.org/rd/index.cfm?Materials](http://www.usbjd.org/rd/index.cfm?Materials).

The Advocacy Committee continues to work to obtain state proclamations to highlight bone and joint health during National Awareness Week.

#### RESEARCH

##### PROJECT 100

Project 100 is the USBJD initiative to improve education in musculoskeletal medicine in medical schools. Great strides toward this goal were made in 2004.

The Association of American Medical Colleges convened an Expert Panel to define learning objectives: the knowledge, skills and attitudes that medical students should possess in musculoskeletal medicine. The panel met September 2004 and plans to release a report in the spring of 2005, to be sent to all medical schools.

The National Board of Medical Examiners is replenishing the databank of musculoskeletal questions for Part 1 exams, and has plans to develop a shelf exam for use of medical schools on musculoskeletal medicine. Through the USBJD a call was made for question writers, and the Question Writing Task Force met October 11/12 in Philadelphia. Many participating organizations responded to this call. If you are not involved and want to be, you should contact Kathy Holtzman at [kholtzman@nbme.org](mailto:kholtzman@nbme.org).

Eighty of the 126 medical schools have declared their support for the Decade. Those who have signed the declaration of support can be viewed under Friends of the Decade at [www.usbjd.org/friends/index.cfm](http://www.usbjd.org/friends/index.cfm). If your school is not listed please invite the administration to declare their support. The Declaration of Support can be downloaded from [www.usbjd.org/rd/index.cfm?Materials](http://www.usbjd.org/rd/index.cfm?Materials).

In 2003, the American Academy of Orthopaedic Surgeons, the American Academy of Pediatrics and the American Academy of Family Physicians cooperatively published *Musculoskeletal Medicine*, a text that provides an integrated introduction to the varied and complex field of musculoskeletal medicine. The table of contents of *Musculoskeletal Medicine* has been prepared with the learning objectives of the National Board of Medical Examiners in mind. If you would like information about using this book with students, contact Bronwyn Barrera via email at [bronwyn@aaos.org](mailto:bronwyn@aaos.org).

#### YOUNG INVESTIGATORS INITIATIVE

Chaired by Nancy Lane, MD, the goal of the Young Investigators Initiative is to expand the number of young investigators by increasing the number of successful grant writers. This is to be accomplished through twice-yearly intensive three-day workshops. Potential Young Investigators are being invited to attend an initial and follow-up workshop. The letter of invitation has been sent out to department chairs and program training directors for disciplines covered by the Decade. The letter invites them to identify and support candidates for the first in

the series of Young Investigator workshops. The first session is being planned for May 2005. The program is being undertaken jointly with the Canadian BJD Network.

This workshop series is open to promising junior faculty or senior fellows or post-doctoral researchers that have been nominated by their department or division chairs. It is also open to senior fellows or residents that are doing research and have a faculty appointment in place or confirmed. The unique aspect of this program is the opportunity for attendees to maintain a relationship with a mentor until their application is funded. To apply for this workshop the applicants must provide the following information:

#### Application

1. Letter of nomination from division or department chair which must include a description of the candidate's work, pledging roundtrip airfare for each attendance and a contribution of \$500 to defer the costs of the workshops if the candidate is accepted, permission to spend 3 days twice a year at the clinical investigators workshops, and contact information for the candidate and the individual writing the letter of support
2. One page document with specific aims and outline of a proposed grant application from the participant
3. Curriculum vitae of the applicant
4. The application is due by February 15, 2005
5. The application should be addressed to Young Investigators Initiative and mailed to the USBJD, or email [usbjd@usbjd.org](mailto:usbjd@usbjd.org)

#### Organizing Committee

Nancy Lane, MD (Chair) Andrew Cole, MD, John Esdaile, MD, Jack Klippel, MD, Matthew Liang, MD, Edward Puzas, PhD, Martha Somerman, DDS

#### Workshop Program

##### Phase 1 Workshop

##### Issues in Clinical Research

1. Lectures on Methodological Issues and Statistics
2. Small workshops for 5-10 participants to review grant proposals
3. Office hours with faculty
4. Evening Talks: Career Issues

##### Day 1

Morning lectures  
Afternoon workshops  
Late afternoon – free time talk with faculty  
Evening – Career related lectures including networking

##### Day 2

Morning lectures  
Office hours

##### Phase 2 Workshop

1. Mock Study Section with an emphasis on the 10 most common complaints

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## Project updates... From page 5

2. Small Workshops to review study section comments, "pink sheets"
3. Lectures on Promotions (Demystifying the promotions process), time management, and employee management
4. Participants should have prepared a submission to NIH or industry for funding
5. Grants reviewed by referees before the meeting to maximize feedback

For more information: [usbjd@usbjd.org](mailto:usbjd@usbjd.org).

The Young Investigators Initiative is the Research Committee's new main activity in 2005.

### CONDITION KITS

The committee has released a condition kit on Osteoporosis. ([www.usbjd.org/rd/index.cfm?Osteoporosis](http://www.usbjd.org/rd/index.cfm?Osteoporosis).) The committee is currently reviewing a condition kit on Trauma, is about to start review of a kit on Low Back Pain, and is drafting kits on Arthritis and on Childhood Conditions.

### SYMPOSIUM ON LOW BACK PAIN

To provide an opportunity for participating organizations to come together, the Research Committee will begin planning a symposium on Low Back Pain to be held this year. A consensus document will result.

### PUBLIC EDUCATION

The Public Education Committee was formed last year and set as its priorities the *Protect Your Bones* High School Education program, enhancement of the Patient/Public section of the Web site and development of partnership activities with the National Association of Chain Drug Stores Foundation and the American Automobile Association.

The Decade's education goals go beyond patients, and must include the general public. Kimberly Templeton, MD, was invited to lead this challenge, and has formed a committee of people keenly interested in public and patient education, including Andrea McConville representing the National Association of Orthopaedic Nurses; Maura Iversen, PT, MPH, ScD, of the Association of Rheumatology Health Professionals; Lisa Cannada, MD of the Orthopaedic Trauma Association; Lawrence Stern of Merck & Co. and Michael DeFranco, MD.

### Protect Your Bones

*Protect Your Bones*, a USBJD program aimed at high school students, developed by Michael DeFranco, MD, a resident orthopaedic surgeon at the Cleveland Clinic, was launched during National Awareness Week. Volunteers taught the interactive presentation on musculoskeletal disease to students at six high schools in Cleveland. Over 1,000 students participated in the course. A database has been created for the results of the quizzes that the students completed both before and after the lecture. The data demonstrates the effectiveness of the program. The post-lecture quiz showed 79.8% of the students correct-

ly responding to a question that identifies trauma as the leading cause of death among kids 5-24 years old. Only 29% correctly answered this question at the start of the lecture. By the end of the course 82% of students were able to correctly define arthritis, and 86.5% osteoporosis. 81.5% of students said they would share the lecture information with their families, and 87.2% strongly agreed the program should be given to future students. This data will allow better understanding how effective the course was in reaching its objectives and how it should be changed as it rolls out to other cities across the country.

The presentation largely focuses around arthritis, osteoporosis, and trauma, including road safety, and aims to impress upon the teens how the care they take now to build bone density and skeleton strength and flexibility will be an investment in their future health and physique. The message impresses on them the realities of reckless road behavior. Two local celebrities are part of the presentation, Andra Davis of the Cleveland Browns and Austin Carr of the Cleveland Cavaliers. Following assessment of this pilot launch in Cleveland, the program will be offered across the country where other hospitals and organizations will be invited as the local champions.

The Mayor of Cleveland, the Cuyahoga County Commissioner and the Governor of Ohio made official proclamations recognizing the "Protect Your Bones" Campaign and the Bone and Joint Decade as part of National Awareness Week. The Cleveland Clinic Departments of Communications and Marketing have made "Protect Your Bones" a priority project. Local TV, and the Cleveland Plain Dealer both reported on the program.

Residents and fellows in training at The Cleveland Clinic and University Hospitals of Cleveland, as well as nurses, participated in the campaign.

The Cleveland Clinic is providing support to the project, and taking care of many of the arrangements. Stryker has made a financial contribution to the Decade for the launch of *Protect Your Bones*. Pfizer has made an in-kind contribution of knee models of arthritis for use during the presentations. For more information, email [usbjd@usbjd.org](mailto:usbjd@usbjd.org).

The priority for 2005 is preparation of the "Protect Your Bones" program for champions nationwide, and launch of the expanded program during the year.

### ePublic/Patient Information Resources

The public/patient section of the USBJD Web site is being upgraded. On October 11 upgraded sections on arthritis, low back pain, osteoporosis and trauma were launched.

The goal of this section of the Web site is to provide brief, basic information for the public regarding what bone and mineral

research is, its importance and what future directions the research will likely take.

The committee seeks content input from participating organizations, such as:

- 1) Vignettes from patients with musculoskeletal conditions and whose treatment and recovery have been made more remarkable because of the benefits of (recent) research. This personal story of the situation leading up to the event, outcome and reflections emphasizes the impact of this problem, as well as the benefit of research and the need for more. Suggested length is 250-500 words. Photos can accompany vignettes.
- 2) Future directions for research and public education
- 3) Links
- 4) Pages for readers to print containing tips to reduce the risk of developing (condition), measures to help those who have already developed (condition) and when to seek medical attention

Contacts: Dr. Templeton, [ktemplet@kumc.edu](mailto:ktemplet@kumc.edu), and Toby King at [tobyking@usbjd.org](mailto:tobyking@usbjd.org).

Priorities for 2005 are further development of the public/patient education content on the USBJD Web site, especially for the "Resource" section for all conditions.

### American Automobile Association (AAA)

The American Automobile Association will publish "AAA talks to the U.S. Bone and Joint Decade about road safety" in three successive editions of their bimonthly member publication. Apart from the important road safety messages that are the object of this series, this is a tremendous way to reach a large number of American citizens with information about bone and joint health.

### National Association of Chain Drug Stores Foundation

The NACDSF has published four information pieces for pharmacists in collaboration with the USBJD (back pain, neck pain, carpal tunnel, and youth workers.) More information sheets are planned for 2005.

### Partnerships

The committee plans to identify new partnerships with other large consumer organizations interested in working with health care professionals and in taking a message about bone and joint health to their members.

In response to the Surgeon General's report on Bone Health and Osteoporosis, and his call to action, one new program will target perimenopausal women and senior citizens.

The committee will also continue working with the Veterans Administration, building on the start in 2004.

# Friends of the Decade

**\* USBJD Member**

**Health Care Organizations**

ACR – Research & Education Foundation\*  
 American Academy for Cerebral Palsy & Developmental Medicine\*  
 American Academy of Orthopaedic Surgeons\*  
 American Academy of Orthopaedic Surgeons – Board of Councilors  
 American Academy of Orthopaedic Surgeons – Corporate Advisory Council\*  
 American Academy of Osteopathy\*  
 American Academy of Pediatrics\*  
 American Academy of Physical Medicine & Rehabilitation\*  
 American Association for Dental Research\*  
 American Association for Hand Surgery  
 American Association of Colleges of Osteopathic Medicine\*  
 American Association of Hip & Knee Surgeons\*  
 American Association of Neurological Surgeons  
 American Association of Occupational Health Nurses\*  
 American Board of Orthopaedic Surgery\*  
 American Board of Physical Medicine & Rehabilitation\*  
 American Chiropractic Association\*  
 American College of Foot & Ankle Surgeons\*  
 American College of Rheumatology\*  
 American College of Sports Medicine\*  
 American College of Surgeons\*  
 American Congress of Rehabilitation Medicine  
 American Juvenile Arthritis Organization  
 American Occupational Therapy Association Foundation  
 American Orthopaedic Association\*  
 American Orthopaedic Association – Academic Issues Committee  
 American Orthopaedic Foot & Ankle Society\*  
 American Orthopaedic Society for Sports Medicine\*  
 American Osteopathic Academy of Orthopedics\*  
 American Osteopathic Association\*  
 American Osteopathic College of Radiology  
 American Physical Therapy Association\*  
 American Shoulder & Elbow Surgeons\*  
 American Society for Bone and Mineral Research\*  
 American Society for Reconstructive Microsurgery  
 American Society for Surgery of the Hand\*  
 American Society for Testing & Materials – Medical & Surgical Materials & Devices Committee  
 American Society of Orthopaedic Physician's Assistants\*  
 American Spinal Injury Association Arthritis Foundation\*  
 Arthroscopy Association of North America\*  
 Association of Academic Physiatrists \*  
 Association of Bone and Joint Surgeons\*  
 Association of Children's Prosthetic-Orthotic Clinics  
 Association of Rheumatology Health Professionals\*  
 Bones Society, Inc.  
 California Orthopaedic Association\*  
 Cervical Spine Research Society

Children's Hospital of Philadelphia – Orthopaedic Surgery\*  
 Clinical Orthopaedic Society  
 Congress of Chiropractic State Associations  
 Council of Musculoskeletal Specialty Societies  
 Crippled Children's Rehabilitation Effort  
 Foundation for Chiropractic Education & Research  
 Foundation for Sarcoidosis Research\*  
 Health Volunteers Overseas – Orthopaedics Overseas\*  
 Hip Society\*  
 Indiana Hand Center  
 International F.O.P. Association, Inc.  
 International Society of Arthroscopy, Knee Surgery, and Orthopaedic Sports Medicine  
 J. Robert Gladden Society\*  
 Knee Society\*  
 Life Chiropractic College West\*  
 Limb Lengthening & Reconstruction Society\*  
 Michigan Osteopathic Association  
 Mid-America Orthopaedic Association\*  
 Musculoskeletal Transplant Foundation\*  
 Musculoskeletal Tumor Society  
 National Association of Chain Drug Stores Foundation\*  
 National Association of Orthopaedic Nurses\*  
 National Athletic Trainers' Association\*  
 National Osteoporosis Foundation\*  
 National University of Health Sciences\*  
 North American Spine Society\*  
 Orthopaedic Rehabilitation Association  
 Orthopaedic Research & Education Foundation\*  
 Orthopaedic Research Society\*  
 Orthopaedic Trauma Association\*  
 Osteogenesis Imperfecta Foundation\*  
 Palmer College of Chiropractic\*  
 Parker College of Chiropractic\*  
 Pediatric Orthopaedic Society of North America\*  
 Ruth Jackson Orthopaedic Society\*  
 Saint Alphonsus Regional Medical Center\*  
 Scoliosis Research Society\*  
 Shriners Hospitals for Children\*  
 SICOT (US Section)  
 Society for Biomaterials  
 Southern Orthopaedic Association  
 Society for Military Orthopaedic Surgeons\*  
 Spina Bifida Assn. of America and Fdn.  
 The Paget Foundation for Paget's Disease of Bone & Related Disorders\*  
 TMJ Association\*  
 United Cerebral Palsy Research & Education Foundation  
 University of Rochester – Department of Orthopaedics\*  
 Western Orthopaedic Association

**Medical Schools**

Albany Medical College  
 Albert Einstein College of Medicine of Yeshiva University  
 Boston University School of Medicine  
 Brown Medical School  
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 Duke University School of Medicine  
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 Eastern Virginia Medical School/MC of Hampton Roads  
 Emory University School of Medicine

George Washington University School of Medicine & Health Sciences  
 Harvard Medical School  
 Indiana University School of Medicine  
 Joan & Sanford I. Weill Medical College of Cornell University  
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 Mount Sinai School of Medicine  
 New York University School of Medicine  
 Northeastern Ohio Universities College of Medicine  
 Northwestern University, The Feinberg School of Medicine  
 Ohio State University College of Medicine and Public Health  
 Pennsylvania State University College of Medicine  
 Ponce School of Medicine  
 Rush-Presbyterian – St. Luke's Medical College  
 Southern Illinois University School of Medicine  
 Stanford University School of Medicine  
 State University of New York Upstate Medical University  
 Stony Brook School of Medicine  
 Texas A & M University System Health Science Center  
 Tufts University School of Medicine  
 Tulane University School of Medicine  
 UMDNJ – New Jersey Medical School  
 UMDNJ – Robert Wood Johnson Medical School  
 Universidad Central del Caribe School of Medicine  
 University at Buffalo The State University of New York School of Medicine & Biomedical Sciences  
 University of Alabama Sch. of Medicine  
 University of Arkansas Coll. of Medicine  
 University of California, Irvine College of Medicine  
 University of California, San Diego, School of Medicine  
 University of California, San Francisco, School of Medicine  
 University of Cincinnati Coll. of Medicine  
 University of Colorado Health Sciences Center School of Medicine  
 University of Connecticut Sch. of Medicine  
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 University of Minnesota Medical School-Twin Cities  
 University of Missouri-Kansas City School of Medicine  
 University of Nebraska Coll. of Medicine  
 University of Pennsylvania  
 University of Pittsburgh Sch. of Medicine  
 University of Rochester School of Medicine & Dentistry

University of South Alabama College of Medicine  
 University of South Carolina School of Medicine  
 University of Tennessee Health Science Center College of Medicine  
 University of Texas Health Science Ctr. at San Antonio  
 University of Texas Medical School at Houston  
 University of Utah School of Medicine  
 University of Vermont College of Medicine  
 University of Virginia School of Medicine  
 University of Washington Sch. of Medicine  
 University of Wisconsin Medical School  
 Wake Forest University Sch. of Medicine  
 Washington University in St. Louis School of Medicine  
 West Virginia School of Medicine  
 Wright State University Sch. of Medicine  
 Yale University School of Medicine

**Colleges of Osteopathic Medicine**

Chicago College of Osteopathic Medicine at Midwestern University  
 Des Moines University  
 Kirksville College of Osteopathic Medicine of A.T. Still University of Health Sciences  
 Lake Erie Coll. of Osteopathic Medicine  
 Michigan State University College of Osteopathic Medicine  
 Midwestern University Glendale Campus  
 New York Coll. of Osteopathic Medicine  
 Nova Southeastern University-College of Osteopathic  
 Ohio University College of Osteopathic Medicine  
 Oklahoma State University Center for Health Sciences  
 Philadelphia Coll. of Osteopathic Medicine  
 Pikeville College School of Osteopathic Medicine  
 The University of Health Sciences  
 Touro University College of Osteopathic Medicine  
 University of Medicine and Dentistry of New Jersey-School of Osteopathic Medicine  
 University of New England College of Osteopathic Medicine  
 West Virginia Sch. of Osteopathic Medicine

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## FROM THE PRESIDENT

# Real progress in 2004, plans for 2005

As we enter 2005, it is appropriate to recognize participating organizations and their members for making the USBJD so successful in 2004. Real progress has been made in public education, advocacy, research, and in medical education. In each of these areas leaders have emerged from various organizations and have injected energy into ongoing and new programs. The newsletter continues to be our venue to highlight the accomplishments of the Decade and the achievements of its leaders.

This past fall, Toby King and I attended the annual international meeting of the Bone and Joint Decade, and were joined by Mr. Peter Apatow, as a patient representative. As the Bone and Joint Decade continues to gain international momentum, our accomplishments in advancing musculoskeletal education in United States were recognized as a model for the National Action Networks. At the meeting I provided an overview of our approach to advancing musculoskeletal education in a plenary presentation. Our model of working cooperatively and in partnership with regulatory bodies, including the Association of American Medical Colleges and National Board of Medical Examiners is serving as a template in other countries. We all are indebted to Dr. Joseph Bernstein, Dr. Martin Boyer, and others for their leadership in this effort. It is anticipated that the AAMC will

complete an Objectives Paper on musculoskeletal education within the next year that will for the first time provide guidelines for musculoskeletal education in United States' medical schools.

Recently, the USBJD musculoskeletal education effort was extended to the high school level through a pilot program initiated at the Cleveland Clinic through the leadership of Dr. Michael DeFranco. This program is highlighted in this newsletter (see page 6) and demonstrates how one individual can generate enthusiasm for musculoskeletal health throughout an entire community. The program had the support of the Cleveland Clinic, the involvement of several Cleveland area celebrities and received extensive media coverage. Most importantly, it will have a lasting impact on the students and has the potential to reach many others through a partnership with the Cleveland Museum of Science exhibit. This successful pilot is ready to be extended to other locations.

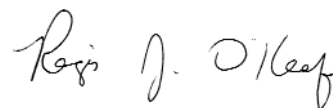
Dr. Kimberly Templeton is the current chair of the Committee on Public Education. For National Awareness Week, Dr. Templeton created a focus within the entire state of Kansas on road safety and its effects on the musculoskeletal system. Her efforts engaged a spectrum of people that included the governor, law enforcement agencies, medical personnel, emergency services, sports personalities, and victims of motor vehicle

accidents. These efforts were successful in promoting the broad message of musculoskeletal health, but importantly, by bringing attention to road safety, will save lives.

A new research initiative is being launched this year by the USBJD. Dr. Nancy Lane is providing the leadership for the development of the Young Investigator's Initiative. This program will develop a mentoring process through which young investigators in musculoskeletal research areas will receive career guidance and training and instruction on the process of grant writing. This is an exciting new program that will involve a partnership among numerous participating organizations within the Bone and Joint Decade and will benefit all of members and most importantly, our future patients.

These are just a few of the highlights and demonstrate that the creative energies of our members and participating organizations provide for our success. We look to increasing participation over the next year. Finally, I would like to thank our corporate sponsors who have provided funds to make many of these programs possible.

Sincerely,



Regis J. O'Keefe, MD, PhD, President

### About the Newsletter

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:

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### Submission Deadlines for 2005:

April: Feb. 28  
August: June 30  
December: Oct. 31

The USBJD thanks the following sponsors for their generous support of the Decade:

