



## Suggested USBJD National Awareness Week Activities

There are endless ideas on how your company or organization can creatively tie into USBJD National Awareness Week. Below you'll find some suggestions. Also visit [www.usbjd.org/rd/index.cfm?10%2BWays](http://www.usbjd.org/rd/index.cfm?10%2BWays) for "10+ Ways to Spread Awareness."

### Government Outreach

Contact representatives of your local and state government and get them behind USBJD National Awareness Week by offering:

- Health screenings for themselves and their staffs
- Bone density tests
- Bone strengthening exercise workouts
- Lunch presentations to update them on musculoskeletal issues
- Personalized tours of your facilities
- Assistance with future health initiatives

### Local Community Events

Get closer to members of your community by hosting:

- Health fairs at local shopping centers
- Sporting events and charity races
- Dance competitions
- Free wellness seminars
- Lectures on ergonomics
- Bone strengthening exercise workouts
- Radio contests

### Student Activities

Reach out to the younger generation by sponsoring:

- Career workshops
- Internships
- School fundraising events and scholarship programs
- Contests to test students' skeletal knowledge
- After-school parties featuring calcium-rich treats
- Escorted tours of your facilities





## Suggested USBJD National Awareness Week Activities (continued)

### Corporate/Association Involvement

Don't forget to promote NAW in-house. Activities can include:

- Displaying USBJD signage throughout your office and cafeteria
- Updating your Web site to include special NAW section
- Offering health and bone density screenings to your employees
- Organizing after-hour, bone-strengthening activities and workout sessions
- Sponsoring a raffle where winners will receive free gym memberships



### Medical College/University Involvement

- Schedule activities that will update your faculty and students on current musculoskeletal challenges, as well as members of your local community.
- Invite experts to speak on various bone and joint disorders
- Partner with other local USBJD organizations to hold a public symposium or health fair on bone and joint disorders
- Disseminate brochures and materials on campus
- Encourage students to share information with family and friends
- Organize sports activities and races