



The Bone and Joint Decade 2000-2010 INFOLETTER 49

October/November 2006

Dear Bone and Joint Decade supporting organisation and friend,

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

Lars Lidgren, Chairman of the Steering Committee

[Season's Greetings](#)

The Bone and Joint Decade 2006 Patient Advocacy Seminar and World Network Conference

Global attention on bone and joint health converged in **Durban, South Africa**, from November 1-4, 2006 when delegates of the **Bone and Joint Decade Annual World Network Conference** and the **International Patient Advocacy Seminar** came together to cultivate strategies for the prevention of bone and joint disorders in both the developed and developing world. "**Keep People Moving: Strategies for the Prevention of Bone and Joint Disorders**" was the theme of the global forum, at which more than 40 countries were represented by 120 delegates, including government officials, doctors, researchers and patients.



Group photo of the delegates

The BJD World Network conference was a key meeting for the Decade for two reasons. First, the draft version of ***the BJD Global Standards of Care Documents on Osteoporosis/Hip Fractures and Pain*** which was initiated at the 2005 World Network Conference in Ottawa, Canada, was presented. The document on Hip Fracture and osteoporosis was read by Assoc Prof Kristina Åkesson, member of the BJD International Steering Committee (ISC). The document was adopted at the

Network Conference and will be submitted for publication in January. The Pain document was presented by Prof Nic Walsh, member of the ISC, and the leading principles were approved by the delegation. The document will be further revised and also be submitted for publication.

Secondly, Prof Lars Lidgren, chairman of the ISC, presented the ***BJD Strategic Plan 2006 – 2010 and Beyond***. The map for

coming year was accepted, and can be found on www.bjdonline.org

The South African Deputy Minister of Health, Hon Mrs Nozizwe Madlala Routledge, officially welcomed the delegates. Both The national and provincial Ministries provided financial support for the conference.



*From the left: Prof Lars Lidgren
Hon Mrs Nozizwe Madlala Routledge,
Prof Girish Mody, NAN coordinator SA*

The BJD International Steering Committee (ISC) wishes to thank Prof Girish Mody, conference host and South African NAN coordinator, and his South African team for an outstanding meeting in Durban. The organising committee did an excellent job to bring all the details together and make the meetings a resounding success. The meeting framework, which included the 2006 Annual Conference of The South African National Action Network running in parallel to the BJD World Network Conference and the Patient Advocacy Seminar, is a model that could be used for future Network conferences. A few of the members of the BJD International Steering Committee were able to be involved in the South African NAN meeting giving presentations and in that way highlighting the Bone and Joint Decade's international role to the delegates from South Africa.



*South African delegates together with
Hon Mrs Nozizwe Madlala Routledge,
Amye Leong to the right.*

The Second Annual BJD Patient Advocacy Seminar was by all accounts, considered a rewarding meeting as well. 50 Delegates from 22 countries came together for practical training seminars on “Media Relations: Skills and Strategies” and “Government Relations: How to Approach a Policy Audience”. The highlight of the seminar was the dynamic interaction and workgroup synergy among delegates. The training seminars were chaired by Mr Brian Tjugum and Mr John Lotspeich, both Directors from the Healthcare Division of Weber Shandwick International, London. We thank them profusely for their support of our activities.

Video Coverage and Speakers’

Presentations from the meetings are now available on www.bjdonline.org

For the full list of exclusive lectures and speakers’ presentations, please see:

BJD Patient Advocacy Seminar
<http://www.bjdonline.org/default.aspx?contId=1750>

BJD World Network Conference,
November 2-4

<http://www.bjdonline.org/default.aspx?contId=1756>

ePoster session

Prior to the conference all Network Coordinators were asked to report on their yearly activities in an “electronic poster”. The ePosters were printed in Durban and available for viewing during the meeting. They were reviewed by an evaluation committee consisting of Prof Nic Walsh, Prof Mieke Hazes and Prof KM Chan, members of the BJD International Steering Committee. This year the ePoster Award was given to The National Action Network of Finland.

Prof Mats Grönblad, NAN Coordinator, received the ePoster award certificate on behalf of the Finnish NAN at the Gala Dinner on November 3, 2006 at the U-Shaka Marine World.

Congratulations to The Finnish NAN for their excellent work!

2006 BJD International Award Recipient and BJD Ambassadors

The 2006 BJD International Award for Research Funding Relations was given to the U.S. Bone and Joint Decade. The USBJD and Dr Nancy Lane, NAN Coordinator, took an extraordinary initiative to develop a program to train young clinical investigators in US and Canada how to obtain research grants for musculoskeletal science. Mr Toby King, Executive Director of the USBJD, accepted the award on behalf of the USBJD at the Gala Dinner of the BJD World Network Conference in Durban.

For more information please contact usbjd@usbjd.org

New Ambassadors for 2006

The Bone and Joint Decade Ambassador programme honours outstanding service and achievement by global leaders in the musculoskeletal community. The Nominating Committee, consisting of: Prof Nicolas E Walsh, USA (Chairman), Prof Lars Lidgren, Prof Peter Brooks, Australia,

and Dr James Waddell, Canada, announced three new BJD Ambassadors for 2006:

Dr Thami Benzakour (North Africa) – Nominated as a Bone and Joint Decade Ambassador for his work as North African Regional Coordinator of the BJD to include activities which brought favourable publicity to BJD at regional and national orthopedic meetings, organizer of the SICOT-BJD Scientific Day every year in Morocco, and raising awareness of the BJD in the North African Orthopedic Association.



From the left: Dr Thami Benzakour and Prof Nic Walsh

Professor Radko Komadina (Slovenia) – Nominated as a Bone and Joint Decade Ambassador for his work furthering the position of the BJD in osteoporosis programs in Eastern Europe. He initiated the NAN Slovenia expert group at the Ministry of Health in 2001 and has continued to fruitfully lead this governmental programme. He has provided leadership in research, teaching, and patient care in musculoskeletal conditions, especially osteoporotic fractures throughout Eastern Europe.

Mr P C Nahar (India) – Nominated as a Bone and Joint Decade Ambassador for his work as a patient advocate in India. He is an individual with severe disabling arthritis who is committed to decreasing the suffering of patients with musculoskeletal

disease. He played a crucial role in the formation of BJD-India which provides NAN India with notable tax exemptions for research donations from corporate partners. He has been instrumental in spearheading programs for increasing awareness and education of arthritis in the western Indian state of Maharashtra.

The complete list of BJD Ambassadors is available at www.bjdonline.org

BJD Award to Support Cartilage Research in OA

As announced in BJD Infoletter 46, the BJD Award for Clinical and Experimental Cartilage Research in Osteoarthritis for 2006 of 25,000 Euro was given to Prof Stefan Lohmander, Sweden. The official Award Ceremony took place at the Gala dinner during the BJD World Network Conference in Durban, South Africa. Prof Lohmander's presentation describing his research is available on <http://www.bjdonline.org/default.aspx?contId=1756>

BJD Action Week 2006

The BJD Action Week took place during October 12 – 20. For information on the extensive activities around the world please go to <http://www.boneandjointdecade.org/default.aspx?contId=1700>

The Bone and Joint Decade 2000–2010: How Far Have We Come?

An update on the BJD at the second half of the Decade by Dr Karsten E Dreinhöfer, BJD Director of Development, has been published in European Musculoskeletal Review 2006 – a publication reviewing the latest developments within the European musculoskeletal field from a scientific, clinical and objective perspective. Contributors to European Musculoskeletal Review 2006 are thought-leaders in European musculoskeletal science and their articles aim to provide readers with an update on current diagnostic and

therapeutic options in all the major fields of the musculoskeletal system.

The publication was presented to the delegates at the BJD World Network Conference in Durban and is available online at

<http://www.bjdonline.org/default.aspx?contid=1752>

Additional hard copies are available through the BJD Secretariat in Lund (bjd@ort.lu.se)

For more information please contact Dr Karsten Dreinhöfer at

karsten.dreinhoefer@uni-ulm.de

Orthopaedics in Art: As part of the American Academy of Orthopaedic Surgeons' (AAOS) participation in the Bone and Joint Decade, the Academy is inviting orthopaedic patients (of all ages) and orthopaedic surgeons to participate in ***eMotion Pictures - An Exhibition of Orthopaedics in Art.***

The exhibit seeks to tell the story of musculoskeletal disease through the artistic expression of patients and the physicians who treat them illustrating emotional facets of the patient/physician partnership and patient-centred care. To learn more about entering your artwork in the exhibit, please go to

<http://www6.aaos.org/member/pemr/emotion/emotion.cfm>

The 2nd in a series, this rendering will be featured in AAOS 75th Anniversary Celebration Travelling Art Exhibit, Film, Book and Online Museum. The first eMotion Pictures in 2002 was exhibited at the United Nations Headquarters in New York.

eLecture: Treatment of Chondral Lesions in the Knee

Exclusive eLecture by Dr Mats Brittberg, Associate Professor and a member of the Cartilage Research Unit, Department of Orthopedics Surgery, at Gothenburg University in Sweden. Dr Brittberg is also President of the International Cartilage Repair Society. Dr Brittberg's research has

been focused on cartilage repair, with the unique focus on cartilage regeneration using in vitro expanded autologous chondrocytes. Today his main interest is the recently established European Connective Tissue Engineering centre (ECTEC), a research collaboration between Göteborg Medical University and the institution of Polymer Technology, Chalmers Technical University.

Please go to

<http://www.bjdonline.org/default.aspx?contid=1717> to view the eLecture.

World Health Organization elects Dr Margaret Chan as new Director-General

On 9 November 2006, [Dr Margaret Chan](#) of China, who has met with several BJD ISC members, was elected WHO Director-General by the World Health Assembly. Dr Chan replaces Dr LEE Jong-wook, who died in May this year. She will assume office in January

2007. For more information, please

see <http://www.who.int/mediacentre/news/releases/2006/pr66/en/index.html>

NATIONAL ACTION NETWORK NEWS

AUSTRALIA: The Australian NAN will host the 2007 BJD World Network Conference. The dates are now confirmed: 10 – 14 October, 2007 and the venue will be the Courtyard Marriott Resort on the Queensland Gold Coast. Mr Ben Horgan, NAN Coordinator, gave a short status report in Durban on preparations for next year's meeting. For more information on the Australian NAN activities please go to www.bjd.org.au or contact Mr Ben Horgan at convenor@bjd.org.au

AUSTRIA: On October 25th, 2006, the Austrian NAN held a charity gala for the BJD in a historical place, the 'Schloss Belvedere', in Vienna. Some presentations on the importance of prevention of

musculoskeletal disorders as well as the cooperation between the different disciplines were held, followed by a classical concert. Many experts in the field, executives from pharmaceutical companies and from the Medical University of Vienna participated. The revenue of the event will be used for the musculoskeletal research cooperative of the Medical University of Vienna which was recently established between the departments of orthopaedics, traumatic surgery, physical medicine and rehabilitation, neurology and rheumatology. This musculoskeletal research cooperative will be one of the research focuses of the Medical University of Vienna for the rest of the Decade.

For more information please contact Prof Josef Smolen, NAN coordinator at josef.smolen@wienkav.at

CANADA: The Canadian National Action Network continues to work on the five priorities identified for the second half of the Decade:

1. Develop and implement a wait list strategy to improve access to hip and knee surgery.
2. Develop and implement an osteoporosis strategy to enhance the level and consistency of osteoporosis care in Canada.
3. Develop and implement a musculoskeletal education strategy to enhance the training of health professionals
4. Train new clinical investigators with an interest in MSK research
5. Optimize patient involvement in the Bone and Joint Decade.

1. Wait List Strategy:

November 19, 2006, the Canadian NAN convened a meeting of leading orthopaedic surgeons and Musculoskeletal (MSK) stakeholders to work on developing a plan for addressing the MSK surgical wait lists in Canada.

2. *Osteoporosis Strategy:*

The Ontario government has committed \$5MM each year to this strategy. Osteoporosis Canada is responsible for implementing certain facets of the Ontario Strategy - the Ministry contracts with Osteoporosis Canada, the Ontario Orthopaedic Association and other agencies for various aspects of the overall Strategy. The Ministry of Health and Long Term Care of Ontario has engaged the Ontario Orthopaedic Association, and its osteoporosis consultant, Dr. Steven Richie, to provide local orthopaedic support for one key component of the program - to place osteoporosis coordinators in Ontario fracture clinics for post fracture osteoporosis care. Dr. Bogoch is in contact with the Osteoporosis Society and has seconded a key staff member part time to assist with the implementation.

At the same time, a group led by Osteoporosis Canada, and supported by the Canadian and Ontario Orthopaedic Associations is seeking support from the federal government to roll out a Canadian Osteoporosis Strategy. BJD Canada fully supports this initiative and request for government funds.

3. *Musculoskeletal (MSK) Education Strategy:*

Dr. Wadey is presently in discussions with various stakeholders getting their input at the early stages of the Core Curriculum program. The Canadian MSK Core Curriculum was accepted for publication in the *Journal of Rheumatology* and will be published in the new-year. Commencing January 2007, she will be relocating to The University of Toronto to assume an academic appointment at the Holland Orthopaedic and Arthritic Institute and Sunnybrook Health Sciences Centre as a Surgeon Investigator. One of her first research priorities will be the launch of this educational initiative.

4. *Training new MSK investigators:*

In collaboration with USBJD, Canada hosted the fourth Young Investigators' Workshop in Vancouver, British Columbia, in September 2006. In attendance were 17 first time participants and 14 returning participants who received instruction and mentoring regarding how to successfully secure research funding. Their pool of skilled mentors has grown to 24. The program evaluations indicated a high level of satisfaction with the workshop.

The call for applications has gone out for the next workshop, which will take place in Chicago, Illinois, USA. Applications are welcome from Canadian and American early career investigators.

5. *Optimize patient involvement in BJD:*

Colleen Maloney represented Canada at the international BJD Conference in Durban, South Africa. "For me, as a first timer at a BJD conference it was intriguing to listen and learn about the concerns and the initiatives of my international colleagues on issues ranging from building a positive working relationship with the media to developing awareness of bone and joint health. Interesting too were the similarities and challenges we face particularly in the area of fundraising. While the World Network Conference that followed the Patient Advocacy Meeting was interesting, there was no more poignant or thought provoking than "Rehabilitation in a Rural Environment." Ms. Mariske Bezuidenhout, a physiotherapist in South Africa included photographs with her presentation that allowed the delegates to travel with her as she administered to patients in rural areas."

For more information on Canadian activities please contact Dr James Waddell, NAN coordinator at waddellj@smh.toronto.on.ca

HUNGARY: The Hungarian NAN celebrated its Arthritis Day in the theatre-hall of the Danube Palace (Duna Palota). The Vice President of the Hungarian Academy of Sciences, Professor Norbert Kroó, opened the Arthritis Day for an audience of 280 patients, professionals, representatives of the Ministry of Health and National Health Insurance, and the media.

Dr Géza Bálint, the National coordinator outlined the economical and social burden of musculoskeletal diseases, as well as the Decade's initiatives in this respect.

Prof Gyula Poór, President of the Association of Hungarian Rheumatologists spoke about the efficacy and cost-savings of early diagnosis and treatment of arthritis, while Prof. Miklós Szendrői, orthopaedic surgeon, and BJD Ambassador spoke about the cost-efficacy of total hip and knee endoprosthesis implantation.

A press conference and a presentation of a new patient-information book, published on the occasion of Arthritis Day followed the program. Arthritis Day ended with a reception. For more information please contact bjd@t-online.hu

IRELAND: The Irish BJD launched "Straighten Up Ireland" on World Spine Day, October 16th 2006. The simple exercise program was publicised in national and local newspapers and on T.V.

The Irish Department of Health and Children was asked to support the initiative but did not due to the short notice given so the program was fully funded by the Chiropractic Association of Ireland (CAI). Despite the lack of backing from the Department of Health, the program was a huge success with thousands of Irish back pain sufferers attending "Straighten Up" demonstrations around the country.

It was felt that if "Straighten Up" were adopted on a permanent basis by BJD as an ongoing health promotion, it might help garner more government support for the

initiative in countries like Ireland.

Governmental support will be needed to affect long term lifestyle changes in an increasingly sedentary populace. The Irish BJD intends to promote "Straighten Up" on an ongoing basis and would welcome feedback from our worldwide and European partners in particular who may have an interest in pushing this initiative in the new year.

The Irish BJD is now establishing a National Action Network and we will report on that in coming Infoletters.

For more information contact Mr James Cosgrave, Irish BJD coordinator, e-mail: cosgravejames@hotmail.com.

KOREA: The Korea Research Council of Rheumatism (KRCR) has joined the Bone and Joint Decade and initiated a commitment for a five-year programme promoting Better Korean Bone and Joint Health. This programme aims to increase national awareness, and to promote advancement in research regarding treatment and prevention of musculoskeletal diseases.

On Oct 19, 2006, the KRCR had a meeting in Seoul, Korea for the Rheumatology Symposium on "Healthy Joints and Well-Being Life". The symposium was the result of year long activity of the 2006 Rheumatism Campaign. The symposium aimed at establishing measures to prevent and treat rheumatic diseases, working toward a better quality of life. The target groups were health policy decision makers, media, key network clinicians, and patient societies. The issue of disability resulting from the musculoskeletal diseases was also discussed. The meeting concluded that close collaboration and persistent efforts between the groups interested in promoting Bone and Joint Health are essential for continuation of the initiative.

The KRCR meeting was organized by Professor Yeong-Wook Song (chairman), Division of Rheumatology, Seoul National University Hospital, Seoul, Korea. For more information please contact Dr Yeong-Wook Song, BJD coordinator, email: ysong@snu.ac.kr

PAKISTAN: World Arthritis Day was held at the Orthopaedic Hospital of Pakistan Society for Rehabilitation of the Disabled, in Lahore on 12th October, 2006. A large number of patients suffering from different types of arthritis attended the seminar. They all showed lot of interest and enthusiasm.

At the beginning of the seminar patients were told about the Bone and Joint Decade and World Arthritis day. Then they were informed about different types of arthritis, their clinical presentation, diagnosis and treatment.

The patients were also told about how the care of their joints and how they can prevent complications of arthritis and spend more healthy lives. Much of the programme was interactive. The patients asked many questions about arthritis; prevention and self care. It was very successful programme, and based on the interest of patients it was decided that such awareness programmes will be held regularly. For more information please contact Ms M H Sherazee, S.I., NAN Coordinator at psrd@brain.net.pk

SOUTH AFRICA: Professor Girish M Mody, NAN coordinator and host of the 2006 BJD World Network Conference has sent an extensive summary of the local events which took place in Durban and South Africa parallel to the network meeting. The report can be found on www.bjdonline.org

Change of NAN coordinators in Brazil and UK

Brazil: Professor José Knoplich from São Paulo is new NAN Coordinator in Brazil and has replaced Dr José Sergio Franco. For more information please contact Prof Knoplich at, email: knoplich@uol.com.br

We welcome Prof Knoplich and at the same time we extend our thanks to Dr Franco for his excellent work in the Brazilian NAN.

UK: The UK NAN has now two NAN coordinators, one from the health professional community and one from the service-user community.

From the service-user community, it is Mr Neil Betteridge, who is Chief Executive of Arthritis Care and Chair of the Arthritis and Musculoskeletal Alliance (ARMA).

From the professional community, it is David Marsh, who is Professor of Clinical Orthopaedics, University College London and the Royal National Orthopaedic Hospital and BJD Ambassador. He is also a member of the Board of Arma UK. Prof Marsh has taken over the role from Professor David L Scott.

For more information please contact Mr Bill Freeman, Director of ARMA, email: bfreeman@rheumatology.org.uk

We welcome Prof Marsh and Mr Betteridge and at the same time we thank Prof Scott for his excellent work in the UK NAN.

Our current status:
96 BJD National Coordinators
60 Supporting Governments
60 National Action Networks

The Bone and Joint Decade Secretariat

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

Next Infoletter

Will be sent on February 27, 2007. For information to be included, please submit before February 13.

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