



## **Tool Kit for IASP Chapters for 2016 Global Year Against Pain in the Joints Campaign**

**This tool kit contains the following:**

- **A news release you may adapt announcing the January 11 launch of the campaign**
- **A list of ways you can participate**
- **A model video script to announce the campaign on the chapter's website**
- **A letter asking your country's national health ministry to officially proclaim 2016 the Global Year Against Pain in the Joints**
- **A model proclamation to enclose with the letter to the health ministry**
- **The Global Year logo for print and web purposes**



International Association for the Study of Pain

**IASP**

*Working together for pain relief*

**FOR RELEASE JANUARY 11, 2016**

Contact [Your Chapter]

## **IASP Sponsors Global Year Against Pain in the Joints**

*Initiative promotes better painmanagement through increased awareness*

The Global Year Against Pain in the Joints launches today, bringing attention to a wide variety of ailments and conditions affecting millions of people worldwide. Sponsored by the [International Association for the Study of Pain](#) (IASP), the yearlong public awareness campaign focuses on education for health-care professionals and government leaders. The [Name of your chapter], an IASP chapter, supports this initiative.

The initiative will mobilize IASP's 7,000+ members and 90 national and regional chapters and forge partnerships with other organizations to:

- Broadly disseminate information on joint pain to patients and health-care providers
- Connect pain researchers to health-care professionals who witness the problems associated with joint pain first-hand in their daily interactions with patients
- Increase awareness of joint pain among government officials, the news media, the public, and patient organizations worldwide
- Encourage government leaders, research institutions, and other individuals and organizations to support research aimed at producing more effective and accessible treatment

There are many different types of joint pain—pain related to osteoarthritis, pain after traumatic injury, pain after joint surgery, pain related to inflammatory joint disorders such as rheumatoid arthritis and psoriatic arthritis, and pain related to crystal deposition in the joints such as gout or chondrocalcinosis.

IASP President Rolf-Detlef Treede, Prof., Dr.med., a German neuroscientist at the University of Heidelberg, says, "Pain relief is an important objective for improving the quality of life and daily functioning in patients with diseases involving the joints, in acute conditions such as gout, as well as in chronic conditions where pain often outlasts the normal healing process."

**[WE HAVE INCLUDED DATA FROM THE UNITED STATES HERE, BUT PLEASE SUBSTITUTE DATA FROM YOUR COUNTRY HERE OR ADD IT TO THIS INFORMATION]**

The prevalence of joint pain is extensive and the effects debilitating. In the United States, an estimated 52.5 million adults have doctor-diagnosed joint disorders or diseases, and nearly 10 percent of all adults say these conditions, mostly osteoarthritis, limit their activities.<sup>1</sup> Furthermore, a seven-fold increase in joint replacements is projected over the next 15 years due to the increased number of patients with painful osteoarthritis.<sup>2</sup>

According to Global Year campaign co-chair Lars Arendt-Nielsen, Prof., Dr.med., PhD., of Aalborg University in Denmark: “In addition to the suffering and discomfort associated with joint pain for patients, the problem can exact substantial socio-economical costs for societies. These include lost work days and diminished quality and productivity. Aging populations, sedentary lifestyles, and an increasing propensity toward obesity all mean that the problem of joint pain will continue unabated worldwide.”

Adds co-chair Serge Perrot, Prof., MD, PhD, a pain specialist at Université Paris Descartes: “Chronic joint pain can be manageable, but treatment is often inadequate, and patients may continue to suffer. Indeed, medications are sometimes unsafe, making rehabilitation and physical therapy essential.”

As part of the Global Year Against Pain in the Joints, IASP offers a series of 20 fact sheets especially for clinicians and health-care professionals that cover specific topics related to joint pain. The fact sheets are translated into multiple languages and available for free download. Patients also may benefit from reading these latest updates.

Throughout the coming year, IASP and its chapters will sponsor meetings, symposia, interviews, publications, and other efforts to promote education on issues surrounding joint pain. For more information, visit: [www.iasp-pain.org/GlobalYear](http://www.iasp-pain.org/GlobalYear).

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***About the International Association for the Study of Pain***

IASP® is the leading professional forum for science, practice, and education in the field of pain. Membership is open to all professionals involved in research, diagnosis, or treatment of pain. IASP has more than 7,000 members in 133 countries, 90 national chapters, and 20 Special Interest Groups. IASP brings together scientists, clinicians, health-care providers, and policymakers to stimulate and support the study of pain and translate that knowledge into improved pain relief worldwide.

<sup>1</sup> Barbour KE, Helmick CG, Theis KA, Murphy LB, Hootman JM, Brady TJ, Cheng YJ. Prevalence of doctor-diagnosed arthritis and arthritis-attributable activity limitation-United States, 2010-2012. MMWR 2013;62 (44):869-873.

<sup>2</sup> Kurtz S, Ong K, Lau E, Mowat F, Halpern M. Projections of primary and revision hip and knee arthroplasty in the United States from 2005 to 2030. J Bone Joint Surg Am. 2007;89(4):780-5.



## Global Year Event Checklist

**Your chapter can sponsor a meeting, symposium, press conference, or other event in support of the Global Year Against Pain in the Joints. Here is a checklist to help you prepare:**

### **Before the event:**

- Adapt the press release we have provided to promote your event and send it to members of your local and/or national media inviting them to attend and cover your event. Quote local statistics, doctors, patients, pain groups, and research to create local interest.
- Send an announcement to hospitals, health-care centers, universities, and other institutions asking them to include an article about your event—and about pain in the joints—in their newsletters and on their websites.
- Invite local and/or national government officials to participate. Ask them to give a brief speech at your event calling for greater attention to be paid to the challenges associated with joint pain. Use the model letter and proclamation to ask your national health ministry to issue an official proclamation declaring support for the Global Year campaign.
- Partner with local institutions such as colleges, universities, research institutes, hospitals, medical societies, patient associations and libraries, to cosponsor your event.
- Download and print the Global Year Fact Sheets from the [IASP website](http://iasp-pain.org) and make them available to attendees at your events. These documents are translated into many languages.
- Send an announcement to the IASP office ([globalyear@iasp-pain.org](mailto:globalyear@iasp-pain.org)) with all of the pertinent details, including the title of the event, the location, the dates and times, topics to be discussed, and contact information for those who may wish to attend. Share any unique brochures, flyers, posters, handouts, or other support materials that you have created for the event.
- Invite your colleagues at your university, hospital, pain center, or institution to attend the event.
- Include the official Global Year Against Pain in the Joints logo and [website](http://iasp-pain.org) on your event

flyers, announcements, website, press release, and other support materials. This will establish the relationship between your local event and IASP and help drive attendees to the IASP website, where they will find more information, news, and resources about the Global Year and the issues surrounding pain in the joints.

**After the event:**

Send a brief article or write-up to the IASP office ([globalyear@iasp-pain.org](mailto:globalyear@iasp-pain.org)) so we can share your story with the entire IASP membership via our website and in the next issue of the IASP e-newsletter, *Pain: E-Monthly*. Include such details as the number of attendees, the media coverage you received, photos from the event, names of the people shown in the photos, and names of the organizers, government officials who attended, or other featured speakers or dignitaries. If you take photos, we would appreciate receiving high-resolution files.



**IASP Chapter presidents can adapt this script to create a video to place on the chapter website to increase interest in the 2016 Global Year Against Pain in the Joints.**

Hello. I am **[chapter president name]**, president of the **[chapter name]**.

Together with 89 other chapters of the International Association for the Study of Pain, we are pleased to announce that on January 11 we helped launch IASP's 2016 Global Year Against Pain in the Joints.

This major campaign will boost awareness that new treatments and approaches by informed health-care professionals can significantly reduce—or even eliminate—the joint pain that interferes with the lives of millions of people.

IASP has a long tradition of using its Global Year Against Pain initiatives to make measurable differences in the world's awareness that common causes of pain often can be managed, treated, and reduced. This is certainly true of joint pain.

As health-care professionals and researchers, we all know that many people hurt every day because of joint disorders, whether from arthritis, a sports injury, or another condition.

But their suffering may be unnecessary, and here's where you can help. Be part of our chapter's efforts to lead this Global Year initiative throughout **[our nation]**, starting with a visit to the IASP Global Year website at [www.iasp-pain.org/GlobalYear](http://www.iasp-pain.org/GlobalYear).

There, you can download free materials such as recent research articles on joint pain and 20 Fact Sheets you can share to widen the impact of this worthy campaign. I hope you will help ensure that our nation's pain specialists receive the most up to date medical information on joint pain.

Please add your voice and energy to ours as we unite to improve joint pain education, awareness, and optimism throughout **[our nation]**.

If you have any questions about our campaign, please contact me at **[your contact information]**. Thank you!

## **SAMPLE LETTER TO MINISTRY OF HEALTH TO ENCOURAGE ADOPTION OF THE ATTACHED DECLARATION**

Dear **[Insert the name of your nation's Minister of Health or the ministry's communications official]:**

The **[name of your chapter, linked to your site]**, a national chapter of the International Association for the Study of Pain ([IASP](#)) requests that the Ministry of Health consider supporting the 2016 Global Year Against Pain in the Joints awareness campaign by issuing the attached proclamation. IASP is a scientific society composed of thousands of clinicians, scientists, researchers, and others dedicated to working together for pain relief throughout the world.

Each year, IASP sponsors and promotes a yearlong initiative designed to raise international awareness of one aspect of pain. Our national chapter is part of this effort. Joint pain causes minor to debilitating pain in millions of our nation's citizens, whether through arthritis, osteoporosis, or other joint disorders and injury. Treatments are often inadequate, especially because they must focus not only on pain but also on function and activity.

We need to increase awareness that treatments for joint disorders and conditions can significantly reduce or even eliminate such pain, so patients can be productive at work and school and enjoy a higher quality of life.

The Global Year Against Pain in the Joints publicly launches on January 11, 2016. Please consider issuing this proclamation sometime early in the year, so the ministry's network of supporters will share these important facts with their colleagues, patients, and the public. You can help us make a difference in the everyday health of our nation's citizens.

If you have questions, please contact **[chapter president name]** at **[phone and email address]**. Thank you for your consideration.

Sincerely,

**[Chapter President's name]**

**[Address, contact information, website]**

**[Global Year and Chapter logos]**



## **Suggested Draft of a Declaration of Support for the 2016 IASP Global Year Against Pain in the Joints**

Whereas joint disorders from such health conditions as arthritis and osteoporosis cause pain in millions of people of all ages worldwide;

Whereas effective treatments can allow people to thrive at work and school and in their lives;

Whereas the **[name of chapter]**, a chapter of the International Association of the Study of Pain, has confirmed this problem is a widespread health condition affecting the well-being of men, women, and children within our nation;

The **[country]** Ministry of Health, therefore, declares its support of the 2016 Global Year Against Pain in the Joints for the following reasons:

- To increase awareness among our citizens with joint disorders that, with professional help, they can return to a healthier physical condition
- To boost awareness among the nation's clinicians and health practitioners that joint disorders are often associated with loss of function, and their focus should be not only on pain but also on activity and function
- To encourage the nation's health professionals to continue further development of their expertise on evolving joint treatments as shared in properly vetted medical literature and through professional-level education and experience
- To call upon health professionals to unite their expertise and influential networks in a global effort to reduce joint pain and increase awareness of potential treatments
- To encourage public health professionals and the nation's news media to raise awareness that affordable, effective treatments and prevention tactics are available.

We make this declaration on the **[day]** of **[month]** in 2016.

**This is the logo for print purposes:**



**This is the logo for placement on the web:**



**This is an email auto-signature you may attach to the bottom of your email messages:**



[Joint pain affects millions worldwide.](#)

[Support the 2016 IASP Global Year Against Pain in the Joints.](#)