



You Can't Be A Celebrity Overnight – Medical and Dental wing.

Event name: Bone And Joint Week 2020

Event nature: Online campaign

Mode of delivery: via. Social media applications like Facebook, Instagram, WhatsApp and Twitter.

Event Date: 01.8.2020 to 07.8.2020

Organised by: You Can't Be A Celebrity Overnight – Medical and Dental wing

CAMPAIGN SUMMARY

An online campaign was organized by Medical and Dental wing of You Can't Be A Celebrity Overnight from August 1st to 7th 2020, on **Bone And Joint Week 2020**. An initiative by YCBACO famiy. On this note a **self-designed posters** were circulated on the **social media platforms like WhatsApp, Facebook, Instagram and Twitter**.

This campaign supports the idea of IOA's **Bone And Joint Week 2020** global campaign on the **theme "PREVENTION OF DEFORMITY IN DEGENERATIVE DISEASE"**.

Bone And Joint Week 2020 raises awareness about the prevention, management, and treatment of musculoskeletal disorders, such as arthritis, back pain, spinal deformity, trauma, pediatric conditions, and osteoporosis.

.

On Day 1;

YOU CAN'T BE A CELEBRITY OVERNIGHT

COMBATORE ORTHOPAEDIC SOCIETY

INDIAN ORTHOPAEDIC ASSOCIATION

TAMILNADU ORTHOPEDIC ASSOCIATION
FOUNDED 1968

SUBAM CLINIC

BONE AND JOINT DAY

(Week long activities from 1/8/20 to 7/8/20) **4th August 2020**


- Bones function as the skeleton of the human body, allow body parts to move and protect organs from impact damage.
- Bones make up around 15% of person's total body weight.
- Adult human have 206 bones in the body.
- Bones produce red and white blood cells.

THE FACTS



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The poor bone health affects the work potential and performance, adds a tremendous musculoskeletal disease burden in late youth due to weak bones. It is not only a clinical burden needing treatment but also a huge loss of average/manday. It is important that every citizen attains optimum bone health


On Day 2;




YOU CAN'T BE A CELEBRITY OVERNIGHT




BONE AND JOINT DAY
(Week long activities from 1.8.20 to 7.8.20) **4th August ,2020**




- *The femur or thigh bone is strongest and longest bone in the body.*
- *stapes in the middle ear, is the smallest and lightest bone.*
- *Bones are made up of calcium, phosphorous, sodium and other minerals, as well as the protein collagen.*




FACTS ABOUT BONE



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It is mandatory to provide minimum standard of care to every citizen for an orthopedic ailments on the contrary most of the people get no primary orthopedic care resulting in a cumulative increase in disability and physical handicap.

On Day 3;

YOU CAN'T BE A CELEBRITY OVERNIGHT

Best foods for stronger bones

spinach Broccoli Almonds

sesame seeds Flax seeds Bok choy

Dairy products Fish Meat

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- Bone and joint conditions are the most common cause of severe long-term pain and physical disability worldwide affecting hundreds of millions of people.
- Musculoskeletal conditions include back pain, [arthritis](#)([link is external](#)), traumatic injuries, [osteoporosis](#) and childhood conditions.

On Day 4;

YOU CAN'T BE A CELEBRITY OVERNIGHT

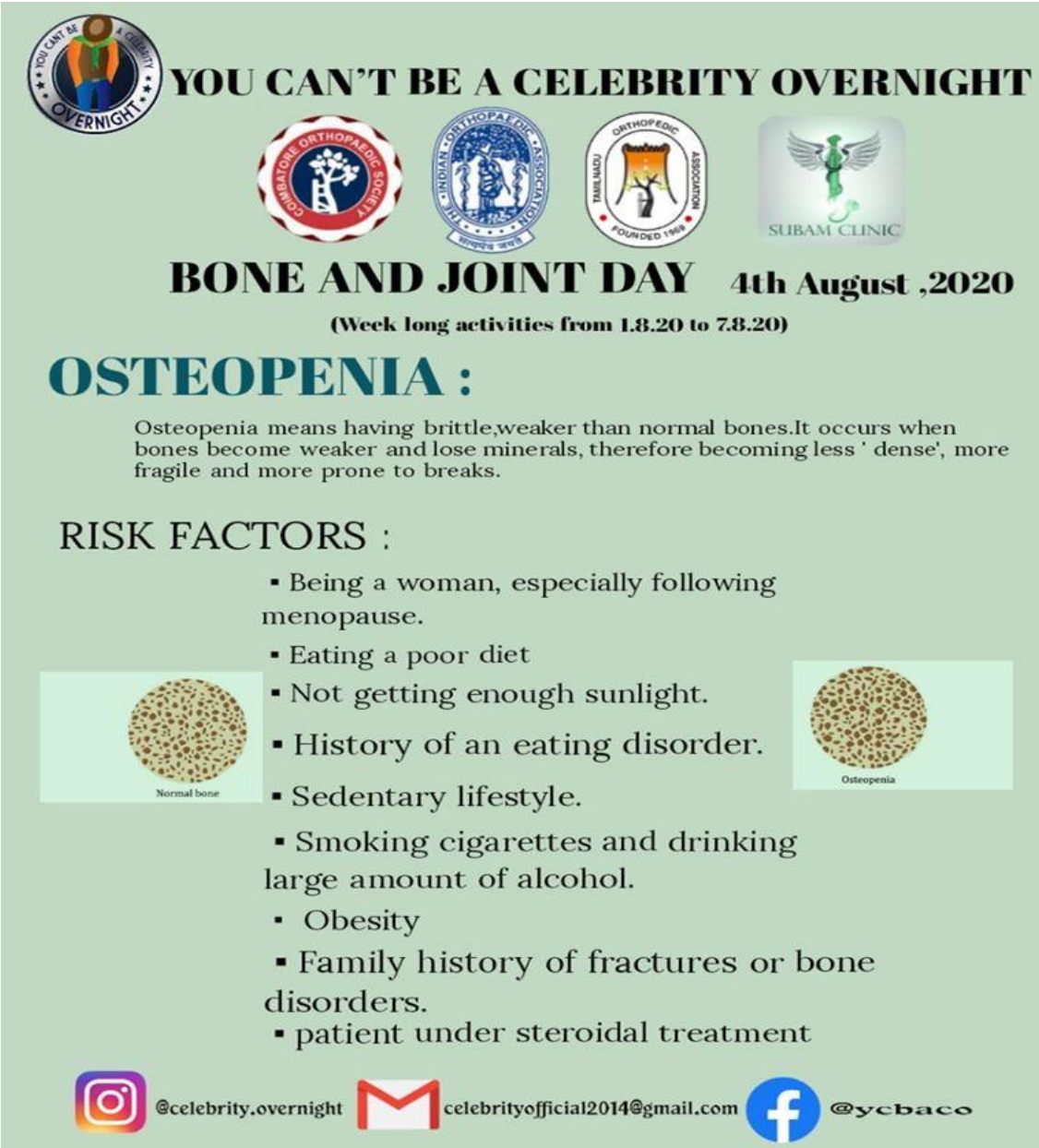
BONE AND JOINT DAY 4th August 2020
IOA'S president theme for 2020 :
prevention of deformity in degenerative disease

TIPS FOR PREVENTION OF DEFORMITY IN DEGENERATIVE DISEASE

- Maintain ideal weight (BMI 18 to 25)**
Know your BMI (Body Mass Index) ranges: 18.5 (underweight), $18.5 - 24.9$ (normal), $25 - 29.9$ (overweight), 30 (obese).
- Regular weight bearing Exercise**
Illustrations of various physical activities like squats, lunges, and planks.
- Healthy Diet with adequate intake of Calcium & Vitamin D**
Image showing a glass of milk and various fruits and vegetables.
- Improve muscle strength**
Illustrations of various muscle groups and exercises like push-ups, sit-ups, and squats.
- Avoid overuse and misuse**
Illustrations of a person performing squats and climbing stairs.
- Correction of Malalignment of Legs**
Diagram showing the alignment of the knee, hip, and ankle in different leg types.
- Use appropriate braces**
Illustration showing an arthritic knee, a brace with unloading, and a brace with unloading plus medication.
- Avoid injury**
Image of a soccer player being tackled.
- Consult the Doctor early**
Image of a person's mouth with a spoon of pills and a 'Stop! Self Medication' sign.

Unless actions are taken now, the global prevalence of musculoskeletal conditions is predicted to increase greatly due to increasing life expectancy, changes in risk factors and availability of appropriate prevention measures.

On Day 5;



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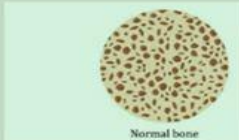
BONE AND JOINT DAY 4th August, 2020
(Week long activities from 1.8.20 to 7.8.20)


OSTEOPENIA :


Osteopenia means having brittle, weaker than normal bones. It occurs when bones become weaker and lose minerals, therefore becoming less 'dense', more fragile and more prone to breaks.


RISK FACTORS :


- Being a woman, especially following menopause.
- Eating a poor diet
- Not getting enough sunlight.
- History of an eating disorder.
- Sedentary lifestyle.
- Smoking cigarettes and drinking large amount of alcohol.
- Obesity
- Family history of fractures or bone disorders.
- patient under steroidal treatment

 Normal bone

 Osteopenia

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Osteopenia is commonly seen in people over age 50 that have lower than average bone density but do not have osteoporosis. Musculoskeletal conditions can lead to significant disability plus diminished productivity and quality of life.

On Day 6;



YOU CAN'T BE A CELEBRITY OVERNIGHT



BONE AND JOINT DAY 4th August, 2020

Week long activities from 1.8.20 to 7.8.20

Calcium rich foods for stronger bone



Almonds



Amaranth grain



Asparagus



Apricots (dried)



Artichokes



Baked beans (haricot)



Blackberries



Blackstrap molasses



Blackcurrants



Bok choy



Brazil nuts



Bread (wholemeal)



Broccoli



Chickpeas



Cinnamon



Edamame (soya beans)



Fennel



Kale



Kidney beans



Olives



Oranges



Sesame seeds
(and other seeds)



Soya milk (fortified)



Spring greens



Tofu



Swede



Walnuts



Watercress



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Building healthy bones is extremely important. Minerals are incorporated into your bones during childhood, adolescence and early adulthood. Once you reach 30 years of age, you have achieved peak bone mass. , many nutrition and lifestyle habits can help you build strong bones and maintain them as you age.

On Day 7;

YOU CAN'T BE A CELEBRITY OVERNIGHT

COMBATORTE ORTHOPAEDIC SOCIETY
INDIAN ORTHOPAEDIC ASSOCIATION
TAMILNADU ORTHOPAEDIC ASSOCIATION
FOUNDED 1988
SUBAM CLINIC

**NATIONAL
BONE & JOINT DAY**

AUGUST 4th 2020

**IOA President's
Theme for
Bone & Joint Day 2020:
Prevention of Deformity
in Degenerative Disease**

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Degenerative disease also known as osteoarthritis (OA) is the most common problem in the middle aged and older people. Weight bearing joints especially Knee is very commonly affected by it. Certainly, it is one of the common causes of long term disability, functional impairment and impaired quality of life in most of the people. It is a major health problem that has a significant economic impact as the cost involved in the treatment- medical, surgical, physiotherapy etc. is tremendous

Bone and Joint Week 2020 is not a mere celebration but an opportunity where we sensitize society about the increasing impact of musculoskeletal conditions and promote cost-effective prevention and treatment. This day reminds us to reassess and evaluate the performance of orthopedic fraternity to achieve improved bone health of the masses and define the areas where collective efforts are needed by Indian Orthopedic Association, state chapters, city clubs/association and each member of orthopedic family with the help of health planners, policy makers to prevent /treat musculoskeletal disorders and alleviate suffering of the masses. It will bring about a perceptible change in the thought process among concerned and lives of citizens at large. This Campaign was well appreciated and received by the people.

Verified by: Dr. Jeff Walter Rajadurai M.S (ortho), MIMSA, MIPHA, FMERC, MSc (Psy), MBA. **(CEO& Founder of YCBACO)**

Event Report prepared by: Sara Yeldhos **(Co-ordinator of internal affairs)**

Event reported on date:14.08.2020

Authorised by: Dr. Bijivin Raj, MDS, Ph.D, Director of Medical and Dental Wing – You Can't Be A Celebrity Overnight.

