

Osteoarthritis Action Alliance Overview

The Osteoarthritis (OA) Action Alliance is a national coalition of concerned organizations mobilized by the Arthritis Foundation and the Centers for Disease Control and Prevention (CDC).

This coalition is committed to elevating OA as a national health priority and promoting effective policy solutions that aim to address the individual and national toll of OA. The OA Action Alliance and the public health community are working to ensure people with OA have the access, skills and capacity to benefit from effective and proven interventions.

Vision

We envision a nation where osteoarthritis is prevented and managed to improve the quality of life for Americans of all ages.

Mission

The Osteoarthritis Action Alliance is committed to elevating OA as a national health priority and promoting effective policy [systems and environmental] solutions that aim to address the individual and national toll of OA.

Goals

1. **Invoke policymakers** at all levels in all sectors (e.g., lawmakers, businesses, school officials, community leaders) to make OA a public health priority as reflected in policy decisions and funding allocations
2. **Foster communities** to build capacity to prevent or manage OA by disseminating information and resources about effective community interventions (e.g., evidence based interventions, environmental and policy changes) and supporting implementation of these interventions
3. **Mobilize health systems and health care professionals** to proactively identify and comprehensively address OA in their clinical care (e.g., decision prompts, pain management, physical activity as a vital sign, referral to community-based programs)
4. **Engage individuals** with OA, their family/friends and caregivers with strategies to minimize disease progression and optimize quality of life through effective clinical and self-management strategies (e.g., physical activity, movement, weight management, and self-management education)
5. **Prevent the onset of OA** through effective injury prevention and weight management strategies.

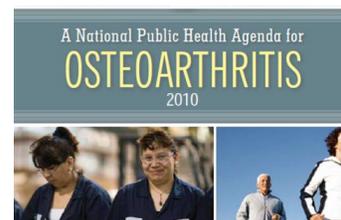
New and Ongoing Projects for the Osteoarthritis Action Alliance

(project details and budgets can be provided upon request)

Public Health Awareness and Action

Updating the National Public Health Agenda for Osteoarthritis for 2020

The OAAA was mobilized by the Arthritis Foundation and CDC to operationalize the 2010 National Public Health Agenda for Osteoarthritis, or the OA Agenda. The OA Agenda outlined 10 recommendations to advance four intervention strategies (self-management education, physical activity, injury prevention, and weight management and healthy nutrition), policy action and more. These recommendations helped to focus activity in a variety of public and private sectors: federal, state and local governments and policy makers, business and industry, non-profit organizations, foundations and associations, insurers and healthcare providers, and patient advocacy and community organizations. Much has been accomplished since 2010, and recent developments have created new opportunities and challenges. An update of the OA Agenda for 2020, to reflect progress to date and avenues needing attention for the coming 5-10 years, would facilitate continued forward movement towards the OA Action Alliance's mission and goals, and reignite interest and awareness for the burden of OA nationwide. Costs include content development, report production and design, marketing and dissemination, and analysis of reach and impact metrics.



Stand Up 2 OA campaign and related health messaging

OAAA delivers health messaging and educational resources to increase awareness about OA to a wide variety of target audiences and sectors. Methods include awareness campaigns (e.g., Stand-Up2OA), social media advertising to encourage people to participate in self-management for OA or learn about the impact of OA in their state, etc.; press releases to share achievements, partnerships, upcoming campaigns, and more; much of this activity is accomplished in house or in partnership with OAAA members. The OAAA's current ongoing national campaign to increase awareness for OA is Stand Up 2 OA. While the focus of the campaign is on OA prevention via injury prevention and weight management, the overall purpose is to broaden reach and impact of health messaging about OA to all people in all sectors and to encourage public health action to reduce the national toll of OA. This campaign was launched initially during Arthritis Awareness month in 2018 and yielded a significant increase in social media engagement and requests for partnership among new organizations in industry and public health. The campaign is reignited periodically with new messaging and through new networks to continue the growth in OA awareness and action. Costs associated with the campaign include digital and print media marketing and advertising (e.g., social marketing and ads, press releases, media stories, etc.), development of campaign materials (e.g., visual graphics, infographics, video clips, etc.), and costs to disseminate and maintain the online campaign site (www.standup2oa.org) and #StandUp2OA.

Physical Activity

Walk With Ease Self-Directed portal

Walk with Ease (WWE) is an evidence-based walking program that research has shown to reduce the pain of osteoarthritis, decrease disability, and improve participants' balance. Even if individuals haven't been diagnosed with arthritis, WWE is a great way to learn how to incorporate a practical walking program into their life - safely and comfortably. WWE was developed by the Arthritis Foundation, and the OAAA has undertaken several efforts to promote and expand the Walk With Ease program across the nation. The online portal facilitates broad participation in the self-directed version of WWE among adults with arthritis. The portal allows interested individuals to learn about the WWE program, register to participate, complete an optional self-assessment form before and after their participation, and receive a WWE guidebook and a series of motivational and educational emails throughout their period of participation. Costs for maintaining the WWE portal include online portal maintenance for the site (www.walkwitharthritis.org), back-end data collection and analysis, WWE books to be provided at no or low cost to participants, gift cards to promote completion of pre and post-assessments, shipping materials and fees to send books to participants, and ongoing program administration.

Mini-grant Program: Walk With Ease

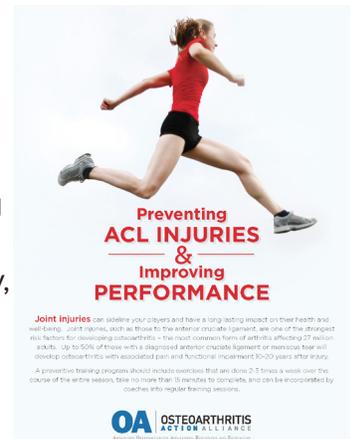
Since 2015, the OAAA has awarded small grants (\$5,000-\$25,000) to community-based organizations to increase access to physical activity among adults with arthritis. Our most recent grants have focused on supporting organizations to implement and sustain the Arthritis Foundation Walk With Ease program, which is a CDC-recommended, arthritis-appropriate, evidence-based intervention that can be delivered in a group or instructor-led format, or self-directed format. Funds are used to support implementation of Walk With Ease at the awarded institutions for purposes of training walk leaders, purchasing guidebooks for participants, marketing programs locally, purchasing pedometers for participants, collecting program evaluation and participant satisfaction data, etc.



Injury Prevention

Injury Prevention Toolkit

The OAAA Injury Prevention Task Group focuses on addressing primary prevention of OA through proper neuromuscular training among youth athletes. Preventing lower limb injuries in sports significantly reduces the risk of developing OA in adulthood. Viewed from the opposite lens, athletes who experience a tear to the meniscus or anterior cruciate ligament in the knee will develop signs of OA within 10-15 years post-injury. Neuromuscular training exercises performed regularly in practice will strengthen joints and significantly reduce risk of injury and keep athletes in the game. Unfortunately, such exercises are not required or even performed widely. The OAAA is developing a comprehensive educational toolkit for coaches, athletes, and parents. Content includes: the impact of sports injury and implications for future joint health; how key neuromuscular training exercises can reduce the risk of injury and help improve sport performance; and a series of short videos to guide coaches and players to perform exercises properly and to incorporate such training into regular practice efficiently and effectively. To date, the group has developed a white paper (full content and executive summary); a published manuscript in the World Journal of Orthopaedics; an infographic highlighting training exercises and brochures targeting coaches and athletes. At present, we are developing a video series for coaches and athletes. All materials will be developed into an online, user-friendly toolkit and disseminated broadly among leading youth sport and coaching organizations to encourage policy change for youth sport training. Costs include video production, development and maintenance of interactive online and mobile-friendly toolkit, marketing and dissemination of toolkit to target audiences, and analysis of reach/dissemination and usage metrics.



Mini-grant program: Injury Prevention

The OAAA is developing a competitive mini-grant program, with opportunity for co-sponsorship, to award eligible community-based entities to strategically leverage collaborations, existing resources, and current programmatic efforts to implement injury prevention training programs for physically active individuals (e.g., youth athletes, recreational adult athletes, tactical athletes) and to develop models for sustainability. Successful applicants will be awarded \$5,000 each to implement exercise training programs using the evidence-based guidance described in the toolkit above. Details of the grant program scope, eligibility criteria, timeline and reporting requirements are being developed in a competitive Request for Applications document to be advertised through the OAAA and relevant member and stakeholder networks.

Weight Management

Weight management educational webinar

The OAAA Weight Management Task Group is developing an educational webinar to assist healthcare providers in recognizing the connection between obesity and osteoarthritis toward better management of patients with these comorbid chronic conditions. The webinar will include 3 modules: 1) Introduction: How the weight impacts our joints; 2) Let's get moving: Exercise recommendations; and 3) Talking to patients and overcoming obstacles. The final product will be a CEU-based webinar for clinicians managing patients with obesity and osteoarthritis. Costs include content development, accreditation costs, hosting and dissemination of the course online, and analysis of reach and usage metrics. Other tools and resources may also be developed (e.g.,

Osteoarthritis Program Initiatives

- Conference(s) – OAAA hosts an Annual Strategic Planning Meeting in Chapel Hill including the Steering Committee and interested members to explore the current state and future growth of the alliance. Costs include meeting day expenses (room costs, A/V, food and beverage, supplies); support for travel and/or lodging for participants; and costs for meeting facilitator. We have considered expanding this one-day meeting to include additional time for educational session(s) for a larger general audience. This educational portion would include a keynote speaker and/or educational lecture(s) and costs commensurate with speaker fees, meeting registration, meeting day expenses (room costs, A/V, food and beverage, supplies), and advertising.
- Sponsorship and/or CE credit for monthly educational Lunch & Learn webinars series of invited speakers/field experts to present on a variety of topics relevant to OA (e.g., research findings, public health education, management strategies/evidence-based programs, and more). OAAA seeks sponsorship to cover costs of applying CE credit to the webinars, costs for administering the series, and a speaker fee.
- General osteoarthritis program funds will be applied broadly to cover any projects listed above, new initiatives, and overall operations of the OAAA.

Why Osteoarthritis?

Osteoarthritis (OA) is a Major Public Health Concern in the United States

- In 2015, an estimated 30.8 million adults had OA and this is expected increase significantly as the Baby Boomers age¹.
- By 2040, the number of adults with arthritis is projected to increase to 78.4 million, most of whom will have OA². It is estimated that two-thirds of adults with obesity will develop knee OA at some point in their lives, so rates of OA will increase with the obesity epidemic.
- The economic burden of OA is enormous. Average annual all-cause direct and indirect costs for OA and allied disorders for the years 2008-2014 were \$486.4 billion. Annual per person direct medical costs among adults with OA were \$11,502³.
- Osteoarthritis is the most common cause of disability in adults and is one of the most common chronic conditions in the US⁴.
- Current treatment and therapies (e.g., physical activity, nutrition) can improve symptoms and quality of life, but do not cure OA⁵.
- Osteoarthritis is linked to increased rates of comorbidity (e.g., obesity, diabetes and heart disease)⁶.
- An estimated 12.4% of people with OA also have depression, which is higher than the general population⁷.

While there is no cure for OA, primary prevention and early diagnosis and intervention are critical for minimizing disease risk, impact, and progression.

References

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