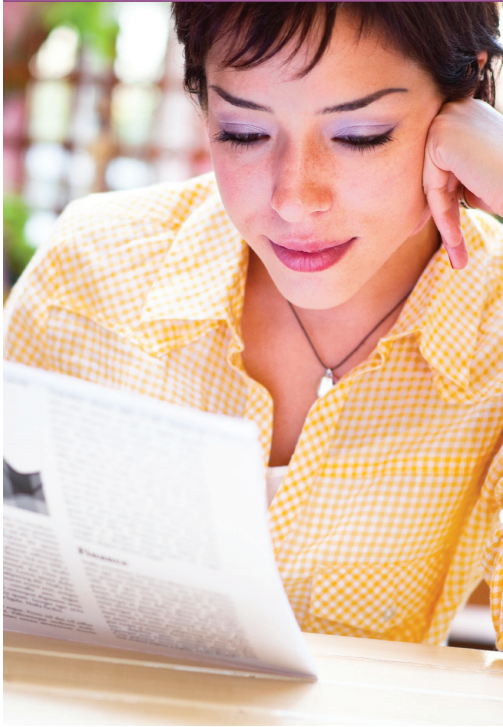


# Media & Communication Professionals Make a Difference!

Increasing physical activity among adults with arthritis



## Arthritis Matters

**A**rthritis is the most common cause of disability in the United States, affecting 54 million adults. It costs our nation \$128 billion each year in medical expenses, lost earnings and reduced productivity.

**Physical activity is highly recommended for adults with arthritis.** It can decrease pain, delay the onset of disability, and improve physical functioning, mood, and independence. It also enhances quality of life, aerobic capacity, and muscle strength.

**People with arthritis can safely engage in physical activity.** A variety of evidence-based physical activity programs have been tested and proven appropriate and safe for adults with arthritis (see back page for recommendations).

**Unfortunately, far too few adults with arthritis are active enough.** Adults with arthritis are less likely to be physically active than those without the disease and this gap widens even further for adults with arthritis who also have diabetes or heart disease, or for those who are obese.

## Get Involved

### Now...

- Promote the benefits of physical activity and evidence-based programs for adults with arthritis through available media and public outlets.
- Base physical activity messages on arthritis-specific consumer research findings.
- Use targeted messages to connect adults with arthritis to evidence-based physical activity programs.

### Over time...

- Institute communication strategies and tactics to increase physical activity among adults with arthritis, including mechanisms such as social media where appropriate.

# Physical Activity Programs for Adults With Arthritis

The Arthritis Program at the Centers for Disease Control and Prevention recommends many programs proven to improve the symptoms, function, and quality of life of adults with arthritis.

## GROUP EXERCISE PROGRAMS

Active Living Everyday	<a href="http://www.activeliving.info/">www.activeliving.info/</a>
Arthritis Foundation Aquatic Program	<a href="http://www.arthritis.org/living-with-arthritis/exercise/arthritis-friendly/aquatics.php">www.arthritis.org/living-with-arthritis/exercise/arthritis-friendly/aquatics.php</a>
Arthritis Foundation Exercise Program	<a href="http://www.arthritis.org/living-with-arthritis/exercise/benefits/osteoarthritis-exercise.php">www.arthritis.org/living-with-arthritis/exercise/benefits/osteoarthritis-exercise.php</a>
Arthritis Foundation Walk With Ease Program	<a href="http://www.arthritis.org/living-with-arthritis/tools-resources/walk-with-ease/">www.arthritis.org/living-with-arthritis/tools-resources/walk-with-ease/</a>
EnhanceFitness	<a href="http://www.projectenhance.org/EnhanceFitness.aspx">www.projectenhance.org/EnhanceFitness.aspx</a>
Fit and Strong!	<a href="http://www.fitandstrong.org/">www.fitandstrong.org/</a>

## HEALTH COMMUNICATION CAMPAIGNS

Physical Activity: The Arthritis Pain Reliever	<a href="http://www.cdc.gov/arthritis/basics/physical-activity-overview.html">www.cdc.gov/arthritis/basics/physical-activity-overview.html</a>
Buenos Días, Artritis	<a href="http://www.cdc.gov/arthritis/interventions/campaigns/hispanic/index.htm">www.cdc.gov/arthritis/interventions/campaigns/hispanic/index.htm</a>

## SELF-MANAGEMENT EDUCATION PROGRAMS

Chronic Disease Self-Management Program	<a href="http://www.selfmanagementresource.com/programs/small-group/chronic-disease-self-management/">www.selfmanagementresource.com/programs/small-group/chronic-disease-self-management/</a>
Tomando Control de su Salud (Spanish Chronic Disease Self-Management Program)	<a href="http://www.selfmanagementresource.com/programs/small-group-spanish/tomando-control-de-su-salud">www.selfmanagementresource.com/programs/small-group-spanish/tomando-control-de-su-salud</a>

For more information and resources, visit these helpful web sites:

A National Public Health Agenda for Osteoarthritis	<a href="http://www.cdc.gov/arthritis/docs/OAagenda.pdf">www.cdc.gov/arthritis/docs/OAagenda.pdf</a>
	<a href="http://www.oaaction.unc.edu/policy-solutions/">www.oaaction.unc.edu/policy-solutions/</a>
CDC Arthritis Communications Center	<a href="https://www.cdc.gov/arthritis/communications/">https://www.cdc.gov/arthritis/communications/</a>
	<a href="https://www.cdc.gov/arthritis/marketing-support">https://www.cdc.gov/arthritis/marketing-support</a>
CDC Self Management Education Campaign	<a href="https://www.cdc.gov/learnmorefeelbetter/">https://www.cdc.gov/learnmorefeelbetter/</a>
CDC Arthritis Pain Reliever Campaign	<a href="https://www.cdc.gov/arthritis/interventions/campaigns">https://www.cdc.gov/arthritis/interventions/campaigns</a>
Arthritis Foundation's Ad Council Campaign: What is your Weapon Against Arthritis?	<a href="http://fightarthritispain.adcouncil.org/assets/9/5MinuteOutreach.pdf">fightarthritispain.adcouncil.org/assets/9/5MinuteOutreach.pdf</a>

**Note:** This information comes from a full report, *Environmental and Policy Strategies to Increase Physical Activity Among Adults with Arthritis*, that contains additional recommendations for six critical sectors: Community and Public Health; Health Care; Transportation, Land Use, and Community Design; Business and Industry; Park, Recreation, Fitness, and Sport; and Mass Media and Communication. The report, references, and additional resources to help implement the recommendations can be found at [www.arthritis.org/physical-activity](http://www.arthritis.org/physical-activity).

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