

OA Agenda 2020 Communication Tools

Newsletter Article

Organizations are encouraged to tailor the following newsletter article to share via e-newsletters, websites, community bulletin boards or print newsletters. Brackets are included in the template for those who wish to tailor the information.

Announcing an Updated National Public Health Agenda for Osteoarthritis

Join us in Standing Up 2 OA!

The Osteoarthritis Action Alliance (OAAA), in partnership with the Centers for Disease Control and Prevention (CDC) and the Arthritis Foundation (AF), has updated the [National Public Health Agenda for Osteoarthritis \(OA Agenda\)](#) for 2020. Why now? **Osteoarthritis (OA)**, the most common form of arthritis, is a serious chronic disease that affects **1 in 7 US adults—32.5 million people**. Of the 100 different types of arthritis, osteoarthritis is the most common and that mainly affects joints in the hands, knees and hips in adults. OA is associated with aging, yet, over half of adults with OA, 18.7 million, are of working age (18–64 years). Recognizing the high prevalence of OA and its rising health impact and economic consequences, the *2020 Update* continues to be guided by the vision, goals, and guiding principles set forth in the [2010 OA Agenda](#), which outlined 10 recommendations; the first four focused on public health interventions for OA, while the last six focused on policies, systems, communication, research and evaluation.

The primary audience for the [2020 OA Agenda](#) is the public health community. However, the goals can only be achieved by involving the broadest array of stakeholders: health care providers, policy and other decision makers, communication and marketing specialists, the business community, insurers, nongovernmental agencies, and researchers. The updated strategies build upon the success of the 2010 agenda and lay out a blueprint for the next 5 years with achievable action steps and future research recommendations.

Overall goals of the OA Agenda 2020 update:

- Ensure the availability of evidence-based interventions to all US adults with OA.
- Establish supportive policies, communication initiatives, and strategic alliances for OA prevention and management.
- Pursue needed research to better understand the overall burden of OA, its risk factors, and effective strategies for prevention and intervention.

Although focused specifically on OA, the updated strategies have wide-ranging applicability to other types of arthritis and chronic conditions. Many adults with OA also have other chronic diseases, such as diabetes, heart disease, and obesity. Taking steps to prevent and manage OA will have the added *multiplier effect* of improving the lives of adults with these other chronic diseases.

The public health community and/or [insert organization here] are working together to achieve the vision of a nation in which adults with OA are able to live full lives with less pain, stiffness, and disability; greater mobility; and preserved function and independence.

How can you take action?

You can read the full Public Health Agenda: <http://bit.ly/OAagenda2020> Here you will find recommended strategies to take action whether you are an adult with OA, business leader, public official, community organization or a healthcare provider.

- ✓ **Participate on Social Media.** We encourage you to use the #OAagenda hashtag in your social media posts to promote evidence based public health interventions that can help prevent and manage #osteoarthritis. Let us know how you #StandUp2OA!
- ✓ **Send a Letter to the Editor of Your Local Newspaper.** This is a great way to inform community members about osteoarthritis symptoms and treatment options.
- ✓ **Take Action.** Contact your Congressperson or Senator.
- ✓ **Tell Your Friends.** Take this opportunity to share information about osteoarthritis symptoms, treatment options, what it's like to live OA and other awareness information with your online and offline communities.

Short Version

A National Public Health Agenda for Osteoarthritis

[OA Action Alliance](#), with partners [CDC](#) and the [Arthritis Foundation](#), released *A National Public Health Agenda for Osteoarthritis: 2020 Update* today. The [2020 OA Agenda](#) lays out strategies and goals to improve health and quality of life among millions of Americans with OA for many stakeholders, including health care providers, policy and other decision makers, communication and marketing specialists, the business community, insurers, nongovernmental agencies, and researchers. View the report to learn how you can take action to reduce the toll of OA.

Read the full 2020 Update here: <https://oaaction.unc.edu/oa-agenda/>

Newsletter with a focus on comorbidities:

Osteoarthritis is a serious chronic disease that affects 1 in 7 US adults and is even more common among people with other chronic conditions, such as heart disease, diabetes, and obesity. Just released the *National Public Health Agenda for Osteoarthritis: 2020 Update* has strategies and action steps to establish supportive policies, communication initiatives, and strategic alliances for OA prevention and management. Taking steps to prevent and manage OA will have the added *multiplier effect* of improving the lives of adults with other chronic diseases. Learn how you can improve the health of our nation with this blueprint for action here:

The [2020 OA Agenda website](#) has a variety of readily available and free resources and information to help to empower patients, health care providers, policymakers and communities to promote these public health strategies.

Go to <https://oaaction.unc.edu/oa-agenda/> to read the full update and to learn how you can take action today!

How can I help spread the word?

Use **#StandUp2OA** and **#OAAgenda** on your social media posts to promote evidence based public health interventions that can help prevent and manage #osteoarthritis. Let us know how you #StandUp2OA!

Social Media

Use **#StandUp2OA** and **#OAAgenda** on your social media posts to promote evidence based public health interventions that can help prevent and manage #osteoarthritis.

Just released the *National Public Health Agenda for Osteoarthritis: 2020 Update* has strategies and action steps to establish supportive policies, communication initiatives, and strategic alliances for OA prevention and management. Read the updated strategies here:

<http://bit.ly/OAAgenda2020>

Learn how you can address osteoarthritis with the *National Public Health Agenda for Osteoarthritis: 2020 Update*. Whether you are a part of the business community, researcher healthcare provider, community organization or other interested party you have a role in preventing and managing this disease. <http://bit.ly/OAAgenda2020>

There are four public health interventions to address osteoarthritis the *National Public Health Agenda for Osteoarthritis: 2020 Update* provides strategies to increase the availability of these interventions. Read the action strategies: <http://bit.ly/OAAgenda2020>

The goal of the #OAAgenda is building a nation in which adults with OA are able to live full lives with less pain, stiffness, and disability; greater mobility; and preserved function and independence. Learn how we are building this with our 9 strategies:

<http://bit.ly/OAAgenda2020>

Announcing the publication of the *National Public Health Agenda for Osteoarthritis: 2020 Update*. Learn about the public health strategies to address #osteoarthritis. #OAAgenda

<http://bit.ly/OAAgenda2020>

Now is the time to strengthen communication and partnerships around #osteoarthritis prevention and treatment. Learn more public health strategies. #OAAgenda

<http://bit.ly/OAAgenda2020>

DYK that proven programs exist to reduce #osteoarthritis pain and improve health? Learn more public health strategies in the #OAAgenda <http://bit.ly/OAAgenda2020>

Research & evaluation can help public health and health care professionals understand the risk factors associated with #osteoarthritis. Learn more in the #OAAgenda

<http://bit.ly/OAAgenda2020>

Now is the time to work with health system partners to promote the availability of self-management education and physical activity programs for adults with osteoarthritis. Learn about the public health strategies to address #osteoarthritis. #OAAgenda

<http://bit.ly/OAAgenda2020>

Newly updated for 2020 the *National Public Health Agenda for Osteoarthritis: 2020 Update* has relevant strategies to address the national burden of OA for all stakeholders. Learn about the public health strategies to address #osteoarthritis. #OAAgenda <http://bit.ly/OAAgenda2020>

10 years later the *National Public Health Agenda for Osteoarthritis: 2020 Update* takes a look at what has worked, not worked and what is most relevant now and for the next years to come. See the updated blueprint here: <http://bit.ly/OAAgenda2020>

Taking steps to prevent and manage OA will have the added *multiplier effect* of improving the lives of adults with these other chronic diseases such as obesity, heart disease and diabetes. Learn about the public health strategies to address #osteoarthritis. #OAAgenda <http://bit.ly/OAAgenda2020>

About Osteoarthritis

Over half of adults w/ #osteoarthritis, or close to 19M people, are of working age (18–64 years). Learn more in the #OAAgenda <http://bit.ly/OAAgenda2020>

More than 32.5 million US Adults have OA but it is not the inevitable result of aging, and there are public health strategies that can help to prevent and manage it. Read the strategies and learn how you can take action: <http://bit.ly/OAAgenda2020>

#Osteoarthritis can limit the tasks of daily living, such as holding a cup, lifting a grocery bag, or walking to a car. #OAAgenda <http://bit.ly/OAAgenda2020>

#Osteoarthritis is the most common form of arthritis. It is a serious chronic disease that affects 1 in 7 US adults or 32.5 million people. #OAAgenda <http://bit.ly/OAAgenda2020>

#Osteoarthritis is not an inevitable result of aging. There are public health strategies that can help to prevent and manage it. Learn more in the #OAAgenda <http://bit.ly/OAAgenda2020>

#Osteoarthritis is the most common form of arthritis affecting 1 in 7 US adults or 32.5M people. #OAAgenda <http://bit.ly/OAAgenda2020>

#Osteoarthritis causes pain, stiffness, and swelling, which can limit mobility and cause disability. Learn public health strategies to address osteoarthritis in the #OAAgenda. <http://bit.ly/OAAgenda2020>

Obesity

#Osteoarthritis is more common among adults who have obesity. Physical activity can help improve both conditions. Learn more in the #OAAgenda <http://bit.ly/OAAgenda2020>

Heart Disease

#Osteoarthritis is more common among adults w/ heart disease. Physical activity can help improve both conditions. Learn more in the #OAAgenda <http://bit.ly/OAAgenda2020>

Falls

Now is the time to promote & implement interventions that are proven to reduce falls and osteoarthritis-related joint injuries. Learn more public health strategies in the #OAAgenda <http://bit.ly/OAAgenda2020>

Physical Activity and Self-Management

Self-management education helps adults w/ #osteoarthritis gain new skills and confidence to manage their condition. Learn more public health strategies in the #OAAgenda <http://bit.ly/OAAgenda2020>

Physical activity & self-management education are non-drug ways to ease #osteoarthritis pain. Learn more public health strategies in the #OAAgenda <http://bit.ly/OAAgenda2020>

Low-impact, moderate-intensity physical activity can ease osteoarthritis pain. Learn more public health strategies for those with osteoarthritis in the National Public Health Agenda for Osteoarthritis: 2020 Update. <http://bit.ly/OAAgenda2020>

Promote low-impact, moderate-intensity physical activity for adults w/ #osteoarthritis. Learn more public health strategies in the #OAAgenda <http://bit.ly/OAAgenda2020>

Promote physical activity & self-management education to adults with #osteoarthritis. It can help ease their pain & improve their health. Learn more public health strategies in the #OAAgenda <http://bit.ly/OAAgenda2020>

News Snippets:

Newly updated for 2020 the *National Public Health Agenda for Osteoarthritis: 2020 Update* has relevant strategies to address the national burden of OA for all stakeholders. Read the strategies and learn how you can StandUp2OA here: <https://oaction.unc.edu/oa-agenda-2020-update/>

Just released the *National Public Health Agenda for Osteoarthritis: 2020 Update* has strategies and action steps to establish supportive policies, communication initiatives, and strategic alliances for OA prevention and management. Read the updated strategies here: <https://oaction.unc.edu/oa-agenda-2020-update/>

Learn how you can address osteoarthritis with the *National Public Health Agenda for Osteoarthritis: 2020 Update*. Whether you are a part of the business community, researcher healthcare provider, community organization or other interested party you have a role in preventing and managing this disease. <https://oaction.unc.edu/oa-agenda/>

There are four public health interventions to address osteoarthritis the *National Public Health Agenda for Osteoarthritis: 2020 Update* provides strategies to increase the availability of these interventions. Read the action strategies: <https://oaaction.unc.edu/oa-agenda-2020-update/>

Osteoarthritis is a serious chronic disease that affects 1 in 7 US adults and is even more common among people with other chronic conditions, such as heart disease, diabetes, and obesity. The *National Public Health Agenda for Osteoarthritis: 2020 Update* provides strategies that have wide-ranging applicability to other types of arthritis and other chronic conditions. Learn how you can improve the health of our nation with this blueprint for action here: <https://oaaction.unc.edu/oa-agenda/>

The *National Public Health Agenda for Osteoarthritis: 2020 Update* continues to be guided by the vision, goals, and guiding principles set forth in 2010, focusing on evidence-based interventions, supportive policies, communication initiatives, and strategic alliances and necessary research to better understand the disease. Read the updated strategies: <https://oaaction.unc.edu/oa-agenda/>

Did you know that the first line of therapy for osteoarthritis is four evidence-based public health interventions: self-management education, physical activity, weight management, and injury prevention? We have updated guidance and information on how to implement these strategies to lower the national burden of OA, that currently affects 1 in 7 US adults. Read the *National Public Health Agenda for Osteoarthritis: 2020 Update* here: <https://oaaction.unc.edu/oa-agenda/>

Four evidence-based public health interventions are considered the first line of therapy for OA: self-management education, physical activity, weight management, and injury prevention. We took a look at the 2010 National Public Health Agenda for Osteoarthritis and updated it for 2020 so we as a nation can better address this growing burden. Take a look at the updated guidance here: <https://oaaction.unc.edu/oa-agenda/>