

# Fight Arthritis Pain

**Campaign Sponsor:** Arthritis Foundation

**Volunteer Advertising Agency:** Young and Rubicam

## **BACKGROUND:**

Expanding waistlines, inactivity and aging baby boomers are contributing to an arthritis epidemic that will impact the lives and wallets of all Americans. Already the nation's most common cause of disability, the impact of the disease is yet to be realized. Nearly one in five adults in the United States (46 million people) has arthritis and an estimated 67 million people will be affected by 2030.

Osteoarthritis (OA), the most common type of arthritis, currently affects nearly 27 million people in the United States. Moreover, because of the link between OA and inactivity, more than half of adults with diabetes or heart disease also have arthritis, and these numbers are expected to increase as rates of OA skyrocket.

The Arthritis Foundation and the Ad Council want to increase the public's awareness that there are simple steps everyone can take to prevent and decrease the pain and disability of osteoarthritis. This new PSA campaign features fun ways that people can integrate movement into their lives. The PSAs instill a sense of hope for those who have this disease by communicating that "moving is the best medicine." The PSAs and campaign assets direct audiences to visit a new website, [www.fightarthritis.org](http://www.fightarthritis.org), where they can learn simple steps to reduce pain, increase mobility and slow arthritis progression.

## **CAMPAIGN OBJECTIVES:**

- Empower and encourage those living with osteoarthritis to take simple steps that can change the course of the disease and improve the quality of their lives.
- To encourage all Americans to visit [www.fightarthritis.org](http://www.fightarthritis.org) to assess their risks and learn simple steps they can take to reduce arthritis pain and increase mobility.

## **TARGET AUDIENCES:**

Adults 55+ who are currently living with, or at risk for osteoarthritis.

## **DID YOU KNOW:**

- Arthritis is not only an old person's disease; symptoms of osteoarthritis can begin as early as age 40 and progress slowly.
- Being overweight and physically inactive can increase your chance of developing osteoarthritis by two thirds in your lifetime.
- Small amounts of weight loss and physical activity can decrease the pain and disability of osteoarthritis.
- For every one pound of weight loss, there is a four pound reduction in the load exerted on each knee.
- Physical activity keeps joints flexible and maintains or improves muscle strength.
- Osteoarthritis typically affects only certain joints, such as the hips, hands, knees, low back and neck.



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