



PRESS RELEASE

2021 WORLD SPINE DAY THEME ANNOUNCED

Toronto, April 12, 2021. The World Federation of Chiropractic has today announced BACK2BACK as the theme of the 2021 World Spine Day.

The theme reflects the need to reset and refocus on spinal pain and disability as part of the global burden of disease. With an estimated 540 million people in the world suffering with low back pain at any one time, it remains the leading cause of years lived with disability.

This World Spine Day, the WFC is calling for action



to focus on the global burden of spinal disorders and get **BACK2BACK**, highlighting the challenges of living with low back pain and a need for society to prioritize a condition that is more prevalent than cancer, stroke, heart disease, diabetes and Alzheimers Disease combined.

The campaign calls for greater global commitment to tackling spinal pain and disability by governments, communities and public health bodies.

World Spine Day also recognizes the lack of access to quality spine care and rehabilitation in under-served communities, which results in chronicity and permanent deformity.

BACK2BACK will focus on highlighting ways in

which people can help their spines by staying mobile, avoiding physical inactivity, not overloading their spines and adopting healthy habits such as weight loss and smoking cessation.

The WFC has coordinated World Spine Day since 2008. Thought to be the largest global public health event dedicated to promoting spinal health and well being, World Spine Day is observed by health professions and public organizations concerned with spine care throughout the world.

BACK2BACK will focus attention on spinal pain and disability at home, in the workplace, in schools and in our communities.

As is now customary, the WFC will be running its annual World Spine Day competition, inviting WFC Member associations, educational institutions and private clinics to take part.

WFC Secretary-General, Dr Richard Brown, said, "As evidence-based, people-centered health professionals, chiropractors are increasingly being expected to contribute to their communities by engaging in public health initiatives.

"World Spine Day provides a perfect opportunity to demonstrate expertise in spinal disorders and proactively participate in their communities.

"We call on all chiropractors and chiropractic students worldwide to get involved in World Spine Day 2021's **BACK2BACK** campaign".

The World Spine Day organizing team are producing materials to support local initiatives around the world. To find out more, go to www.worldspineday.org.