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New campaign tackles falls prevention, youth sports specialization and the importance of lifelong activity for healthy bones and joints

AAOS kicks off nationwide multimedia public service campaign

NEW ORLEANS, La. (March 9, 2018)—The [American Academy of Orthopaedic Surgeons](#) (AAOS) today unveiled its 2018 public service advertising (PSA) campaign—a print ad focusing on youth sports specialization, a radio spot highlighting falls prevention among the elderly, and a television spot which focuses on the vital role of families in promoting child exercise and bone health.

The PSAs were distributed to more than 5,000 media outlets, including television and radio stations, print publications, and outdoor billboard/sign companies.

“These campaigns underscore the importance of taking good care of your bones, joints, and muscles,” said incoming AAOS President David Halsey, MD. “Whether it’s staying active while young or taking steps to minimize the dangers around the house that can lead to hip fractures, not taking immediate action can have lifelong effects on musculoskeletal health, and devastating consequences.”

Sports specialization

“Overuse injuries in children happen often and can have lifelong effects on their game, health and quality of life,” stated Charles Bush Joseph, MD, president of the [American Orthopaedic Society for Sports Medicine](#) (AOSSM). “More and more athletes under the age of 12 are focusing on just one sport and training year-round. We hope this ad encourages parents, coaches, and athletes to think about participating in a variety of activities all year long. Sports participation has so many benefits for kids and their developing bones and muscles that with proper rest and recovery, they can reap these benefits and stay in the game for life.”

The ad - sent to more than 400 outdoor media spaces, billboards, shopping malls and bus shelters across the country - features a female soccer player and a male baseball player with the headline, “The OneSport™ Injury. Doctors can treat them. Parents and coaches can prevent them.” It encourages people to visit OrthoInfo.org/onesportinjury and stopsportsinjuries.org to learn about how to help prevent overuse injuries in kids and teens.

Download the print ads: <http://newsroom.aaos.org/PSA/>.

Falls prevention

According to the Center for Disease Control, one in four adults age 65 and older falls each year. Falls are also the leading cause of fatal and nonfatal injuries in people age 65 and older. Common injuries due to falls are head injuries, shoulder and forearm fractures, spine fractures, pelvic fractures, and hip fractures.

The new radio ad, created in partnership with the [Orthopaedic Trauma Association](#) (OTA) and titled “Preventing Falls Among the Elderly,” demonstrates how devastating falls can be to elderly people. The 30- and 60-second ads encourage conversations between aging parents and their adult children, as well as with caregivers, to ignite ideas around how to make homes safer.

According to OTA president William M. Ricci, MD, “a hip fracture can be devastating and many things can put one at a higher risk for a fall, such as certain medical conditions, poor conditioning, or poor balance. This radio spot encourages everyone to think about having simple conversations with our loved ones, parents, aging friends, and patients as there are simple steps that can be taken to help reduce fall risk and ensure home safety.”

OTA and the Academy have a list of risks and home modifications at OrthoInfo.org/falls.

Radio stations can download the digital spots: http://c360m.com/EPK/36703AAOS_Radio/

Active families

Video games, technology, screen time, and busy schedules are resulting in fewer opportunities for exercise in today’s children and adolescents. To emphasize the need for kids to stay healthy and active, AAOS and the [Pediatric Orthopaedic Society of North America](http://www.posna.org) (POSNA) have re-issued “Teeter-Totter,” a 15-, 30- and 60-second television spot that humorously features grandparents trying to introduce various outdoor activities to their technology-focused grandson. The video uses humor but also sends an important message: Parents, grandparents, and families can play an important role in encouraging healthy behaviors in children.

“You’re going to love your new birthday present. Are you ready?” a grandfather says as he uncovers his grandson’s eyes in the new video. “It’s a teeter totter.”

The child looks unimpressed and returns to his electronic game. Eventually, after several funny and unsuccessful attempts to introduce outdoor activities to their grandson, the grandparents take him to the park for a walk. The video ends with the boy and a friend on the teeter totter with the reminder: “For strong bones, activity runs in the family.” For more information, viewers are directed to OrthoInfo.org/ActiveFamilies.

“Children are more likely to be healthy and active if their parents and family are active,” said POSNA Communications Council Chair Jennifer M. Weiss, MD. “People of all ages are encouraged to spend at least 45 minutes a day engaging in physical activity. This is important not only for our heart and lungs, but also for our bone and muscle strength. Creating this habit early in life leads to healthier body weight, and a lower risk of bone problems throughout life. Active children are less likely to be obese, and obesity can lead to bone problems like slipped hips, crooked legs, and trouble healing broken bones.

“So get up, get out, and get moving as a family!” said Dr. Weiss.

Television stations can download the digital spots: http://c360m.com/EPK/36548AAOS_TV/

“I hope at least one of these campaigns resonates with each of our members, and more importantly with our public and media audiences, which, in turn, will make a difference in the lives of our current and future patients,” said Dr. Halsey. “We’re also pleased that OTA, AOSSM, and POSNA have joined us in promoting these important messages.”

The American Academy of Orthopaedic Surgeons

With more than 38,000 members, the [American Academy of Orthopaedic Surgeons](http://www.aaos.org) (AAOS) is the world’s largest medical association of musculoskeletal specialists. The AAOS provides education programs for orthopaedic surgeons and allied health professionals, champions and advances the highest quality musculoskeletal care for patients, and is the authoritative source of information on bone and joint conditions, treatments and related issues.

Visit AAOS at:

Newsroom.aaos.org for bone and joint health news, stats, facts, images and interview requests.

ANationinMotion.org for inspirational patient stories, and orthopaedic surgeon tips on maintaining bone and joint health, avoiding injuries, treating musculoskeletal conditions and navigating recovery.

Orthoinfo.org for patient information on hundreds of orthopaedic diseases and conditions.

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