



Back Care Awareness Week

Back Pain in Education

The annual Back Care Awareness Week, run by BackCare, the UK's leading charity for those impacted by back or neck pain, is to take place between 2 and 6 October. The theme this year is Back Pain in Education.

Back pain is one of the top common causes of absence from work throughout the country. It costs the UK economy around £15 billion every year as over four million working days are lost as a result of the condition. Furthermore, about 80% of the UK population will suffer from back pain at some point in their lives.

BackCare decided it was important to run a campaign targeted at children and young people as many of the back and neck pain problems experienced by adults are due to them not looking after their backs during childhood and teenage years.

Dr Brian Hammond, the Chair of BackCare said:

“Early teaching of children and young people of the importance of taking care of their backs is bound to have a positive effect on the health of their backs as adults.

He added:

“There are simple things children and young people can do, such as sitting properly and not for too long, exercising regularly, stretching and lifting correctly.

They also need to know how to carry their school books and equipment in a way that does not harm their back or neck.”

BackCare has packs for distribution to schools, colleges and other educational institutions. They contain posters, leaflets, booklets, bookmarks, and pamphlets. All of these items give sound advice and guidance on various aspects of the back and how to look after it. They are available from BackCare at a cost of £9.95 per pack plus postage and packaging.

This year’s campaign is being run in partnership with a community interest company, known as kidsbacks4thefuture. This Essex based company, run by Lyndee Oscar, a registered osteopath with 25 years experience, has done some effective and innovative work with schools.

During the week, many organisations will be supporting the campaign and the Chair of BackCare will be available for media interviews. To participate or obtain further information, please contact **Anusha Vamadeva** on 020 8977 5474 or email info@backcare.org.uk

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BackCare is the national charity for those impacted by back and neck pain. It is a membership organisation that has been in existence for nearly 50 years. The charity provides information, advice & guidance on a wide range of issues relating to back and neck pain.

Back Care Awareness Week is a successful annual campaign which has a different theme every year supported by a number of organisations.