

# Bone and Joint Week 2022

## Stakeholder information pack

### Overview

The Arthritis and Musculoskeletal Alliance is of patient charities, research and health profession organisations, working together, influencing health policy and care for better musculoskeletal health, for better living.

Working in collaboration, we created this stakeholder information pack to help influence policy for greater health equality for people with musculoskeletal conditions.

Musculoskeletal conditions are widespread, a leading cause of disability for millions of people in the UK.

### Our aim

We aim to influence health policy and community services to minimise and prevent musculoskeletal health inequalities for people.

### How you can help us

- Retweet our daily tweets between 12-20 October 2022 (see our Twitter @WeAreARMA at <https://twitter.com/WeAreARMA>).
- 1) Print out the twitter picture/card;  
2) take a picture of yourself or relevant person holding it and  
3) post it on Twitter.  
4) Accompany it with one of our suggested tweets on page 2, using #BoneJointWeek and #MSKEquality.
- Share the stakeholder information pack with your relevant contacts.
- Point people to our webpage <http://arma.uk.net/bonejointweek> which includes links to a one-page policy recommendations document; health inequalities resource page; case studies for MSK health inequalities; links to a general health inequalities resource website.

# Sharing the messages

## Stakeholder assets:

- 1) Print out an image from these links:  
[Large image](#) (png format)    [PDF image](#)
- 2) Take a picture of yourself or relevant person holding it.
- 3) Post it on Twitter.
- 4) Accompany it with one of our suggested 'twitter copy' tweets below, using **#BoneJointWeek** and **#MSKEquality**.



## Twitter copy:

### Use one of these texts to accompany the pictures:

It's #BoneJointWeek 12-20 October. I'm supporting [@WeAreARMA](#)'s campaign for action on #MSKEquality! See <http://arma.uk.net/bonejointweek>

It's #BoneJointWeek 12-20 October and we are supporting [@WeAreARMA](#)'s campaign. See ARMA's recommendations, case studies and resources on how to increase #MSKEquality so there is fair and equitable access to and experience of health services. See <http://arma.uk.net/bonejointweek>

It's #BoneJointWeek 12-20 October and we are supporting [@WeAreARMA](#)'s campaign on #MSKEquality. ARMA's resource page signposts to the most useful research specifically about MSK health inequalities. See <http://arma.uk.net/msk-health-inequalities-resource/>

For some people in the UK there are still unfair and avoidable inequalities in their musculoskeletal health and in their access to and experiences of health services. We can drive change by taking action to increase #MSKEquality. See how at <http://arma.uk.net/bonejointweek>

# The campaign narrative

For some people in the UK there are still unfair and avoidable inequalities in their musculoskeletal health and in their access to and experiences of health services. Poorer musculoskeletal health affects more women than men. It affects more people with lower income. It affects more people living in deprivation. It disproportionately affects some ethnic groups. It affects young people. It affects older people. The increasing cost of living may deepen health inequalities.

It's our ambition to reduce health inequalities in musculoskeletal health. We know that this is an ambition shared by many. The NHS long term plan. The BestMSK Health Collaborative. The Office for Health Improvement and Disparities. Our members. Our followers.

We can drive change by listening to and focussing on the most excluded communities so that there is equity in access, experiences and outcomes. We can drive change by working in partnership. Let's take action to increase musculoskeletal health equality.

Calls to action: See <http://arma.uk.net/bonejointweek> for musculoskeletal equality recommendations, resources, case studies.

## Key messages for different audiences

### Messages for policy makers

- For some people in the UK there are still unfair and avoidable inequalities in their musculoskeletal health and in their access to and experiences of health services.
- Poorer musculoskeletal health affects more women than men. It affects more people with lower income. It affects more people living in deprivation. It disproportionately affects some ethnic groups. It affects young people. It affects older people. The increasing cost of living may deepen health inequalities.
- We can drive change by listening to and focussing on the most excluded communities so that there is equity in access, experiences and outcomes.
- We can drive change by working in partnership.
- Let's take action to increase musculoskeletal health equality.
- See <http://arma.uk.net/bonejointweek> for musculoskeletal equality policy recommendations.
- Our resource page signposts to the most useful information specifically about MSK health inequalities. Includes social Deprivation, ethnicity, sex, gender and sexual orientation, health literacy and education level, children and young people and webinars. See <http://arma.uk.net/msk-health-inequalities-resource/>

### Messages for health care professionals

- For some people in the UK there are still unfair and avoidable inequalities in their musculoskeletal health and in their access to and experiences of health services.

- Poorer musculoskeletal health affects more women than men. It affects more people with lower income. It affects more people living in deprivation. It disproportionately affects some ethnic groups. It affects young people. It affects older people. The increasing cost of living may deepen health inequalities.
- You can be the change by accessing training, information and resources on health inequalities and through personalised care so that there is equity in access, experiences and outcomes.
- Let's take action to increase musculoskeletal health equality.
- See <http://arma.uk.net/bonejointweek> for musculoskeletal equality recommendations, resources, case studies.
- Healthcare professionals, how can you develop skills in reducing health inequalities? See Fairhealth training about health equity action and learning <https://www.fairhealth.org.uk/home>

### **Messages for the public (We achieve this through our members)**

For some people in the UK there are still unfair and avoidable inequalities in their bones, joint and muscle health and in their access to and experiences of health services.

- Poorer musculoskeletal health affects more women than men. It affects more people with lower income. It affects more people living in deprivation. It disproportionately affects some ethnic groups. It affects young people. It affects older people. The increasing cost of living may deepen health inequalities.
- Let's take action to increase musculoskeletal health equality.
- Support increasing musculoskeletal health equalities for people with bone, joint and muscle conditions by printing out the support message, taking a photo of yourself with it and tweeting it using #BoneJointWeek and #MSKequality.

## Find out more

Contact ARMA on [projects@arma.uk.net](mailto:projects@arma.uk.net).

Sign up to the ARMA newsletter at <http://arma.uk.net/nl>

See our website <http://arma.uk.net>