

## Why is the World's Leading Cause of Disability a Neglected Topic?

Written by Australian Business

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WHITTIER, Calif., Oct. 1, 2013 /PRNewswire/ -- The odds are that you have suffered from this malady and certainly know others who have as well. A study funded by the Bill and Melinda Gates Foundation found it to be the biggest reason people are disabled on the planet, yet it is seldom a topic of discussion on talk shows and never the stuff of walk-a-thons. Why do we ignore the elephant in the room?

The elephant, simply stated, is low-back pain. Before you yawn and dispose of this press release, consider the fact that this is the single leading cause of disability worldwide according to the Global Burden of Disease Study 2010 (GBD 2010), published December 15, 2012, in the prestigious journal,

*The Lancet*

. GBD 2010 is the largest ever systematic effort to describe the global distribution and causes of a wide array of major diseases, injuries, and health risk factors. When neck pain and related disability are also considered, the amount of disability, lost productivity and misery related to spinal problems far exceed other high-profile diseases and disorders including cancer, heart disease, HIV/AIDS and malaria. In spite of this astonishing fact, public awareness, public policy and resources are not focused on spinal health.

Every year, on Oct. 16, people from around the world join together to raise awareness on World Spine Day as part of the Bone and Joint Decade's Action Week. Organizations as diverse as the American College of Sports Medicine and health activists in rural  
India  
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have participated in events ranging from lectures to exercise demonstrations.

The aims of World Spine Day are straightforward: (1) Raise awareness about spinal health and spine disorders within the interdisciplinary health care community and amongst public policy decision-makers and the general public; (2) Provide an opportunity for and encourage ongoing

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discussion about the burden of spinal disorders, and (3) Promote an interdisciplinary, collaborative approach to easing the burden of spinal disorders.

For World Spine Day 2013, it is our intention to reach out to public policy-makers regarding the substantial impact of spinal disorders and related disability. To that end, experts in spinal health at two diverse Los Angeles institutions, the USC Spine Center at Keck Medicine of USC and the Southern California University of Health Sciences and its Los Angeles College of Chiropractic have contacted local and state politicians with this message. So

If you would like more information regarding this topic or would like to schedule an interview with Dr. Robb Russell, please email [robbrussell@scuhs.edu](mailto:robbrussell@scuhs.edu) or call (562) 943-7125, Ext. 315. To arrange an interview with an expert from the USC

Spine Center, please call (323) 442-2830 and ask for media relations. Additional references are available through the following links:

[www.worldspineday.org](http://www.worldspineday.org)

or

[www.thelancet.com/themed/global-burden-of-disease](http://www.thelancet.com/themed/global-burden-of-disease)

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is accredited by the Council on Chiropractic Education (CCE), and the SCU College of

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school of Acupuncture and Oriental Medicine in North America

to offer an on-campus anatomy lab, radiology lab and extensive hands-on experience. The School of Professional Studies (SPS) at SCU offers two certificate programs in Massage Therapy and Ayurvedic Medicine which are also recognized by WASC.

For information on the Southern California University of Health Sciences, please visit: <http://www.scuhs.edu>

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