DO YOU WANT TO HELP CHANGE LIVES?  
JOIN US ON  
WORLD SPINE DAY: OCTOBER 16, 2019

DID YOU KNOW SPINE RELATED DISABILITIES:

- Affect more than a billion people in the world today.
- Are the greatest cause of disability worldwide.
- Have a greater impact than: HIV/AIDS, depression, malaria, breast & lung cancer, stroke, diabetes, Alzheimer’s disease, traffic injuries and lower respiratory infections.
- Disproportionately affect women, the elderly, rural communities and lower income countries.

“World Spine Care is a global charity with a mission to improve lives in under-served communities by providing evidence-based, sustainable spine care. We aim to create a world in which everyone has access to the highest quality spine care possible”

- Dr. Scott Haldeman, Founder, World Spine Care

YOU CAN MAKE A WORLD OF DIFFERENCE:

In celebration of World Spine Day on October 16, World Spine Care (WSC) invites you to participate in the Work-a-Day campaign, and donate to World Spine Care Europe, joining with companies, clinics and individuals globally who have committed to donate a portion of their income during the week of 13th – 20th October.

With your support we can help ensure that thousands of patients suffering from spinal pain and spine-related disability receive the care they need at our clinics. Any amount would be appreciated. Donations will receive a receipt for tax purposes if required.

HERE IS WHAT YOUR DONATION CAN DO:

- Last year WSC clinics were able to provide over 10,000 patient visits in six under served communities in four countries. Your donation will help us treat more people in pain.
- Sponsorships, gifts and donations helped WSC fund and in 2018 publish the Global Spine Care Initiative (GSCI) Your support will allow WSC to continue to develop, test and implement the most effective clinical care pathways throughout the world through our research program.
- Everyone, everywhere should have access to the highest quality spine care. Your support is critical to our ability to achieve this vision. With your help, we can continue to reach more patients, expand clinics, and build programs even in areas that would ordinarily have no access to any care for back pain.

WORLD SPINE CARE  
WWW.WORLDSPINECARE.ORG
THIS IS YOUR CHANCE TO CHANGE LIVES

“Do a little bit of good wherever you are; it’s those little bits of good put together that overwhelm the world.”

- World Spine Care Ambassador Archbishop Desmond Tutu

TAKE ACTION

Click here to donate the funds that you raise, learn more about the campaign, and access Work-a-Day promotional and marketing material to share in your clinic and on your social media platforms.

Go to our online toolkit and promote the Work-a-Day campaign with patients and colleagues in your clinic and through your network. With our thanks for your support.

Sincerely,

Stefanie
Executive Director, World Spine Care

On behalf of World Spine Care, thank you for your support and your enthusiasm in celebrating World Spine Day 2019 with Us!
Work-A-Day for World Spine Care
Social Media Posts

Spread the word with your colleagues and community! Share your Work-a-Day for World Spine Care message on social media and let your network know that you are committed to improving global spine care by raising funds for our mission.

Here is a listing of sample tweets for you to use:

IN ADVANCE OF WORLD SPINE DAY (Up to October 13, 2019):

Our clinic is showing our support for the global spine community. We are proudly participating in this year’s #worldspineday and #workaday with @worldspinecare.

Taking place on October 16 each year, #worldspineday is meant to raise awareness of back pain and other spinal issues. Our clinic is a proud supporter. Click here to join us.

It’s #worldspineday on October 16th! This year’s theme is “Get Spine Active”. What do you do to #getspineactive? Tag @worldspineday and @worldspinecare in your posts to show us!

DURING THE WORK A DAY CAMPAIGN (October 13 - 20, 2019):

Just a few days left until #worldspineday. We’re proud to be supporting the #workaday campaign benefitting #worldspinecare. Join us and donate here.

We’re proud to be working with colleagues and patients to support @worldspinecare through the #workadaycampaign.

ON WORLD SPINE DAY (October 16, 2019)

Today is the day. #worldspineday highlights the importance of spinal health and wellbeing. What do you do to #getspineactive? Share your tips and spread the word with @worldspineday @worldspinecare.

FOLLOWING THE WORK A DAY CAMPAIGN (October 21 - 31, 2019)

Thanks to the support of our patients and friends, we were able to effectively raise awareness of #worldspineday and raise funds for @worldspinecare through the #workaday campaign.

ON BEHALF OF WORLD SPINE CARE, THANK YOU FOR YOUR SUPPORT AND FOR CHANGING LIVES ALL OVER THE WORLD.
Work-a-Day for World Spine Care
Press Release Template

Date:

Low back pain is now the leading cause of disability worldwide. People in underserved areas of the world often lack access to healthcare resources for the treatment of spinal conditions. The result is that they must contend with pain and disability which reduces their productivity, their standard of living and even their ability to feed their families.

In addition to helping our community achieve the highest level of health and quality of life, Dr. XXXX is committed to addressing the needs of under-served people through World Spine Care.

World Spine Care is a not-for-profit, charitable organization with a mission - to improve lives in underserved communities through sustainable, integrated, evidence based, spine care.

World Spine Care brings hope and healing, by directly addressing this global health care crisis, bringing sustainable, evidence-based, inter-professional care for spinal disorders in underserved regions around the world.

However, providing clinics and care in underserved areas requires a constant supply of funds, Dr. XXXX is pleased to announce his/her participation in Work-a-Day for World Spine Care on 16 October, 2019, with a portion of proceeds from treatment on this date being donated to World Spine Care to support care for underserved communities.

We encourage you to come and participate in Work-a-Day for World Spine Care on 16 October, 2019 at CLINIC NAME located at ADDRESS, by making an appointment with Dr. XXXX by calling (XXX) XXX-XXXX, or make a donation to World Spine Care at www.worldspinecare.org/take-action/donate.
Work-a-Day for World Spine Care

Video Script for raising awareness of World Spine Care.
For use on waiting room digital signage, website, Facebook Live, Instagram Stories, etc.

Hi everyone, I'm Dr. ______________.

I wanted to take a minute and tell you about World Spine Care, an international charitable organization whose mission is to improve lives in underserved communities through sustainable, integrated, evidence based, spine care.

Did you know that more than a billion people in the world today experience spine related disabilities? And that the greatest burden of disability worldwide is attributed to neck and back pain combined? This condition disproportionately affects women, the elderly, rural communities, and those in lower-income countries.

World Spine Care has responded by opening clinics in developing communities around the world and, in particular, underserved populations that depend on manual labour for their survival and livelihood, with very limited access to spinal care.

This year, from October 13 to October 20, myself and others from (__name of clinic__) are raising funds in support of this important cause through World Spine Care’s ‘Work-a-Day’ campaign. We will be donating a portion of our clinic proceeds and we invite you to join us.

No donation is too small, and if you find it in your hearts, a donation of $20 or more will be met with a tax receipt.

You can learn more about the positive impact this organization is having on the lives of their people by providing the best spine care possible. Visit worldspinecare dot org.

You can make a donation online or by speaking with someone in our clinic during your visit.

So please consider joining all of us here at (__name of clinic__) by supporting this worthy program and bringing effective spine care to those less fortunate people of the world.

Together, we can achieve our vision of a world in which everyone has access to the highest quality spine care possible. Thank you.
WORK-A-DAY
IMPROVING LIVES IN UNDER SERVED COMMUNITIES THROUGH SUSTAINABLE, INTEGRATED, EVIDENCE-BASED SPINE CARE.

This clinic is participating in Work-a-Day for World Spine Care, where clinicians donate a portion of their work day's profits to bring hope and healing worldwide to those who have limited access to spinal care.

Your contributions can help revolutionize spine care treatment and delivery in under served areas around the world.

To learn more visit: www.worldspinecare.org/work-a-day