

## MEMBER EMAIL / NEWSLETTER / SOCIAL POSTS

# MUSCULOSKELETAL HEALTH

The following pages contain suggested copy for member communications including eDMs, newsletters and social posts across a range of health topics. Suggestions for member cohort targeting and communication opportunities throughout the year are included under each topic. Public health recognition days can vary each year so it's important to check the dates scheduled for each health topic.

Feel free to adjust the language and tone of voice to suit your fund's communication style. Member blog content and related collateral can be found on the TAL GroupHQ [member health content](#) page.

### Contents

|   |   |
|---|---|
| PREVENTING BACK PAIN.....                     | 2 |
| HEALTHY BONES – OSTEOPOROSIS PREVENTION ..... | 4 |
| LIVING WELL WITH ARTHRITIS.....               | 5 |

## PREVENTING BACK PAIN

|                                    |  |
|------------------------------------|--|
| <b>Audience</b>                    | All members in the age range of 25 to 70 years   |
| <b>Communication opportunities</b> | <ul style="list-style-type: none"> <li>• World Health &amp; Safety at Work Day – 28<sup>th</sup> April each year</li> <li>• World Health Day – 7<sup>th</sup> April each year</li> <li>• Exercise right week – last week of May each year</li> <li>• Men’s Health Week – Mid June each year (check dates)</li> <li>• Women’s Health Week – First week of September each year (check dates)</li> <li>• National Safe Work Month – October each year</li> </ul>  |
| <b>Message</b>                     | <ul style="list-style-type: none"> <li>• Back pain is common but there are steps you can take to reduce risk and support back health.</li> <li>• Back pain typically has a non-specific cause so managing overall health is important in avoiding back pain.</li> <li>• White-collar workers benefit from a focus on office and desk ergonomics and regular screen breaks together with overall healthy lifestyle.</li> <li>• Blue-collar/manual workers benefit from a focus on correct lifting techniques and use of equipment, together with overall healthy lifestyle.</li> </ul>  |
| <b>Insights</b>                    | <ul style="list-style-type: none"> <li>• 6.9 million (27%) of Australians are affected by chronic musculoskeletal conditions in a typical year.</li> <li>• People with back problems are 2.3 times more likely to report bodily pain affected their daily activities including work<sup>2</sup>.</li> <li>• Untreated back pain can lead to an average of 7.6 weeks off work<sup>3</sup>.</li> <li>• Highly impacted industries include: healthcare, transport, warehousing and construction<sup>4</sup>.</li> </ul> <p><b>Reference:</b></p> <ol style="list-style-type: none"> <li>1 AIHW, <a href="#">Chronic musculoskeletal conditions</a></li> <li>2 AIHW, <a href="#">Back problems</a></li> <li>3 <a href="#">Safe Work Australia</a></li> <li>4 <a href="#">Work healthy Australia</a></li> </ol> |
| <b>Associated Asset(s)</b>         | <p><b>Articles</b> – <i>6 ways to prevent back pain, Tips to work safely from home</i></p> <p><b>Collateral</b> – <i>Managing back pain, Life with chronic pain, Office ergonomics, Managing neck pain, Managing shoulder pain, A healthy back, Top 10 tips for a healthy back</i></p>   |
| <b>CTA</b>                         | Click to read musculoskeletal health awareness content and/or download health support guides   |

***[OPTION 1 – WORLD HEALTH & SAFETY AT WORK DAY]***

It's World Health and Safety at Work Day. Did you know that back pain affects 1 in 6 Australians? There are many risk factors at work that could contribute to back pain. The good news is there are some simple steps you can take to make sure you protect your back at work. Find out more. [\[link to content\]](#)

***[OPTION 2 – GENERAL HEALTH DAY OR REGULAR LIFECYCLE COMMS]***

Did you know that back pain affects 1 in 6 Australians? There are many risk factors that could contribute to back pain. The good news is there are some simple steps you can take to make sure you protect your back at work and play. Find out more. [\[link to content\]](#)

## HEALTHY BONES – OSTEOPOROSIS PREVENTION

|                                    |   |
|------------------------------------|---|
| <b>Audience</b>                    | Women 30 years +  |
| <b>Communication opportunities</b> | <ul style="list-style-type: none"> <li>• Women’s Health Week – First week of September each year (check dates)</li> <li>• World Osteoporosis Day - 20<sup>th</sup> October each year</li> </ul>   |
| <b>Message</b>                     | <ul style="list-style-type: none"> <li>• Poor bone health is common but osteoporosis can be prevented by reducing risk factors<sup>1</sup></li> </ul>   |
| <b>Insights</b>                    | <ul style="list-style-type: none"> <li>• 1.2 million are estimated to be living with osteoporosis <sup>1</sup></li> <li>• There are over 183,000 broken bones each year due to poor bone health<sup>1</sup></li> <li>• It is most common in women (~75%) but can also affect men (~25%)<sup>1</sup></li> <li>• It is most common in adults over 50<sup>1</sup></li> </ul> <p>Reference:<br/>1 <a href="#">Healthy Bones Australia</a></p> |
| <b>Associated Asset(s)</b>         | <p><b>Article link(s)</b> – <i>Supporting good bone health</i></p> <p><b>Collateral</b> – <i>Preventative health screenings</i></p>   |
| <b>CTA</b>                         | Click to read bone health awareness content and/or download brochure(s)   |

### **[OPTION 1 – WORLD OSTEOPOROSIS DAY]**

It’s World Osteoporosis Day. Did you know that there’s some simple steps you can take to look after your bones as you age and avoid osteoporosis? Find out more. [link to content]

### **[OPTION 2 – WOMEN’S HEALTH WEEK]**

Did you know osteoporosis is a largely preventable disease? There are some simple steps you can take to protect your bone health now and in the future. Find out more. [link to content]

## LIVING WELL WITH ARTHRITIS

|                                    |   |
|------------------------------------|---|
| <b>Audience</b>                    | All members in the age range of 18 to 70 years  |
| <b>Communication opportunities</b> | <ul style="list-style-type: none"> <li>• Women’s Health Week – First week of September each year (check dates)</li> <li>• Men’s Health Week – Mid June each year (check dates)</li> <li>• World Arthritis Day – 12<sup>th</sup> October each year</li> </ul>  |
| <b>Message</b>                     | <ul style="list-style-type: none"> <li>• Taking a proactive approach can help you to live well with arthritis</li> </ul>  |
| <b>Insights</b>                    | <ul style="list-style-type: none"> <li>• 3.6 million Australians (1 in 7) are estimated to be living with arthritis<sup>1</sup></li> <li>• Arthritis is the leading cause of chronic pain and the second most common cause of disability and early retirement due to ill health in Australia<sup>1</sup></li> <li>• Around 2 million Australians with arthritis are of working age (15-64 years)<sup>1</sup></li> </ul> <p>Reference:<br/>1 <a href="#">Arthritis Australia</a></p> |
| <b>Associated Asset(s)</b>         | <p><b>Article link(s)</b> – <i>5 tips to live well with arthritis</i></p> <p><b>Collateral</b> – <i>Living with chronic pain, Life with rheumatoid arthritis</i></p>  |
| <b>CTA</b>                         | Click to read arthritis awareness content and/or download brochure(s)   |

### **[OPTION 1 – WORLD ARTHRITIS DAY]**

It’s World Arthritis Day. Did you know that around 2 million Australians of working age are living with arthritis? If you’re one of them, there’s steps you can take to live well with arthritis. Find out more. [link to content]

### **[OPTION 2 – WOMEN’S/MEN’S HEALTH WEEK]**

Did you know that around 1 in 7 Australians are living with arthritis? If you’re one of them, there are some simple steps you can take to live well with arthritis. Find out more. [link to content]