

Health Bulletin



Combating Arthritis Takes Understanding

(NAPSA)—To ease discomfort and raise awareness about the leading cause of disability in the United States—arthritis—in the Hispanic community, the B.E.A.T. Arthritis™ campaign launched *Ataca Tu Artritis Con Ayuda* (*Attack Your Arthritis With Help*). This program speaks directly to the Hispanic population which makes up nearly five million of the 70 million Americans who suffer from arthritis or chronic joint symptoms.

As the U.S. population ages, it's likely the incidence of arthritis will continue to climb.

The B.E.A.T. Arthritis: Boost Education of Arthritis Treatment campaign was established in April of 2000 by Pharmacia Corporation and Pfizer Inc to promote the importance of arthritis management, including proper treatment.

The campaign was launched in response to a Roper Starch Worldwide survey that revealed a majority of Americans are fearful of the potential limitations posed by arthritis pain, and many are unaware of the current options available to help get their condition under control.

In addition to getting the message out about arthritis to the public, the campaign features community outreach events in partnership with health organizations across the country as well as a national public service announcement encouraging people with joint pain to see their doctors.

According to Liza Leal, M.D., pain management specialist, this is a critical first step. "It's important that people consult a phys-



Arthritis sufferers should see their doctors, who can help more than many realize.

cian if arthritis aches and pains are hindering their lives. Innovative therapies combined with regular physical activity, have helped many patients find effective, long-term relief and to maintain their daily activities."

The goal of B.E.A.T. is to encourage Hispanics around the country who have arthritis to see their doctors and to share important health information with their families.

"By sharing information, individuals with arthritis can empower their families and each other to better manage their condition," said Dr. Leal. "People should see their doctors to determine the best arthritis treatment for them."

There are more than 100 forms of arthritis and related conditions. The most common is osteoarthritis. Initial signs include pain, swelling and limited movement that last for more than two weeks.

For more information, call 1-877-480-BEAT (2328). For Spanish, the number is 1-888-875-6869.