

Arthritis Care launches campaign to highlight the benefits of exercise in managing arthritis

Friday 27 January, 2017

Arthritis Care is launching Wake up to Arthritis, a campaign which aims to raise awareness of how painful and debilitating, living with arthritis can be and how people can live well with the condition. The campaign will be launched during Arthritis Care Week which takes place 8-14 May.

Every day millions of people wake up to the excruciating pain and stiffness caused by their arthritis. Gentle exercise is known to be beneficial in alleviating joint pain and improving flexibility, but starting exercise can sometimes be daunting for people who have arthritis. Part of the campaign will focus on encouraging people to try exercise and offering tips on how to exercise when you have arthritis.

Arthritis Care is asking people to get involved and support the campaign using the hashtag #wakeuptoarthritis. The campaign will be promoted on social media and through events run by individuals, nationwide. A free resource pack is available for anyone who wants to get involved and support the campaign.

Judi Rhys, CEO at Arthritis Care, said: "Millions of people across the UK are living with the daily impact of arthritis on their work, relationships, social life and emotional wellbeing. Arthritis Care aims to offer support to everyone affected by the condition. Wake up to Arthritis is an opportunity to reach out to more people and raise awareness of how people can lead full and active lives with arthritis."

Philip Conaghan, Professor of Musculoskeletal Medicine at University of Leeds, said: "Arthritis affects many people and although there is currently no cure, there are things that can be done to manage pain and make life a little easier. Gentle exercise aimed at getting strong will reduce daily pain and stiffness and help people with their every-day activities."

For more information on Wake up to Arthritis, visit arthritiscare.org.uk/wakeup

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