STRONG WOMEN MAKE STRONGER WOMEN

WORLD OSTEOPOROSIS DAY 2013

International Osteoporosis Foundation

www.worldosteoporosisday.org
WHAT IS WORLD OSTEOPOROSIS DAY?

- Annual campaign, taking place on October 20
- Spearheaded by the International Osteoporosis Foundation (IOF)
- Dedicated to raising global awareness of the prevention, diagnosis and treatment of osteoporosis & maintenance of musculoskeletal health
- Activities organized by national osteoporosis patient and medical societies from 90 countries, globally
ORGANIZED BY IOF SINCE 1997

Since 1999, has featured a specific theme:

- **1999** Early Detection
- **2000** Building Bone Health
- **2001** Bone Development in Youth
- **2002** Osteoporosis in the Workplace
- **2003** Quality of Life
- **2004** Osteoporosis in Men
- **2005** Exercise
- **2006** Nutrition
- **2007** Risk Factors
- **2008** Advocate for Policy Change
- **2009** Advocate for Policy Change
- **2010** Signs and Symptoms of Spinal Fractures
- **2011** 3 Steps to Unbreakable Bones: Vitamin D, Calcium & Exercise
- **2012** Stop at One: Make Your First Break Your Last
THEME 2013: STRONG WOMEN MAKE STRONGER WOMEN
STRONG WOMEN MAKE STRONGER WOMEN

FOCUS Postmenopausal women, with an emphasis on intergenerational bone health awareness

WHY?

- Postmenopausal women are at high risk due to the rapid bone loss which occurs with the onset of menopause
- One in three women aged over 50 years will break a bone due to osteoporosis
- Women are often the main gatekeepers to the family so their bone health is a priority to safeguard future generations
- Women are living longer and must age healthily to reduce the impact on health care budgets
NEW Thematic report: *Bone Care for the Postmenopausal Woman*

- Key burden statistics
- HCPs: fracture prevention, avoiding secondary fractures and identifying those at risk through tools such as FRAX®
- Policy makers: presents the cost-benefit arguments
- Available in seven languages: [www.worldosteoporosisday.org](http://www.worldosteoporosisday.org)
FOR PATIENTS AND THE GENERAL PUBLIC

NEW Brochure: *Five essential strategies for bone care after 50*

- Know your risk
- Take action to prevent and control osteoporosis
- **Talk** to your doctor
- **Test** for osteoporosis
- **Treat** your condition
- Tell your friends and family about better bone health and help make them stronger
- Available in seven languages: [www.worldosteoporosisday.org](http://www.worldosteoporosisday.org)
NEW Tip Cards

EXERCISE tips to maintain strong bones and muscles after 50

EXERCISE FOR STRONG BONES AND MUSCLES

Exercising on a regular basis can help maintain bone density and muscle strength, as well as improve balance for falls prevention. Muscle-strengthening exercises are especially important as you age. For exercise to be effective, it should be done for 30 minutes or more each week, with some weight-bearing and resistance exercises in the program. Note that exercise should be tailored to your capabilities. Some exercises are not recommended if you have osteoporosis, arthritis, or prior to falling (see considerations for women with osteoporosis).

Examples of weight-bearing exercises:
- Walking
- High-impact exercises
- Running
- Jumping rope
- Skiing
- Biking

Examples of muscle-strengthening exercises:
- 5 times a week:
  - Squats
  - Push-ups
  - Pull-ups
  - Lunges

Consequences for women with osteoporosis

Talk to your healthcare provider about exercises that are safe for women with osteoporosis. Tips for maintaining a healthy lifestyle can also help prevent falls. General health is also important to prevent falls and fractures. Make sure you get enough calcium and vitamin D daily. Exercise can also help prevent falls and fractures.

EIGHT TIPS TO HELP YOU STAY ON TREATMENT

If you have been prescribed medication to prevent fractures, it is important that you adhere to it and make necessary lifestyle adjustments that will contribute to better bone health and calcium preservation. By adhering to your medication and lifestyle changes, you will benefit from increased bone mass density (BMD), less bone loss, and reduced fracture risk.

1. Talk about ways to make your medication (e.g., first thing in the morning before breakfast) in order to maintain the impact on your everyday life.
2. If you take regular pills, try to do your treatment at the same time each day, week, or month.
3. Use a diary to record when you take your medication and collect your prescriptions, or use a reminder system you can use 24 hours a day.
4. Make sure all the specific actions you need to remember when taking your medication and keep this reminder somewhere safe.
5. Be prepared and plan for changes in your treatment so that it makes it easier to take your medications, such as vacations or special events.
6. Ask your family and friends to support you in staying on treatment. Tell them about your medications and explain to them why it is important for you to avoid bone losses.
7. Speak to your health professional about any difficulties you are experiencing. They can give you advice on managing your osteoporosis medication and adjust your treatment options, if appropriate.
8. Contact your local cancer society. They can offer you support and put you in touch with other people who are in a similar situation. You can also communicate with people who have osteoporosis on the osteoporosis network site (www.osteoporosis.org).
THE WOMEN OF STEEL PROJECT
www.facebook.com/worldosteoporosisday
SPREADING THE MESSAGE THROUGH SOCIAL MEDIA

Let the women in your life know that they make you strong by sharing a badge on their Facebook wall or mentioning them on Twitter.

Click on the images below to share them on your strong women’s Facebook wall.
CREATING A MOVEMENT: WEAR WHITE

- Encouraging World Osteoporosis Day supporters and advocates to **wear white** for better bone health on October 20th and during their events
- Photos can be submitted to [www.worldosteoporosisday.org](http://www.worldosteoporosisday.org) or shared via [facebook.com/worldosteoporosisday](http://facebook.com/worldosteoporosisday)
GLOBAL PARTICIPATION:
MAXIMIZING VISIBILITY FOR EVENTS

NEW Interactive events map

- Shows not only the country where the activity or event is taking place but the exact location within it
- Includes links to promotional flyers and photographs
- All events are featured on the World Osteoporosis Day homepage news feeder and Facebook site
- Submit your event or find out what is happening in your country www.worldosteoporosisday.org
GENERATING MEDIA COVERAGE

THEMATIC REPORT LAUNCH:

- **October 10**
  
  “Osteoporosis is a major threat to women and their future independence, new report shows”
  
  Region-specific versions for Asia-Pacific, Latin America and Middle-East & Africa, containing local statistics

CONSUMER MEDIA:

- **October 17**
  
  “Women at serious risk for osteoporosis and life-threatening fractures”
  
  Supporting media fact sheet also available
THANK YOU TO…

- Committee of National Societies (CNS) as well as the global health community for their national-level efforts.
- Global sponsors for the unrestricted educational grants provided: