



Serve up

BONE STRENGTH

Optimizing bone health at all ages

**World Osteoporosis Day
Campaign toolkit**

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Background

What is World Osteoporosis Day?

World Osteoporosis Day (WOD), marked on October 20 each year, is a year-long campaign dedicated to raising global awareness of the prevention, diagnosis and treatment of osteoporosis and metabolic bone disease. It aims to put bone, muscle and joint health on the global health agenda and reaches out to health-care professionals (HCPs), the media, policy makers and the public at large.

The global campaign has been organized by the International Osteoporosis Foundation (IOF) since 1997, and focuses on a specific theme each year. IOF develops the campaign strategy, messaging and toolkit material, which is then rolled out through its over 230 member organizations - comprised of national osteoporosis patient, medical and research societies - in more than 95 countries.



Why is World Osteoporosis Day so important?

WOD is a key date in the bone, muscle and joint community agenda. It's an occasion when people around the globe unite to put the spotlight on the immense burden caused by osteoporosis and other musculoskeletal diseases, and the actions that can be taken to prevent and treat them. HCPs, medical authorities, individuals and policy makers all have a role to play in helping to reduce the disease burden.

Campaign toolkit

This toolkit provides resources and outlines the actions that can be taken by each stakeholder involved in the global fight against osteoporosis. WOD is an opportunity to coordinate global and local efforts, and to work together to make as much noise as possible on and around October 20. By uniting in our efforts, we can help make bone, muscle and joint diseases a worldwide health priority issue.

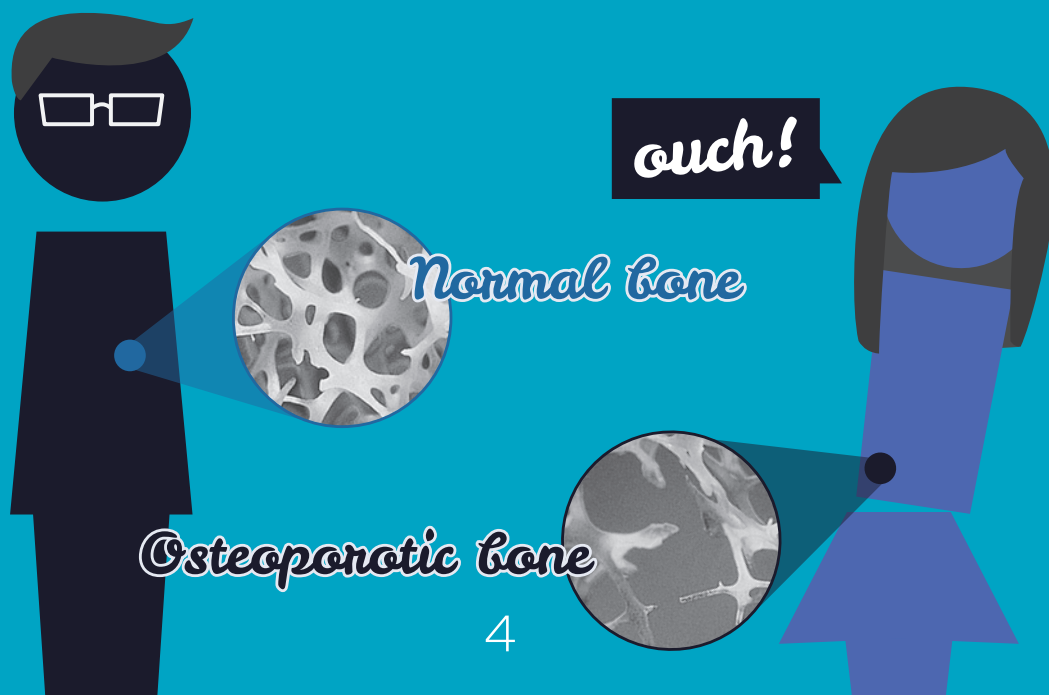
We encourage you to take the WOD material, translate it where necessary and disseminate it through your networks.

Quick osteoporosis facts

1. Over **200 million** people worldwide are affected.
2. Approximately **one in three women** and **one in five men** over the age of 50 will break a bone due to osteoporosis.
3. An osteoporotic fracture occurs **every three seconds**.
4. A prior fracture is associated with an **86% increased risk** of any fracture.
5. Hip fractures cause the greatest morbidity with reported **mortality rates up to 20-24%** in the first year after a hip fracture.
6. Hip fractures can cause loss of function and independence with: **40% unable to walk** independently; **60% requiring assistance** a year later; **33% being totally dependent** on or in a nursing home in the year following a hip fracture.
7. In the European Union alone the cost of fragility fractures is in excess of **€37 billion** each year and will increase by 25% in 2025.¹
8. The majority of fragility fracture patients are neither assessed, nor treated by their health-care system hence there is **failure to 'Capture the Fracture'**[®] and reduce risk.
9. **Urbanization** and **ageing populations** are driving rapid increases in the osteoporosis disease burden.
10. By 2050, the worldwide incidence of hip fracture in men is projected to **increase by 310% in men** and **240% in women**.

Reference

1. Hernlund, E, Svedbom, A, Ivergård, M, Compston, J, Cooper, C, Stenmark, J, McCloskey, E V, Jönsson B, & Kanis, JA 2013, "Osteoporosis in the European Union: medical management, epidemiology and economic burden", Arch Osteoporos, vol. 8, no.136.



The campaign

Serve up **BONE STRENGTH**

WOD 2015 focuses on the importance of adopting a bone-healthy diet through a person's lifetime to optimize bone strength. It conveys the message that the first step in osteoporosis prevention begins in youth, when nutrition can help to maximize our bone-building potential, and continues throughout life as we strive to maintain strong bones at older age.

Whilst this campaign focuses on nutrition, nothing works in isolation and there are other modifiable risk factors that can put people at risk if not adequately managed, including sedentary lifestyle, smoking and alcohol use. A holistic approach to osteoporosis prevention and management is key and it is important that people gain an indepth understanding of their individual risk factors in order to better control them. Poor nutrition is one of these critical risk factors, which is why the WOD 2015 campaign tagline urges us to 'Serve up bone strength'.



What role does food and nutrition play in osteoporosis prevention?

They say you are what you eat – and that’s very true for your bones too. Bones are formed of living tissue that undergo a process of constant renewal throughout life. They need the right nutrients to stay strong and healthy with a balanced diet, containing enough calcium, vitamin D and protein – as well as other micronutrients (e.g., vitamin K, magnesium, zinc, carotenoids) – to reduce the risk of osteoporosis. The size and amount of bone contained in the skeleton changes significantly throughout life. Likewise, as we age, the specific nutritional needs of our skeleton change too.

Osteoporosis has been defined as ‘a paediatric disease with geriatric consequences’, emphasizing that bone health starts to be shaped very early in life, in fact as early as within the womb. Poor nutritional status of the mother without adequate calcium and vitamin D intake can impact on the optimal growth of the baby’s skeleton. It has been associated with reduced adult bone mineral content at peak bone mass and in later life, as well as increased risk of hip fracture.

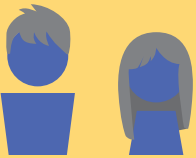
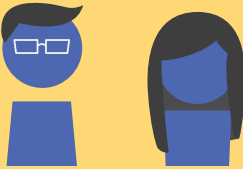
Beyond this childhood and adolescence is a critical time for bone building as it is during this period that both the size and strength of our bones increases significantly. Approximately half of our bone mass is accumulated during adolescence, with a quarter being built up during the two-year period of fastest growth. This process continues until the mid-20s when peak bone mass is generally achieved (the maximum amount of bone that can be achieved during skeletal growth).

Although genetics will determine up to 80% of the variability in individual peak bone mass, factors such as nutritional intake and physical activity will help a child achieve optimal bone strength. This is beneficial in late adulthood as there is more bone in reserve from which to draw; unlike in their younger years adults cannot replace bone tissue as quickly as they lose it. It is believed that a 10% increase in peak bone mineral density (BMD) – one measure of bone strength – could delay the development of osteoporosis by 13 years.



Campaign objectives

- Educate people on the importance of bone-healthy nutrition through their life so that:

<i>Children & Adolescents</i>	<i>Adults</i>	<i>Seniors</i>
		
BUILD maximum peak bone mass	MAINTAIN healthy bones & avoid premature bone loss	SUSTAIN mobility & independence

- Inform individuals if they take charge of their bone health at all ages they can optimize their chances of living independent, mobile lives, free of painful and often debilitating osteoporotic fractures, which can lead to early death

Key messages

- Building strong bones starts early in life and healthy nutrition is a key ingredient in helping to achieve peak bone mass, and maintaining it throughout life
- Calcium, vitamin D and protein are the major nutrients that help to optimize bone health, with recommended daily allowances varying throughout life
- Adequate intake of the right nutrients contributes to bone health at all ages, and is a first step in osteoporosis prevention. For people who already have osteoporosis, bone-healthy nutrition should form part of their treatment and rehabilitation programme
- Controlling osteoporosis risk factors and complying with treatment regimens where prescribed, can ensure people live mobile, independent, fracture-free lives for longer
- WOD takes place on October 20 annually. It is the largest global awareness campaign on osteoporosis and unites IOF members, partners, supporters and bone health advocates in the global fight against bone, muscle and joint diseases

Get involved

WOD is a truly global event and relies on the efforts of our member and non-member organizations, employers, HCPs, corporate partners, individuals and others committed to the prevention and control of osteoporosis to raise awareness. There are many levels at which you can be involved and this toolkit includes educational material, resources, key facts, statistics, and promotional ideas that can be adapted and used on a national level so that the osteoporosis community speaks with a unified voice when communicating on the nutrition theme.

Some material is currently available to members only, however if you are a non-member and would



WORLD OSTEOPOROSIS DAY 2014 CELEBRATIONS IN RUSSIA

like access to the full toolkit you can subscribe to a free IOF membership www.iofbonehealth.org/become-member to receive the final print-ready files. If you are an organization involved in bone, muscle or joint disorders and not

currently an IOF member find out how you can join our Committee of National Societies (CNS): www.iofbonehealth.org/join-cns-community.

Material and resources

The following material will be made available throughout the course of the campaign and is available for you to use on a national level. This campaign was developed for a global audience, therefore it is the local organizer's responsibility to adapt the material to meet with any local compliance or regulatory guidelines, if necessary. The core campaign material (brochure, thematic report, posters) will be available in Arabic, Chinese, English, French, German, Italian, Portuguese, Russian and Spanish. We do make WOD material available in many languages but we would like the resources to be accessible to even more people. If you can help to translate the material into languages not currently available please contact info@iofbonehealth.org.

IOF CNS member organizations also have exclusive access to the artwork for all printed materials so that they can add their logos, translate the material and make any other necessary local-level adaptations. Please note this is not applicable to other membership types who have access to the high-quality final print-ready files only. The low-resolution versions are available to everyone. Please see Appendix 1 for the provisional timeline of material availability.

Posters

Three campaign posters have been developed, which can either be used individually or together. They represent a cross-section of foods containing bone-healthy nutrients: dairy (calcium and protein); fruits and vegetables (calcium and other micronutrients); and fish (protein & vitamin D).

The posters can be printed for use at events or to generate public awareness through displays in hospitals, gyms, workplaces etc. You can also use the resources digitally by posting them on your website, social media sites and sharing the electronic versions with your networks, friends and family.



Brochure for the general public

The brochure entitled 'Serve up bone strength throughout life' provides information, tailored according to age group, on how to prevent osteoporosis by fulfilling nutritional needs. It outlines the recommended daily allowances of calcium and vitamin D and highlights how protein and other micronutrients (e.g., vitamin K, magnesium, zinc, carotenoids) help towards building strong bones. It also lists the actions people can take to introduce bone-healthy eating into their lives as well as to minimize risk.

You can either distribute the brochure digitally or print off copies and disseminate them at WOD events, in hospital waiting rooms, doctor's surgeries and workplaces, to name just a few.



World Osteoporosis Day thematic report

This detailed technical report is written with HCPs and policy makers in mind. Authored by leading experts in the field it provides the rationale and evidence to help HCPs better manage the bone health of their patients including educating them on the importance of good nutrition for building and maintaining their skeletons throughout life. It also acts as an advocacy tool and provides the arguments as to why, given ageing populations, governments need to prioritize bone, muscle and joint diseases to avoid a negative impact on their economies and the quality of life of their citizens.

The report can be shared with government representatives, HCPs, policy makers and the media to highlight the urgent need to invest in bone health.

Infographic with key nutritional facts and statistics

An infographic(s) with easily digestible data and statistics to help support your awareness-raising efforts will be produced and can be: displayed on your website, social media sites, or blog. You can also print out a large version to showcase at your event or use as a pull up or panel on your exhibition booths. You may also want to share it with your media contacts and use it in your advocacy efforts.

Calcium calculator

Include call to actions within your WOD activities and build people's awareness of their risk for osteoporosis by encouraging them to assess their daily calcium intake by taking the IOF Calcium Calculator test – available as multi-language versions – through www.iofbonehealth.org/calcium-calculator. The tool, which is also available for download in the iTunes App Store and through Google Play, educates people on what the recommended calcium levels for their age are versus what they are getting. It also provides a list of calcium-rich foods and links to bone-healthy recipes.

You could make the calculator available at your media events or those targeting the general public, as well as at your exhibition booth during any congresses at which you are represented.

IOF would like to make the calculator available in as many languages as possible so if you would like a version in your local language and could help translate it please contact: info@iofbonehealth.org.

Campaign video

A campaign video will be released in the run up to WOD and will be centred on delivering nutrition messages in a fun and interesting way. You can link to it directly through your social media platforms and website. Post it on Facebook, tweet about it or profile it through your organization's LinkedIn pages to draw attention to your local campaign. CNS member organizations will be provided with the video files so that they can dub/translate/edit it or use in their local markets.

Interactive events map

Give global visibility to your events by adding them to the WOD online map of events and activities. By sharing the information on www.worldosteoporosisday.org/events you will give global exposure to your local initiatives. The site is visited by the media, individuals and organizations so this is a great place to let the world know what you have planned, no matter how big or small.



Press releases and media fact sheets

Two press releases will be distributed on a global level for WOD 2015. The first will help to officially launch the thematic report approximately two weeks before WOD (October 6). The second will be released on the actual day itself – October 20 – and will focus on drawing attention to the cause by disseminating new data to peak media interest and optimize pick up. Media are a key partner in helping to spread the nutrition message and as such must be armed with stories that are compelling to their readership. The strategy will focus on generating news that is of relevance across geographies: Europe, Latin America, Asia, and the Middle East & Africa so that the story can be leveraged on regional and national levels for a truly global impact.

CNS member organizations will be provided with template press releases and media fact sheets for adaptation to make them relevant for their local and national media. They can also choose to add information about their events and other activities, and to add quotes from their organization's spokespeople. Non-CNS members are not provided with the template versions but are free to use the global 'ready to use' press releases for their on- and off-line media efforts.

Social media guide

Social media is an increasingly important tool that can help you spread your WOD messages to a large number of people in a cost-effective way. It also allows you to connect more personally with your audience and get news out instantly.

Social media and website tools

Facebook

Like the www.facebook.com/worldosteoporosisday page and follow the campaign daily as well as share our posts. We will profile events and activities that are being planned around the world through this platform so please ensure you let us know what you are organizing through the interactive events map. A Love your Bones profile image will be prepared for this year's campaign and you can show your support for the global movement by using this as your profile photo in celebration of WOD, and encourage your network to do the same.

Alternatively, you may also want to use the 'World Osteoporosis Day Cover Page image' which you can download from our Facebook page and add as your organization's cover photo.

Youtube

IOF channel www.youtube.com/iofbonehealth showcases campaign-related videos that you can disseminate through your own networks. Visit the channel to view the videos and also send your videos to info@iofbonehealth.org so that we can profile these too.

Instagram

Follow us on Instagram and tag us in your World Osteoporosis Day related photos.

IOF Instagram handle: [@worldosteoporosisday](https://www.instagram.com/worldosteoporosisday)

Hashtags: [#LoveYourBones](https://www.instagram.com/explore/tags/loveyourbones/), [#WorldOsteoporosisDay](https://www.instagram.com/explore/tags/worldosteoporosisday/)

Website visibility

A comprehensive campaign website that you can link to from your own sites is available through www.worldosteoporosisday.org.

Use this QR code in your materials to provide quick and easy access to the WOD website.



Twitter

Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets". You can use Twitter to:

- **SHARE** your reactions & opinions to events, publications, or other news and relate it to your own knowledge and experience
- **ENGAGE** people unable to attend events by giving them live updates of key outcomes or compelling quotes
- **JOIN** the conversation by using the event hashtag and share your thoughts and ideas with others tweeting on the same topic
- **RELEASE** news hot off the press as Twitter is instant you can get your messages out immediately

If you are not currently a Twitter user there are many tutorials and further information available online that can teach you how it may benefit you or your organization. One such useful resource is

www.mashable.com/2012/06/05/twitter-for-beginners

Tweets will be posted in the lead up to and on WOD www.twitter.com/iofbonehealth

IOF Twitter handle: [@iofbonehealth](https://twitter.com/iofbonehealth)

Event hashtags: [#WorldOsteoporosisDay](https://twitter.com/WorldOsteoporosisDay), [#LoveYourBones](https://twitter.com/LoveYourBones)

Follow our page and retweet our messages, we will also retweet yours where appropriate, so please ensure you use our twitter handle.

TOPIC HASHTAGS

#Nutrition

#Osteoporosis

#Bone

#Health

#Musculoskeletal

#Calcium

#VitaminD

#Protein

#Dairy

#Milk

#Fracture

#Muscle

#Food

#Vegetables

#Fruits

#Children

#Nutrients

#Adults

#Pregnant

#Weight

#Joints

#Micronutrients

#Prevention

#FRAX

#Exercise

#Alcohol

#Tobacco

#Smoking

#StrongBones

#Falls

#Arthritis

#Sarcopenia

#Obesity

#CaptureTheFracture

#Treatment

#Ageing

READY-TO-USE TWEETS

99% of 1kg of **#calcium** in human body resides in **#bones**. **#LoveYourBones** & keep them strong by getting enough calcium, **#VitaminD** **#Protein**

#Milk & other **#dairy** foods are **#calcium** rich. Are you getting enough? Take the test <http://goo.gl/XLY2zJ> **#LoveYourBones**

How are you celebrating **#WorldOsteoporosisDay**? Eat some **#bone** healthy food and get some **#exercise** to keep your **#bones** stronger for longer

Did you know you can get **#calcium** from **#vegetables**? Put some broccoli, curly kale, or bok choy on today's menu **#LoveYourBones**

Have a fish supper on **#WorldOsteoporosisDay** and get some **#protein** & **#VitaminD** to keep your skeleton strong **#LoveYourBones**

#Fruits contain bone-healthy **#micronutrients**. Have you had any dried apricots, prunes, raisins or apples & bananas? **#LoveYourBones**

Are you getting enough calcium? Easy way to find out. Take the **#calcium** calculator test <http://goo.gl/XLY2zJ> **#LoveYourBones**

The best source of **#VitaminD** is the sun but did you know you can boost intake with **#Food** such as oily fish, eggs or liver? **#LoveYourBones**

Low **#protein** intake can lead to low **#bone** mass & strength leaving your skeletons at risk of **#Falls** **#Fractures** **#LoveYourBones**

Approx 50% **#bone** mass is accumulated during adolescence making it a critical time for bone building. Start to **#LoveYourBones** early in life

#Milk & **#dairy** foods provide up to 80% of **#calcium** for **#children** in 2nd year of life onwards. Make sure they get enough **#LoveYourBones**

A healthy body **#weight** during childhood & adolescence leads to optimal **#bone #health**. Ensure they get enough **#calcium**, **#protein** & **#VitaminD**

#Pregnant women must get enough **#calcium** & **#VitaminD** to optimize development of their baby's skeleton <http://goo.gl/vQMqM8> **#LoveYourBones**

Drinking >2 units of alcohol a day can increase risk of suffering a fragility **#fracture** & >4 units doubles fracture risk **#LoveYourBones**

#Adults keep your skeletons strong & get enough **#calcium** **#VitaminD** & **#Protein** to stay mobile and **#fracture** free for longer **#LoveYourBones**

Aged >50 & had a previous **#Fracture**? Ask your doctor if you are at risk of **#osteoporosis** & get tested & treated **#CapturetheFracture**

Preventing **#sarcopenia** in **#seniors** is important because it lowers the risk of **#falls** & fragility **#fractures** **#WorldOsteoporosisDay**

Parents help **#children** build maximum peak **#bone** mass so they can build strong skeletons to support them in later life <http://goo.gl/vQMqM8>

#Adults maintain a healthy skeleton and avoid premature **#bone** loss by learning how to **#LoveYourBones** <http://goo.gl/vQMqM8>

#Seniors sustain mobility & independence into your old age by avoiding **#osteoporosis** risk factors and **#LoveYourBones** <http://goo.gl/vQMqM8>

Ideas to inspire

Love Your Bones

Promote Love Your Bones – the global symbol for bone health – in your local WOD promotional material, activities and communications. Make the symbol a key component of your initiatives, it is currently available in 21 languages and if you don't see your local language: www.iofbonehealth.org/get-involved/love-your-bones-campaign/love-your-bones-symbol, please send us a translation of the text and we will forward you the symbol in your language: info@iofbonehealth.org.

There are many ways in which the symbol can be used for WOD. It can be incorporated into promotional elements – banners, t-shirts, balloons, giveaways, emails, letterheads and press releases. It can also be promoted by your local ambassadors, celebrities or personalities such as professional athletes who can wear the 'Love Your Bones' symbol on their clothing or equipment. Please share your photographs of local personalities so that we can add them to our global campaign photo albums and help give visibility to your efforts.

**LOVE YOUR
BONES**

Some ideas of how you can integrate Love your Bones into your promotional products are given here. But please share photos of any of your merchandising material so that you can help to inspire others info@iofbonehealth.org.

Please note, the symbol cannot be used for commercial purposes such as the promotion of products.



World Osteoporosis Day & Love Your Bones translated

اليوم العالمي لترقق العظم
عظامك
٢٠ أكتوبر

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20.oktober
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BEIN

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AMA ELS TEUS
OSSOS

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به استخوانهایتان
عشق بورزید
20 اکتبر

世界骨质疏松日
10月20日
呵护你的
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InternationalOsteoporoseDag
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WorldOsteoporosisDay
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LOVE YOUR
BONES

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IUBESTE-TI
OASELE

JournéeMondialede l'Ostéoporose
20octobre
AIMEZ
VOS OS

Всемирный ДеньОстеопороза
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ПОЛЮБИТЕ
ВАШИ КОСТИ

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Παγκόσμια Ημέρα Οστεοπόρωσης
20 Οκτωβρίου
ΑΓΑΠΗΣΕ ΤΑ
ΚΟΚΚΑΛΑ ΣΟΥ

díaMundialdelaOsteoporosis
20octubre
AMA TUS
HUESOS

GiornataMondiale dell'Osteoporosi
20Ottobre
AMA LE TUE
OSSA

InternationellaOsteoporosdagen
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ÄLSKA
DINA BEN

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를 사랑하세요
당신의 뼈

Align your plans with World Osteoporosis Day

Are you planning an event between September-November? Will you be releasing a new publication such as a bone-healthy recipe book, calendar or maybe even releasing new nutrition data? Do you have any other important announcements scheduled for that period? Why not leverage WOD for your event, or to release your news/publication as well as to make your announcement? It will simultaneously have a larger impact and raise awareness for the campaign.

Wear White for World Osteoporosis Day

If you are organizing a WOD event, encourage participants to wear white for better bone health. The power of dressing in a uniform colour is that it helps to show solidarity to the cause and give a strong visual presence to your event. Given the nutrition theme, the colour lends itself extremely well to any cooking events involving local chefs.

If you want to organize an event in the workplace request support from the human resources, communications or PR department and encourage other staff to take part.

Ask your friends, family and social media followers to support your efforts by wearing white too. Take photos of your event and submit your 'Wear White for WOD' images to www.worldosteoporosisday.org/events or share via facebook.com/worldosteoporosisday.



Reach out to decision makers and advocate for bone-healthy policies

As an internationally recognized campaign, WOD provides an excellent opportunity for you to take action towards reducing the osteoporosis burden by advocating for bone-healthy policies at the local, national, regional and international levels. Activities that raise awareness about the risk of osteoporosis are vital to the success of the campaign. However their impact can be significantly heightened if accompanied by changes at the policy level that facilitate bone-healthy living. We invite you to use WOD as a platform to advocate for policies that create health-promoting environments within your community and region.

Advocacy makes awareness-raising action-oriented. When advocating on behalf of osteoporosis and other bone, muscle and joint disorders you are raising awareness of the burden and presenting policy-based solutions to those key people who have the power to make changes that will affect the cause.

In preparation for WOD and on the actual day itself you could:

- **CONTACT YOUR LOCAL AND/OR NATIONAL POLITICIANS AND DECISION MAKERS**

Reaching out through email, phone, or a letter, is a fundamental first step to get them involved in awareness raising and advocacy. Share the WOD Thematic Report with the supporting fact sheet and customize it to include any local statistics and information.

- **ORGANIZE A WOD EVENT AND INVITE GOVERNMENT OFFICIALS**

Invite officials to your activities and highlight their role in helping to reduce the osteoporosis burden:

1. Lobby for access to healthy food options at schools and in work canteens, osteoporosis treatments and reimbursement mechanisms
2. Give them information on Fracture Liaison Services, which systematically identify and offer treatment to patients with osteoporotic fractures to prevent secondary fractures (educational slide set available at www.capturethefracture.org)
3. Talk about national clinical guidelines – do you have them?



- **START A PETITION AND COLLECT SIGNATURES**

Whether it is calling for bone-healthy food in school cafeterias or advocating for access to medicines, a petition can be an effective way of educating the public on your specific policy goals. Celebrate by sharing this petition with the public and government representatives on WOD.

- **VOLUNTEER TO MAKE A PRESENTATION IN YOUR COMMUNITY (SCHOOL, HOSPITAL, COMMUNITY CENTRE)**

Policy changes require public support and no public outreach is too small to get individuals interested in your cause. If you are an organization/individual focused on bone, muscle and joint health take the opportunity to celebrate WOD by sharing your knowledge and experience in promoting bone health and invite your government official.

Ideas on how you could mark the day

- Find out what your local osteoporosis organization is doing on WOD and get involved
- Create your own society/patient group where one does not exist
- Perform DXA screenings to raise awareness
- Distribute WOD material amongst your networks
- Set up a Fracture Liaison Service or advocate for its implementation in your local hospital
- Put together a media campaign to help educate people
- Publish an article on your website and link to it from your social media channels
- If you are a nurse, HCP or other health-care worker celebrate WOD within your local hospital and make people aware of how they can prevent fractures
- Organize a bone-healthy breakfast, lunch or dinner
- Order some fruit and dairy products such as yogurt for the workplace
- Run an educational seminar on bone-health nutrition for the general public
- Hold cook-a-long events and demonstrate how to prepare calcium-rich meals
- Launch a social media campaign
- Organize a fundraising event
- Advocate for your government to make bone, muscle and joint health a priority and help Capture the Fracture®

Celebrate with us



Here's how

The success of WOD is dependent on the collaborative actions of a number of stakeholders and you can make a difference no matter how big or small your involvement is.

Help us spread the message.

What can you do?

- IOF Committee of National Societies
- General public
- Employers
- Health-care professionals
- Media

IOF Committee of National Societies: unite in the global fight against osteoporosis

IOF relies on its over 230 member organizations worldwide to roll out WOD in their countries to help raise awareness globally. Without their national-level efforts the campaign would not be as successful. We encourage all our CNS to leverage WOD and build on the momentum of the global campaign. You are the experts within your geographies and you know what activities will work best. However, if you are looking for some inspiration you can find some suggestions below.

Partner with celebrity/well-known chefs

Do you have any contacts with TV chefs or maybe even those within a local hotel or restaurant? Encourage them to dedicate a special TV show or hold a themed evening within their establishment focused on bone-friendly food. Media could be invited to the event to learn about the importance of calcium, protein and vitamin D in people's diets and the gaps that exist as well as sample the food, cooked by the chef in a live-cooking session.

Fundraising dinner

Invite a celebrity chef to host a special bone-friendly dinner or maybe this could even be done in collaboration with a local hotel or restaurant. Turn it into a media event and sell corporate tables/individual places with tombola or maybe even an auction. Prizes could include signed cookery books, dinner at the participating restaurant, cooking classes, supermarket vouchers etc.

Alternatively ask chefs to support WOD by putting special bone-friendly meals on their menu or highlighting those that are calcium-rich. Work with the chef and his/her restaurant to donate a small amount to the national society i.e. 5%, every time a customer orders an item from the bone-friendly menu.

Launch cook books, recipe cards, food calendars

Develop a compilation of bone-healthy recipes available as either a hard copy or e-book. Alternatively distribute recipe cards or food calendars at your events. These can also be used to increase awareness within your social media platforms. Maybe even ask for contributions from your online followers with recipes submitted by them being used to develop the cook book or calendar.

Advocate for bone-healthy meals in schools and workplaces

There may be existing actions within schools being implemented to make meals healthier, you can leverage these efforts by highlighting why such initiatives will also have a positive impact on bone health. Where there are no such policies in place, meet with the school governing boards emphasizing the importance of adding calcium-rich food options to help children reach their maximum peak bone mass. You can also work with your corporate partners to encourage them to provide bone-healthy meals at their restaurants.

Work with like-minded health organizations

Develop partnerships with like-minded health organizations which share unhealthy diets as a risk factor i.e. heart diseases, cancer, diabetes, chronic respiratory diseases, eating disorders and work together to raise awareness. Ask such organizations to use WOD as an opportunity to piggyback on the nutrition message.

General public: take charge of your bone health

There are many actions you can take to protect your own bone health and that of the people you care about. Get involved and help spread the message.

Spread the word through social media

Like [facebook.com/worldosteoporosisday](https://www.facebook.com/worldosteoporosisday) and share our posts with your contacts, friends and family. If you have personal Twitter accounts please share/retweet our messages [twitter/iofbonehealth](https://twitter.com/iofbonehealth). A number of #hashtags are also provided in the 'Social media and website' section of this toolkit that you can use in the run up to and during WOD (see page 11).

Educate yourself and others

Read the WOD patient material and make yourself aware of your personal risk factors for osteoporosis, through the IOF One Minute Osteoporosis Risk Test. You can take the calcium calculator to determine if you are getting enough and the actions you can take to increase your calcium levels, where necessary: www.iofbonehealth.org/calcium-calculator. Encourage your loved ones to do the same.

Invite your family around for a bone-healthy meal or organize some physical activity

Why not celebrate WOD at home with your friends and family, you can use recipes available through www.iofbonehealth.org/bone-friendly-recipes to cook them a bone-healthy meal. Alternatively you could organize a family sports event or go on a Love Your Bones walk together.

Women as gatekeepers to the home

Women are typically the ones in the household who make the purchasing and preparation decisions related to food. As the home's gatekeeper you have the biggest food influence in the lives of your children as well as in the life of your spouse or partner hence impacting on your family's overall nutrition. Therefore ensure the foods you cook are rich in calcium (www.iofbonehealth.org/calcium-rich-foods), vitamin D and other bone-friendly nutrients. If your children take a packed lunch to school include bone-healthy options in celebration of WOD. Please refer to the IOF bone-friendly recipes (www.iofbonehealth.org/bone-friendly-recipes) and cook a bone-healthy meal for your family, you could even involve the next generation of bone advocates – children – in the cooking process hence educating them on the importance of eating well too.

Get involved with local activities

Check out our worldwide map of activities and see what local events are happening in your country and how you can get involved: www.worldosteoporosisday.org/events.

Employers: showcase or launch your workplace-wellness programmes

Wellness programmes are an extremely powerful tool that can play a significant role in employee engagement, organizational productivity, talent retention and creativity and innovation. It can also decrease health-care costs, while increasing the personal well-being and morale of individual employees. National governments as well as international and regional bodies are realizing the potential of workplace wellness, and in recent years have implemented initiatives to encourage businesses to introduce appropriate programmes to promote wellness among employees. Most of us spend over half of our waking hours at work therefore, the workplace is an ideal place to promote bone-healthy living. Use WOD as an opportunity to launch, support or strengthen local initiatives to create healthy workplaces.

Workplace-wellness engagement ideas

A summary of potential workplace-wellness engagement ideas that can be implemented are given below. Some of the suggestions can be used as one-off concepts that could be implemented on WOD and others can be used as ideas for longer-term activation. We encourage you to share your activities through your social media and online platforms. You can also submit them to us so that we can share these through our website and social media channels: www.worldosteoporosisday.org/events.

Health days

Eating a balanced diet, that includes calcium, vitamin D, protein and other micronutrients is an important ingredient for good bone health. By introducing a 'health' day at your office, you can have an impact on the diet of your employees. These days can be used as an opportunity to inform employees of the importance of making the correct choices when selecting their meals.

What can you do?

HEALTHY CANTEEN DAYS

Set aside one day on which all of the food served in the company canteen will be nutritionally balanced in line with local government recommendations. Provide employees with recipes on how to make their own home-made healthy lunches. Promote these recipes on a company intranet. You can also organize a bone-healthy breakfast or hold cook-a-long event and demonstrate how to prepare calcium-rich meals.

LABEL YOUR MEAL OPTIONS

Detail the nutritional breakdown of meal choices available in the company canteen, enabling employees to make an informed decision about the food they choose.

Information could be made available on the recommended dietary intake (RDI) levels of calcium for your country and foods labelled to show that they will help contribute to overall consumption. Alternatively the food choices available could be colour-coded or ranked in order to highlight the bone-healthiest option.

Awareness days

For employees to realize the benefits of workplace wellness, it is important to raise awareness about their risk for osteoporosis, and also the steps that they can take to help reduce it. Following the awareness days you can schedule follow-up activities to maximize this increased awareness and interest in taking steps to control bone health.

What can you do?

ORGANIZE A LUNCH DATE WITH A DIETICIAN

Invite a dietician to speak to employees about the importance of leading a bone-healthy life and making informed meal choices.

SUPPORT BONE-HEALTH CHECKS AT WORK

Liaise with a local health-care provider or your national osteoporosis society to offer advice on the prevention and treatment of osteoporosis to your employees. Get them to take the calcium calculator and speak to a professional on how they can boost their levels where necessary: www.iofbonehealth.org/calcium-calculator.

GET YOUR EMPLOYEES MOVING

Besides maintaining bone strength, the main goal of exercise is to increase muscle mass in order to improve muscle function and to maintain good balance and strength. Weak muscles and poor balance can contribute to falls and fractures. Increasingly sedentary lifestyles and more time spent in front of computers and less active outdoor pursuits will all impact on the bone health of future generations. Encourage your employees to get active and provide them with opportunities to do so in celebration of WOD. Plan a Love Your Bones walk for example and encouraging employees to leave the office and get some exercise. If the sun is shining it will also help them get their vitamin D.

Health-care professionals: take action to protect the bone health of your patients

HCPs have an important role to play in the maintenance of good bone health of their patients as well as identifying those at risk. The burden placed on HCPs and their budgets however, can be immense with conflicting disease priorities to address. The good news is that there are a number of proven cost-effective solutions HCPs can implement to safeguard the bone health of their patients as well as their budgets. WOD is an ideal platform to leverage for this and is scalable depending on resources available and capacity.

What can you do?

EDUCATE PATIENTS ON THE IMPORTANCE OF LIVING BONE-HEALTHY LIFESTYLES

Make your patients aware of the importance of nutrition, exercise and maintaining appropriate treatment to help them manage their osteoporosis more effectively. Refer them to www.iofbonehealth.org/calcium-calculator and speak to them about the necessity of getting adequate calcium, vitamin D and other micronutrients in their diet to help them build and maintain strong bones.

Read the WOD thematic report which will be available on www.worldosteoporosisday.org to get guidance on the critical nutritional elements throughout the ages.

CAPTURE THE FRACTURE®

People who suffer a fragility fracture are unfortunately not being evaluated and/or treated for underlying osteoporosis, which often leads to further broken bones. In fact over 80% of fracture patients are never offered screening for future fracture risk and/or treatment for osteoporosis. This is why IOF runs the Capture the Fracture® programme as secondary fractures have an enormous human and socioeconomic impact and early diagnosis and taking appropriate action to avoid the fracture cascade has proven to be the most cost-effective solution in preventing them.

Next time you see a patient with a fracture – especially one aged over 50 years – question the underlying cause and where appropriate test for osteoporosis.

If you work within a hospital setting or are a health-system administrator find out how you can implement a Fracture Liaison Service (FLS) – the proven solution to preventing secondary fractures – and join over 100 institutions globally who have already been recognized on the worldwide map of best practice: www.capturethefracture.org

USE THE FRAX® TOOL TO MEASURE YOUR PATIENTS RISK

FRAX® is a simple calculation tool that integrates clinical information in a quantitative manner to predict a 10-year probability of major osteoporotic fracture for both women and men in different countries. The tool assists primary health-care providers to better target people in need of intervention, improving the allocation of health-care resources towards patients most likely to benefit from treatment. FRAX® is available as:

- Free online calculator at www.shef.ac.uk/FRAX
- iPhone App <https://itunes.apple.com/us/app/frax/id847593214?ls=1&mt=8>
- Android App <https://play.google.com/store/apps/details?id=com.inkrypt.clients.iof.frax>
- Desktop application www.who-frax.org

REFER YOUR PATIENTS TO OSTEOLINK

If your osteoporosis patients or their friends and family want to connect with others who are in a similar situation to share their experiences or seek advice please make them aware of the online forum www.osteolink.org. Currently available in English, German, Greek and Swedish.

BUILD AWARENESS BY DISSEMINATING THE WORLD OSTEOPOROSIS DAY MATERIAL

- Print off the posters and patient brochures and make them available in your waiting rooms and surgeries
- Set up an information stand in your clinic dedicated to osteoporosis, and carry out FRAX assessments
- Organize a workshop or symposium dedicated to osteoporosis and fracture prevention for allied health professionals in your hospitals on WOD. Highlight the importance of catching the first fracture and advocate for FLS.

Media: spread the word on October 20, 2015

Whether you work on-line, off-line and are a journalist, blogger, avid tweeter, scientific writer, work for a magazine, newspaper, scientific publication or the broadcast media you are a key partner in helping us to raise awareness of osteoporosis.

What stories and material can you expect from IOF?

PRESS RELEASES AND MEDIA FACT SHEETS

Two press releases will be distributed:

- 1) **Two weeks before World Osteoporosis Day (October 6):** a technical report – written by leading experts in the field – which highlights the nutritional needs of children & adolescents, adults and seniors will be launched. It will highlight key statistics on the impact of poor nutrition on bone health and the importance of building peak bone mass in early years to keeping bones strong into old age.
- 2) **October 20:** new data will be released on WOD so that you have a compelling story to report on. In line with the theme the press release will have a focus on nutrition but will aim to interest your readers by providing survey results that are both surprising and engaging and motivate them to find out what they can do to protect their bone health. The strategy will focus on generating news that is of relevance globally but also across geographies: Europe, Latin America, Asia, and the Middle East & Africa.

You will also be provided with media backgrounders, quotes, fact sheets, infographics and a case study to help you make your stories as compelling as possible.

Please consider the dates above and add them into your editorial calendars so that you can highlight the news or include feature stories around WOD. IOF communications team will be happy to provide you with any additional information or connect you with leading experts in the field for interviews.

Contact cjagait@iofbonehealth.org for any media enquiries or to arrange interviews with spokespeople.

Look after your own bone health

Read sections of this toolkit - dedicated to the General public and Employers – so that you can identify your own risk and take preventative action, as well as see how your workplace can potentially support you.

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- The campaign material, Love Your Bones and WOD itself cannot be used in connection with the sale of products, for the promotion of a company or for any direct or indirect commercial purpose or advantage. The material can only be used in association with WOD initiatives. If you are not an IOF CNS member then you cannot adapt the material and must use it as it is provided.
- CNS members are granted the right, without any fee or cost, to use, publish, distribute, disseminate, transfer, digitize, these resources for educational purposes and not for any direct or indirect commercial purpose or advantage. The content may be modified for local language, but must not in any manner be misrepresented. CNS are free to add local sponsor logos to posters and other materials however IOF requests that global official WOD partner logos remain on materials.
- WOD Official Partners and Nutrition Supporters are granted the right to use, publish, distribute, disseminate, transfer, digitize, these resources for educational and communication purposes. The content may be modified for local language, but must not in any manner be misrepresented.
- WOD Official Partners and Nutrition Supporters have access to complete campaign resources. The print files for all resources are made available as well as the design files for the posters. It is prohibited to make commercial use of IOF resources, in whole or in part, without prior permission.
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- The WOD material can only be published with the following copyright within the image or next to it:
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- If you have any questions concerning rights to use the WOD or Love Your Bones icon, please contact:
info@iofbonehealth.org

Appendix 1 Tentative timeline of material availability

Material type

Month available

POSTERS

English

March

Other language translations

May onwards

BROCHURE FOR THE GENERAL PUBLIC

English

June

Other language translations

July onwards

INFOGRAPHIC

English

July

Other language translations

August onwards

CAMPAIGN VIDEO

English

September

PRESS RELEASES AND SUPPORTING MATERIAL

English, Spanish, Chinese, Arabic

October

THEMATIC REPORT LAUNCH

All languages

October

Other language translations include: Arabic, Chinese, English, French, German, Italian, Portuguese, Russian and Spanish

#LoveYourBones

WorldOsteoporosisDay
October20

LOVE YOUR
BONES

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