



Stop the Stoop survey – key findings¹

Personal appearance and self-confidence

- Seven out of 10 (70%) women interviewed believe that 'losing height is just part of getting old'
- Approximately three quarters (73%) claimed that they would be very self conscious if their spine was curved
- 64% were concerned about the thought of losing height
- Almost one in four (24%) are more worried about the impact osteoporosis has on their appearance rather than the internal effects of the condition
- 79% of women with post-menopausal osteoporosis (PMO) believed that common perceptions held by the general public of women who have osteoporosis (who have lost height and a stoop) associate them with being 'elderly/old'. Furthermore 76% stated 'fragile' followed by 'vulnerable' (73%), 'frail' (70%) and 'unstable' (64%)
- 81% of women with PMO feel that they make an effort to keep themselves looking good for their age

Awareness of the factors that can increase the risk of fractures

- Over one in five (21%) are unaware that taking prescribed treatment for osteoporosis reduces the risk of fractures
- Similarly, 22% are also unaware of the risks of fractures associated with frequently falling or being significantly overweight and almost one third (30%) are unaware of the associated risks with being significantly underweight



Lifestyle limitations of living with osteoporosis

- Osteoporosis can affect independence through interfering with daily tasks – six out of 10 (60%) of women overall (75% in Germany and 70% in UK have already had to stop carrying heavy shopping bags due to their osteoporosis)
- Furthermore one in three (33%) of women have had to stop running and weight bearing exercise and a further 20-24% have had to stop cycling, gardening and taking exercise classes
- 38% believe that with a severe stoop, they would no longer be able to play with their grandchildren
- Furthermore, if they had a severe stoop, over three quarters (76%) of women believe they would have to stop carrying heavy shopping bags and over one third (34%) would have to stop cleaning – significantly more so in the UK (41%) and Ireland (43%) than in all the other countries
- 24% of women in the UK and 22% of women in Ireland felt that they would have to give up sex with a severe stoop – significantly higher than women with PMO in Germany (10%), Italy (7%) and France (11%)

Understanding the treatment options available to patients

- 65% of women, given the choice, would prefer to take tablets less frequently. In Ireland, this was 92%, significantly higher than in all the other countries
- Over one in three (39%) of women would not tell their doctor if they decided to stop taking their treatment, and over half (54%) would not tell their doctor if they missed taking one of their tablets
- Of those who are compliant with their medication, a key reason for this is the concern about height loss, as expressed by 61% of women

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- About one half of women with PMO (48%) have received advice from their doctors about different treatment options, with Germany (58%) and Spain (53%) ranking the highest and the UK (39%) scoring the lowest
- 43% of women claimed that their doctor had given them the option to change their treatment to one that suited them better – again more so in Germany (53%) and Spain (42%) and less in UK (39%) and Ireland (27%)
- Less than half of women (41%) have received advice from their doctors about the different types of treatments i.e. tablet once a month, quarterly or yearly IV injections (with Ireland (7%) ranking the lowest in terms of receiving advice from doctors)

Reference

¹ Stop the Stoop survey, May 2008