



TAKE ACTION FOR BONE HEALTH

World Osteoporosis Day Campaign Toolkit

All you need to know about the 2021 Campaign

World **Osteoporosis** Day
October 20



WHAT IS WORLD OSTEOPOROSIS DAY?

World Osteoporosis Day - WOD, marked on October 20 each year, is year-long campaign dedicated to raising global awareness of the prevention, diagnosis and treatment of osteoporosis and related musculoskeletal diseases.

It aims to put bone health and fracture prevention on the global health agenda and reaches out to health-care professionals, the media, policy makers, patients, and the public at large.

WHY THIS 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.

We encourage you to make use of all IOF WOD resources, translate where necessary, and disseminate the materials through your networks.

WHY IS WOD SO IMPORTANT?

Currently, **osteoporosis is** vastly **underdiagnosed and undertreated**. Worldwide, millions of people at high risk of broken bones (fractures) remain unaware of the underlying silent disease. The huge human and **socioeconomic cost**, and **severe impact** of fractures on patients' independence, is underestimated.

The WOD annual campaign is a unique occasion when individuals and organizations around the world all unite to put the spotlight on the disease and its burden. Together, patient societies, health care professionals, medical authorities, policy makers and patients themselves can all contribute to calling for change.

DID YOU KNOW?

FACTS ABOUT OSTEOPOROSIS THAT YOU CAN USE IN YOUR COMMUNICATION

- By **2050**, the worldwide incidence of hip fracture in men is projected to **increase by 310% and by 240%** in women compared to 1990.
- Urbanization and **ageing populations** are driving **rapid increases** in the osteoporosis disease burden.
- 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 of subsequent fractures.
- Osteoporosis accounts for **more days in the hospital** than **breast cancer, heart attack, diabetes** & other diseases.
- **1 in 5 women** with a **spinal fracture** will suffer **another one** within one year.
- Loss of independence after a hip fracture, approximately **60%** require assistance a year later and **20%** will require **long-term nursing care**.
- **Fracture risk up to 27%** higher than prostate cancer risk.
- **1 fracture** occurs every **3 sec**.
- If you've suffered **1 fracture** you're **twice at risk** for another.
- **Aged 50+ 1/3 women 1/5 men**: will suffer an osteoporotic fracture worldwide.
- **9 million** fractures annually.
- **A prior fracture** is associated with an **86%** increased risk of any fracture.
- Only **1/3 of vertebral fractures** come to clinical attention.
- **80% of people** who have had at least one osteoporotic fracture are neither **identified nor treated** for osteoporosis.
- **In men**, the **risk** of fracture is **up to 27% higher** than the risk of prostate cancer.
- Protect your future! If you're at risk, ask for a **bone health assessment**.

2021 CAMPAIGN

THE GOAL



**CREATE
AWARENESS**



**REACH A
GLOBAL
AUDIENCE**



**FOCUS ON
THE BURDEN**



**CHANGE
PERCEPTIONS**



**DRIVE
ACTION**

THEMES AND MESSAGES

“TAKE ACTION FOR BONE HEALTH”

World Osteoporosis Day 2021 will focus on the need to take action for osteoporosis and fracture prevention. We will seek to engage the public and patients, encouraging specific actions that lead to better bone health at all stages of life, and reduce the risk of osteoporosis and fractures in adulthood.

The campaign, including new posters, social media and press outreach, will call on the public and patients to be pro-active on behalf of their bone health.

Messages for the public and patients

- **Check your risk for osteoporosis and fractures** – Take the IOF Osteoporosis Risk Check – available in 36 languages; ask for a FRAX risk assessment when visiting your doctor.
- **Identify the warning signs of spine fractures**, which are often undiagnosed. Signs may include height loss, stooped back and back pain.

- **Osteoporosis affects men too!** Osteoporosis is not just a woman's disease and men too should be aware of their risk factors.
- **Maintain a bone-healthy lifestyle**, which includes a **nutritious diet** and **regular exercise**. A bone-healthy diet includes adequate intake of calcium, protein, vitamin D, vitamin K and other micronutrients. Frequent muscle-strengthening and weight-bearing exercise is essential for strong bones and muscles.
- **Osteoporosis and fractures are common.** 1 in 3 women and 1 in 5 men aged 50 and over will sustain a fragility fracture in their remaining lifetimes. In women hip fracture is more common than breast cancer, and in men it is more common than prostate cancer.
- **One broken bone leads to another.** Anyone who has broken a bone after a minor fall should talk to their doctor. Post-fracture care is urgently needed to prevent further fractures!
- **Falls prevention is important.** 90% of broken bones are the result of a fall. If you are prone to falls or have already fallen and broken a bone, ask your doctor for a falls risk assessment
- **Talk to your doctor about bone health -** Anyone with risk factors and all postmenopausal women and older men should start a dialogue about bone health at their next check-up. The clear message: speak up about your bone health or any concerns about risk factors. Talk to your doctor and **ask for a bone health assessment**, which may include a DXA scan if indicated by your age or risk factors.
- **Ask for treatment –** individuals who are at high risk, including those who have already sustained a first fracture must ask about their treatment options. Treatment can significantly reduce the risk of fragility fractures.

Messages for policy makers: reveal the burden, change perceptions, call for change

Osteoporosis suffers from a low rate of timely diagnosis and treatment. In many countries, there is poor accessibility to diagnostic DXA scans, and/or treatment is not reimbursed. Despite the fracture crisis facing most countries with aging populations, some 80% of individuals who have sustained a fragility fracture remain undiagnosed and untreated – essentially unprotected against potentially devastating and life-threatening secondary fractures.

On World Osteoporosis Day we will draw policy makers' attention to the need for primary and secondary fracture prevention strategies, patient support and accessibility to post-fracture care coordination programs/fracture liaison services.

We will also use the occasion to drive support for the IOF Global Patient Charter, and for the implementation of post-fracture care coordination programs.



IOF Global Patient Charter

Taking action for a world without fragility fractures

Osteoporosis is a **major public health concern**. It is an underlying cause of chronic pain, long-term disability and premature death. Yet the condition remains severely underdiagnosed and undertreated. **THIS MUST STOP!**

OUR CHARTER, OUR RIGHTS

PATIENTS + FAMILIES HAVE THE RIGHT TO:

**DIAGNOSIS:**
Timely and accurate assessment of fracture risk, life risk and diagnosis of osteoporosis.

**PATIENT CARE:**
Access to effective intervention options (treatment, lifestyle changes) and to regular drug treatment review by an appropriate healthcare professional.

**PATIENT VOICE:**
Involvement and choice in a long term management plan with defined goals.

**SUPPORT:**
Care and support from society and healthcare providers, to ensure active and independent living.

HELP DRIVE IMPROVEMENT, AND SHOW YOUR SUPPORT:

PATIENTS: Speak to your healthcare professional to identify your risk, and take action for change.

HEALTHCARE PROFESSIONALS: Protect communities' bone health through appropriate assessment and treatment.

POLICYMAKERS, HEALTH AUTHORITIES, AND NATIONAL GOVERNMENTS: Support the establishment of coordinated models of care (Fracture Liaison Services) to help reduce the global human and socioeconomic burden of fragility fractures.

SHOW YOUR COMMITMENT, SIGN THE IOF GLOBAL PATIENT CHARTER AT
www.iofglobalpatientcharter.iofbonehealth.org

Your signatures will help raise the profile of this silent disease, to make fracture prevention a global health priority.

IOF Global Patient Charter

World Osteoporosis Day is the ideal time to sign the IOF Osteoporosis Patient Charter in support of patient rights to timely diagnosis and treatment. Individuals will be encouraged to sign, and organizations to endorse, the Charter. Together, we can urge action and rally support for fracture prevention and improved patient care for all bone diseases, including rare skeletal disorders.

Revealing the disease burden

The burden on patients will be shown through IOF's impactful patient stories and portraits under the previous years' 'THAT'S OSTEOPOROSIS' tagline remain powerful resources which help to change perceptions about the disease, and serve to show the human burden of fractures.

A new patient exhibition, social media banners and posters will be used to support this important communications objective.

The burden on the healthcare system will be communicated through infographics, slide kits and social media messages drawing on statistics revealed by the new SCOPE 2021 - Scorecare for Osteoporosis in Europe and other recent policy publications.

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Calling for implementation of post-fracture care programs

As reflected in its unique Capture the Fracture® program, IOF calls for post-fracture care coordination programs (also known as Fracture Liaison Services/FLS) to be implemented in all hospitals which treat patients who sustain a fracture. Such services are the best way to ensure that patients are identified, treated and monitored to prevent secondary fractures. The call for FLS implementation will be directed at healthcare professionals, patients and policy makers, with messages integrated broadly into the 2021 campaign.

RESOURCES FOR YOUR CAMPAIGN

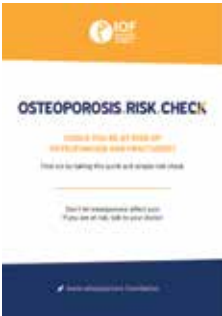
The World Osteoporosis Day website hosts a wide variety of resources which support various campaign messages, and which you can select according to your organizational focus. Below are just a few examples – please visit www.worldosteoporosisday/resources to see all available resources,

The majority of resources will also be available in **Arabic, Chinese, French, Spanish, Portuguese and Russian**.



Further Resources

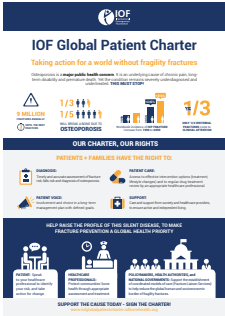
Risk Check



Osteoporosis in Men



Global Patient Charter



Driving Policy Action



SCOPE



For IOF member societies

Upon request, we can prepare selected material for you if you provide the translation. Please send an email to loirelei.demullier@osteoporosis.foundation to request material in your local language.

SOCIAL MEDIA PLATFORMS

Social media is one of the most powerful tools of communication these days! Be sure to use one or more of these channels to support your campaign:

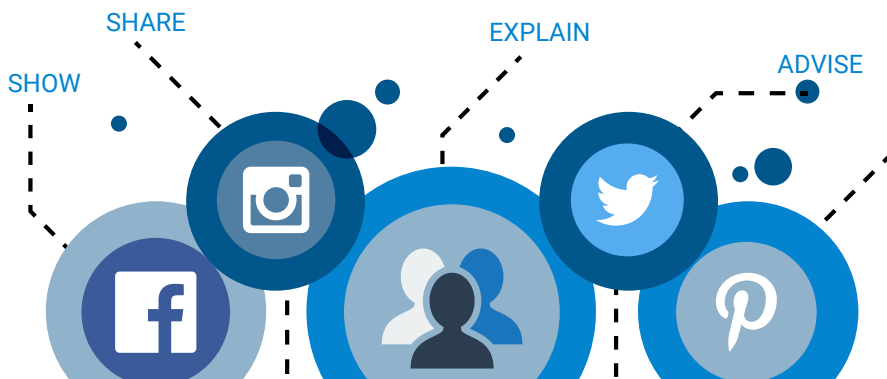
Facebook - is the **largest social network in the world**. Joining is **free**, it's **simple to use** and it allows users to connect with friends, family and other people and organizations. Users can share photos, videos, status updates and content from anywhere on the web.

Twitter - is about **following people known personally**, or **influencers** or **organizations** that are of interest. It is especially valuable to **amplify campaigns, engage participants** during events, be a space for online **networking** and an important source for gathering the latest (unfiltered) news.

Instagram - is a **photo sharing app**; where you can take pictures within the app or use photos that already exist in your camera roll. You can give your photo a title, which is helpful and fun. Photos can be instantly shared. **Images invoke all kinds of thoughts, emotions and perspectives** without words and you get to see the world through someone else's eyes.

YouTube - is the **second largest** social network after Facebook and specializes in sharing video content. This is a great platform to use when an organization begins to produce and share videos.

LinkedIn - is a **professional networking** website which is used for job searches, recruitment and connecting with colleagues and clients. It also represents another platform to **establish and grow an organization's presence** and support base.



SOCIAL MEDIA TERMS

Share: Users broadcast content on a social network to their connections, groups, or specific individuals. The more the content is shared the bigger the audience that will have access to it. When you share a post all your followers will be able to see it.

News Feed: also known as a “homepage timeline”, which shows what a user’s friends and people they follow have shared.

Timeline: The timeline captures a user’s own activity, showing the latest content at the top

Tag: To create a link back to the profile of the person shown in the picture. Allows users to engage an individual, business or any entity with a social profile when they mention them in a post or comment.

Follow: In a social media setting, a follower refers to a person who subscribes to your account in order to receive your updates.

Hashtag #: is a word or phrase preceded by the hash or pound sign (#) to identify messages on a specific topic. Users can follow and search hashtags, so, in average you can and should use 2-4 per post.

Handle: A username is also identified as a handle, especially when triggered on most platforms by placing an at-sign (@) before the profile name.

Top Hashtags

#worldosteoporosisday					
Key Hashtags for Discussions			Popular Hashtags		
#osteoporosis	#digitalhealth		#Workout	#calcium	#liveinspired
#bone	#4patient		#exercise	#epatient	#news
#bonehealth			#fitlife	#age	#future
#Healthybones			#health	#doctor	#hcsn
#healthtalk			#letsmove	#Womenhealth	
#healthnews			#VitaminD	#wellnessjourney	
#healthcare			#nutrients	#moveyourbody	

SOCIAL MEDIA POSTS

Here are some suggestions of content that you can use for your posts in all social media platforms. **Make sure to add a link to the appropriate resource, your website, or the WOD website (www.worldosteoporosisday.org).**

Could you be at risk of broken bones due to osteoporosis? Take the IOF **#Osteoporosis Risk Check** to see whether any risk factors apply to you! **#WorldOsteoporosisDay**

Have you broken a bone after age 50? Without treatment, one fracture leads to another. Get tested, get treated! **#WorldOsteoporosisDay**

Do you have a family history of broken **#bones**? You could be at risk. Take the IOF **#Osteoporosis Risk Check!** **#WorldOsteoporosisDay**

Are you getting shorter? This could be a sign of spine fractures due to **#osteoporosis**. Get tested! **#WorldOsteoporosisDay**

#Calcium is important for **#bonehealth**. Are you getting enough of this important mineral? Find out with the IOF Calcium calculator **#WorldOsteoporosisDay**

#Osteoporosis affects 1 in 3 women and 1 in 5 men aged 50+ worldwide. Don't let it affect you! Take action for prevention on **#WorldOsteoporosisDay**



TIPS

Use the **'TAKE ACTION FOR BONE HEALTH'** tagline with specific messages on social media. For example, the call to action can be 'take the risk check' or 'ensure you have a bone-healthy diet'. IOF also provides social media banners featuring patient portraits, which work well with last year's **'THAT'S OSTEOPOROSIS'** tagline. Social media banners are available in the Resource section of the WOD website.



Social media banners reflecting specific risk factors similar to the one above are available in multiple languages. Please contact IOF if you would like to receive the artwork.

EXAMPLES TO INSPIRE YOUR NEXT WOD EVENT

Organize public information events in malls and hospitals



Kuwait



Malaysia

Hold events in schools, libraries or sports clubs to reach the young



India



Russia

Reach the media with a press conference, or be a guest on a talk show



Italy



Spain

Launch new videos or resources and disseminate via social media



Spain



Japan

Call on politicians, hold roundtables or events in parliament



With Armenian president - Armen Sarkissian



Australia

Targeted social media campaigns



External Governmental Body Campaign



WOD 2019 Campaign

MORE IDEAS TO INSPIRE

World Osteoporosis Day wouldn't be the same without the numerous activities that all the **269 National Societies** roll out in their countries to help raise awareness. We encourage you to leverage WOD and build on the momentum created by the global WOD campaign. Here are some ideas that can be used as inspiration for this year's events!

- **Partner with celebrities and influencers** with an interest in Health. They can advocate on their platforms. It **will create more awareness** to World Osteoporosis Day at generate **more traffic to your platforms** (websites, social media)
- Organize **Fundraising events** for your society
- Organize or join a **running/marathon/walk**. This can be a good opportunity to get support from partners.
- Use WOD as an **occasion to announce** the implementation of a new Fracture Liaison service at your local hospital. You don't know what a Fracture Liaison Service is? Check the **Capture the Fracture Program®** website to learn more about it!
<http://www.capturethefracture.org/fracture-liaison-services>
- Organize a **bone-healthy breakfast**, lunch or dinner and invite local influencers, celebrities, politicians, etc.
- **Launch a social media campaign!** You can use all the resources available on the World Osteoporosis Day website to help with the communication!
<http://www.worldosteoporosisday.org/resources>
- Circulate a **petition to collect signatures** for the IOF Global Patient Charter. (It is available as a downloadable document -
<https://www.iofbonehealth.org/iof-global-patient-charter>)
- **Contact a local TV Show** and have a patient and someone from your organization discuss about the disease and the meaning of World Osteoporosis Day.

- Release a **news story in your local newspaper** about the World Osteoporosis Day and all the activities in which your organization is involved. There are a few free newspapers that are usually distributed in the public transports that are always available to communicate about these initiatives.

SHARE INFORMATION ABOUT YOUR EVENTS

We would love to be able to showcase all the amazing work that you are doing, whether you are organizing an event or campaign, publication or scientific meeting, make sure you submit the details and gain visibility on the World Osteoporosis Day map.

Submit here: <http://worldosteoporosisday.org/events>



MEDIA: SPREAD THE WORD ON OCTOBER 20

IOF will issue a global World Osteoporosis Day release for October 20th via PRNewswire. The release will be shared in early October with IOF member societies so that they can adapt or translate the release for their local media, or simply use as inspiration for their own release.

- **Reach out early to your national media** to inform them of World Osteoporosis Day and your planned activities.
- **A direct pitch or outreach** to targeted news media or magazines often works – **offer to provide an interview** with your organization's spokesperson.
- **Upon request**, IOF can provide a quote from the IOF President for any CNS press release.

REACH OUT TO POLICY MAKERS

For change to happen, health authorities and policy makers must be made aware of the human and cost burden of osteoporosis. Make use of these IOF resources to help make osteoporosis prevention a healthcare priority in your country.

- **Policy reports and audits**, including the IOF Compendium of Osteoporosis: <https://www.osteoporosis.foundation/educational-hub/topic/epidemiology>
- **SCOPE – Scorecard for Osteoporosis in Europe** - <https://www.osteoporosis.foundation/scope-2021>
- **Facts and Statistics** - <https://www.osteoporosis.foundation/health-professionals#facts-statistics>
- **Capture the Fracture® Guidance for Policy Shaping** - <https://www.capturethefracture.org/guidance-for-policy-shaping>

IOF SOCIAL MEDIA CHANNELS - FOLLOW US!



Facebook

IOF

facebook.com/iofbonehealth/

IOF Latin America

facebook.com/IOF.America.Latina/

WOD

facebook.com/worldosteoporosisday/



Twitter

twitter.com/iofbonehealth



Instagram

instagram.com/iof_worldosteoporosisday



Youtube

youtube.com/iofbonehealth



LinkedIn

linkedin.com/company/international-osteoporosis-foundation



Website

Information about osteoporosis is available on the IOF website: **www.osteoporosis.foundation**

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- WOD Official Partners are granted the right to use WOD materials according to their partnership agreement.
- The campaign material 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.

Corporate companies who want to use WOD materials, please contact directly: *caroline.coolen@osteoporosis.foundation*

If you have any questions concerning rights to use the WOD logo and materials, please contact: *info@osteoporosis.foundation*

The WOD material can only be published with the following copyright within the image or next to it: **©International Osteoporosis Foundation**

RESOURCES TIMELINE

Material Type	Month Available
New WOD Website	July/August
Posters <i>"Take Action for Bone Health"</i> - English, Arabic, Chinese, French, Spanish, Portuguese and Russian. - Available in other languages upon request	July - September
Prevention Leaflet <i>"A Man's Guide to Osteoporosis"</i> - English, French, Spanish, Portuguese and Russian. - Available in other languages upon request	July - September
Social Media Banners - English, French, Spanish, Portuguese and Russian.	August - September
WOD Virtual Exhibition <i>"Unbreakable - Living with Osteoporosis"</i> - Exhibition of patient stories containing three previous campaigns: <ul style="list-style-type: none">- Real People, Real Stories (Only patient stories with videos were included)- A Family Affair- That's Osteoporosis	October 20
WOD Press Releases	October 20



World**Osteoporosis**Day
October**20**

Our vision is a world without fragility fractures
in which healthy mobility is a reality for all.

IOF Global Patient Charter

Show your support for fracture prevention and improved care of osteoporosis patients worldwide. Sign the IOF Global Patient Charter at www.globalpatientcharter.iofbonehealth.org

For further information about osteoporosis, consult your local osteoporosis patient or medical society.

A list is available at www.osteoporosis.foundation



facebook.com/iofbonehealth/



twitter.com/iofbonehealth/



linkedin.com/company/international-osteoporosis-foundation/



instagram.com/worldosteoporosisday/



youtube.com/iofbonehealth/



pinterest.com/iofbonehealth/

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