

LOVE YOUR BONES

Protect your future

World **Osteoporosis** Day 2017

CAMPAIGN **TOOLKIT**



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BACKGROUND

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

The global campaign has been organized by the International Osteoporosis Foundation (IOF) since 1998t. IOF develops the campaign strategy, messaging and toolkit material, which is then rolled out through its 240 member organizations - comprised of national osteoporosis patient, medical and research societies - in more than 99 countries.

WHY IS WOD SO IMPORTANT?

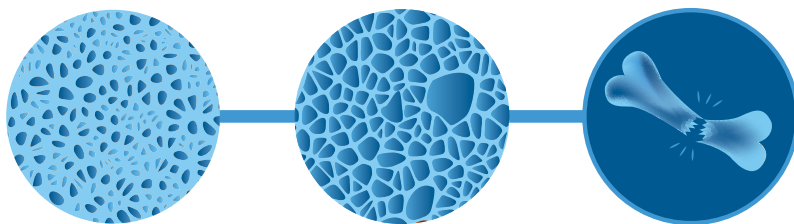
WOD is a key date in the bone and musculoskeletal health community agenda. It's an occasion when people around the globe unite to put the spotlight on the immense burden caused by osteoporosis and other musculoskeletal diseases, and the actions that can be taken to prevent and treat them. HCPs, medical 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. Uniting our efforts, we can help make bone and musculoskeletal diseases a worldwide health priority issue.

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

KEY MESSAGES & FACTS ABOUT OSTEOPOROSIS



1. AN ENORMOUS BURDEN WORLDWIDE

- Approximately one in three women and one in five men over the age of 50 will break a bone due to osteoporosis.
- An osteoporotic fracture occurs every three seconds.
- By 2050, the worldwide incidence of hip fracture in men is projected to increase by 310% and by 240% in women.
- 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.

2. A DISEASE THAT KNOWS NO BOUNDARIES

- In the European Union alone the cost of fragility fractures is in excess of €37 billion each year and will increase by 25% in 2025¹.
- A prior fracture is associated with an 86% increased risk of any fracture.

3. UNDERDIAGNOSED AND UNDERTREATED

- Only one third 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.

KEY MESSAGES & FACTS ABOUT OSTEOPOROSIS

4. DISABILITY AND LOSS OF INDEPENDENCE

- Osteoporosis accounts for more days in hospital than other diseases like breast cancer, myocardial infarction, diabetes and others.
- In men, the risk of fracture is up to 27% higher than the risk of prostate cancer.

5. INCREASED RISK OF MORTALITY

- 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.
- Hip fractures cause the greatest morbidity with reported mortality rates up to 20-24% in the first year after a hip fracture.

6. TAKE ACTION FOR PREVENTION!

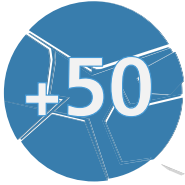
General public _____

- Take the IOF One-Minute Osteoporosis Risk Test to recognize whether you may have personal risk factors for osteoporosis and fractures.
- If you have risk factors talk to your doctor about your bone health.
- Bone-healthy nutrition together with weight-bearing and muscle strengthening exercise are both important ways to help prevent osteoporosis and reduce your risk of falls and fractures.
- For patients at high risk, lifestyle changes alone are not enough to significantly reduce fracture risk.
- If medication is prescribed, you should adhere to your treatment. If you are having trouble taking your medication, talk to your doctor about your concerns.

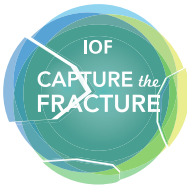
For healthcare professionals _____

- Consider bone health assessment for women aged 50 and over, men aged 70 and over, or for anyone younger with osteoporosis risk factors. A Fracture Risk Assessment (e.g. FRAX) is an important first step in identifying patients who need further assessment and possibly treatment.

KEY MESSAGES & FACTS ABOUT OSTEOPOROSIS



- Patients aged 50 and over who have sustained a fragility fracture must be identified, assessed, and treated appropriately in order to help prevent further fractures and falls. Prevent osteoporosis and reduce your risk of falls and fractures.



- Fracture Liaison Services (FLS) are coordinator-based, secondary fracture prevention services implemented by health care systems for the treatment of osteoporotic patients. If your clinic or hospital does not have an FLS, learn how one can be implemented by visiting www.capturethefracture.org to significantly reduce fracture risk.



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.

ESTABLISHING WOD AS A GLOBAL MOVEMENT

Increasing the broad impact of WOD as a powerful advocacy milestone

From 2017 onwards, IOF will move away from an annual, theme-based approach towards a longer term overarching theme. Key resources will be created with a longer term focus, with the aim of establishing a broader 'movement' with a strong, global message. The overarching slogan 'Love Your Bones: Protect Your Future' will be used throughout as a general call to action that appeals to all stakeholders, encompassing prevention, diagnosis and treatment of osteoporosis.

Three core messages will be used to address the following themes:

1 Global burden of osteoporosis

2 The need for people to take preventative action

3 Universality of osteoporosis, and its impact on all populations

OVERARCHING OBJECTIVES

- Promote worldwide awareness of osteoporosis and the heavy toll the disease can take on an individual's future if left undiagnosed and untreated.



- Educate the public about the specific risk factors that increase the risk of osteoporosis and fractures.
- Encourage individuals who have risk factors, including first fractures, to seek testing and treatment if required in order to protect their future independence and quality of life.
- Advocate for preventive care worldwide: enable healthcare professionals and health authorities to close the persistent 'care gap' by addressing critical issues such as under-

diagnosis and under-treatment, lack of Fracture Liaison Services to systematically identify and treat high risk patients, and address poor adherence to treatment.

MATERIALS AND RESOURCES

Core WOD campaign materials will be available in Arabic, Chinese, English, French, Italian, and Spanish.

IOF CNS member organizations will have exclusive access to the artwork for all printed materials so that they can add their logos, translate the material and customise to meet local needs.

Non CNS member organizations will have access to the high-quality final print-ready files only, and low-resolution versions are available to everyone. Please see Appendix 1 for the timeline of material availability.

The following new materials will be developed to help you to disseminate your WOD messages, in addition to a wide selection of previous WOD resources:



- 4 campaign posters
- 3 dedicated fact sheets on specific topics related to causes of secondary osteoporosis
- Brochure about children's bone health
- Osteoporosis Compendium ^{new for 2017!}
A key advocacy report, launched on WOD, and targeted to HCPs, policy makers and government representatives, HCPs, policy makers.
- Advocacy toolkit to assist CNS member societies in their policy efforts
- Infographic with key facts and statistics
- Campaign video
- New WOD website with interactive events map
- Press releases and media fact sheets

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 allows you to connect more personally with your audience.

Share

your reactions & opinions to events, publications, or other news and relate it to your own knowledge and experience

Join

the conversation by using the event hashtag and share your thoughts and ideas with others tweeting on the same topic

Engage

people unable to attend events by giving them live updates of key outcomes or compelling quotes

Release

news hot off the press instantly



SOCIAL MEDIA GUIDE

Here are ways in which you can use the different social media platforms to help raise awareness on this WOD:



FACEBOOK

Like www.facebook.com/worldosteoporosisday/ page and follow the campaign daily as well as share our posts.

We will profile WOD events and activities around the world through the interactive events map so let us know about yours!



TWITTER

Follow our page and retweet our messages at <https://twitter.com/iofbonehealth>. We will also retweet yours where appropriate, so please ensure you use our twitter handle @iofbonehealth.



EMAIL

Share your pictures, and videos by e-mail to info@iofbonehealth.org

We will profile events and activities that are being planned around the world.



YOUTUBE

Visit our YouTube channel, www.youtube.com/iofbonehealth and share the WOD videos with your social network.



INSTAGRAM

Follow us on www.instagram.com/worldosteoporosisday/ and tag us in your WOD pictures too!



WOD WEBSITE

Visit our comprehensive campaign website that you can link to from your own sites: www.worldosteoporosisday.org



WEBSITE VISIBILITY

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

TOPIC HASHTAGS



IOF TWITTER HANDLE

@iofbonehealth



EVENT HASHTAGS

#LoveYourBones

#WorldOsteoporosisDay

#IOFCharter

#Adults

#Ageing

#Alcohol

#Arthritis

#Bone

#Bones

#BoneHealth

#Calcium

#CaptureTheFracture

#Children

#Dairy

#Exercise

#FRAX

#Falls

#Fracture

#Fractures

#Health

#Joints

#LoveYourBones

#Micronutrients

#Milk

#Muscle

#Musculoskeletal

#Nutrients

#Nutrition

#Obesity

#Osteoporosis

#Prevention

#Protein

#Sarcopenia

#Smoking

#StrongBones

#Tobacco

#Treatment

#VitaminD

#Weight

READY-TO-USE TWEETS



Worldwide 1 in 3 women, 1 in 5 men aged 50+ suffer fractures due to **#osteoporosis**. Take early action for prevention **#WorldOsteoporosisDay**

Is osteoporosis an unavoidable threat? No! Take steps to **#protect** your bone health! **#LoveYourBones bit.ly/10EN11M**

Osteoporosis knows no boundaries! **#LoveYourBones** & don't let it affect you! **#WorldOsteoporosisDay** **<http://goo.gl/vQMqM8>**

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

#Talk to your doctor about bone health & take early steps to prevent the silent disease **#LoveYourBones bit.ly/10EN11M**

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

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

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

SOCIAL MEDIA RESOURCES

A Love Your Bones profile image and cover page template are available to download on the WOD website. Show your support for the global movement by using this as your profile photo in celebration of WOD.

99% of the calcium in the human body resides in **#bones**. **#LoveYourBones** by getting enough **#calcium**, **#VitaminD**, **#Protein** **#micronutrients**

#Adults keep your skeletons strong & get enough **#bonehealthy** nutrition and **#exercise** to stay mobile and **#fracture** free **#LoveYourBones**

More than 9 million fragility fractures each year – time to take action for prevention **#WorldOsteoporosisDay**
<http://goo.gl/vQMqM8>

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

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

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

**DOWNLOAD
THE PROFILE PICTURE**



**DOWNLOAD
THE FACEBOOK HEADER**

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 over 15 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

Please note, **LOVE YOUR BONES** cannot be used for commercial purposes such as the promotion of products.



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. The public awareness impact of campaign activities should help drive changes at the policy level that facilitate bone-healthy living and better patient care. We invite you to use WOD as a platform to advocate for policies that create health-promoting environments within your community and region.

When advocating on behalf of osteoporosis and other musculoskeletal 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 conjunction with WOD you could:

-  **Contact** your local and/or national politicians and decision makers
-  **Organize/participate** in a WOD event and invite government officials
-  **Support the IOF Global Patient Charter** and circulate the petition to collect signatures
-  **Find out** what your local osteoporosis organization is doing on WOD and get involved
-  **Use social media** to support #WorldOsteoporosisDay messages of #LoveYourBones and #osteoporosis prevention

COMMITTEE OF NATIONAL SOCIETIES

Celebrate with us!

IOF relies on its over 200 member organizations worldwide to roll out WOD in their countries to help raise awareness globally. 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. If you are looking for some inspiration you can find some suggestions below.

Ideas to inspire:

- Partner with celebrities with an interest in bone and muscle health
- Organize fundraising events for your society
- Organize or join a running/marathon in honour of WOD
- Organize a bone-builder session at local schools to teach kids about bone health
- Carry out FRAX or DXA screenings at a public event to raise awareness of risk
- Distribute WOD material amongst your networks
- Use WOD as an occasion to announce the implementation of a new Fracture Liaison Service at your local hospital
- Contact journalists / put together a media campaign to help educate the public
- Publish an article on your website and link to it from your social media channels
- Celebrate WOD within a local hospital and make people aware of how they can prevent fractures
- Organize a bone-healthy breakfast, lunch or dinner & invite local celebrities, politicians etc.
- Run an educational seminar on bone-health for the general public
- Set up an information booth in a local shopping mall
- Launch a social media campaign
- Advocate! Contact policy makers and advocate to make bone, muscle and joint health a priority and help Capture the Fracture® (see our WOD advocacy tool kit)
- Circulate a petition to collect signatures for the IOF Global Patient Charter (which can be translated into your language)

LOVE YOUR
BONES

GENERAL PUBLIC: TAKE CHARGE OF YOUR BONE HEALTH

Celebrate with us!

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.



SPREAD THE WORD

through your social media channels

– using #WorldOsteoporosisDay #LoveYourBones



EDUCATE

yourself and others about bone health



INVITE

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



GET INVOLVED

with local activities – find out what your local osteoporosis society is doing

EMPLOYERS: SHOWCASE OR LAUNCH YOUR WORKPLACE-WELLNESS PROGRAMMES

Celebrate with us!



Wellness programmes can play a significant role in employee engagement, organizational productivity, talent retention and creativity and innovation. 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. Use WOD as an opportunity

to launch, support or strengthen local initiatives to create bone-healthy workplaces.

A summary of potential workplace-wellness engagement ideas that can be implemented are given below. We encourage you to share your activities through social media and online challenges. You can also submit your activities to us, and we can share these through our website and social media channels:

www.worldosteoporosisday.org/events

- Introducing employee health days in the office, e.g. bone-healthy meals in the canteine.
- Osteoporosis awareness days – distribute the IOF One-Minute Risk Test.
- Support bone-health checks at work.
- Encourage your employees to get active and provide them with opportunities to do so in celebration of WOD.

HEALTH-CARE PROFESSIONALS: TAKE ACTION TO PROTECT THE BONE

Celebrate with us!

HCPs have an important role to play in the maintenance of good bone health of their patients as well as identifying those at risk. There are a number of proven cost-effective solutions HCPs can implement to safeguard the bone health of their patients and this begins with ensuring that those at high-risk receive timely treatment.

WHAT CAN YOU DO?

-  **EDUCATE PATIENTS** on the importance of living bone-healthy lifestyles.
-  **USE THE FRAX[®] TOOL** to measure your patients risk.
-  **ALWAYS REMEMBER** to assess bone health in your older or at-risk patients.
-  **BUILD AWARENESS** by disseminating the WOD material in your waiting room.
-  **BE AWARE** of, or help initiate, fracture liaison services in your local area.

MEDIA: SPREAD THE WORD ON OCTOBER 20, 2017

Celebrate with us!

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

WHAT STORIES AND MATERIAL CAN YOU EXPECT FROM IOF?

THREE PRESS RELEASES AND MEDIA FACT SHEETS:



announcement of the overall WOD 2017 campaign theme, and dedicated website with key materials for download



Osteoporosis Compendium will be issued. It will show the burden of the disease, its impact and key actions needed

New data will be released on WOD so that you have a compelling story to report on.

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, and infographics 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: claverty@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.



Copyrights and permissions

IOF owns all intellectual property rights of the resources, but grants to the end user the non-exclusive, non-transferable license to use the resources upon these terms and conditions. It is prohibited to make commercial use of IOF resources, in whole or in part, without prior permission.

The WOD 2017 material is available for use under specific conditions:

- 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 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 have access to complete campaign resources and they can access design files and print from there. Content may be modified to remove other sponsor logos only. It is prohibited to make commercial use of IOF resources, in whole or in part, without prior permission.
- Committee of Corporate Advisor (CCA) members are granted the right to use, publish, distribute and disseminate WOD resources for educational purposes. Content must not be modified in any way. It is prohibited to make commercial use of IOF resources, in whole or in part, without prior permission. Special permission must be obtained from IOF from a non-WOD sponsor who wishes to add their company logo (and remove sponsor logos). This can only be done for internal purposes only. Any other special requests that involve adding/removing logos will be on a case-by-case basis and may incur a fee.
- The WOD material can only be published with the following copyright within the image or next to it:
©International Osteoporosis Foundation
- If you have any questions concerning rights to use the WOD or Love Your Bones icon, please contact:
info@iofbonehealth.org

APPENDIX

Tentative timeline of material availability

MATERIAL TYPE	MONTH AVAILABLE
Posters	<ul style="list-style-type: none">• April
Brochure for the general public and relevant factsheets about osteoporosis <ul style="list-style-type: none">• English• Other language translations	<ul style="list-style-type: none">• July• July onwards
Infographic <ul style="list-style-type: none">• English• Other language translations	<ul style="list-style-type: none">• August• August onwards
Campaign video <ul style="list-style-type: none">• English	<ul style="list-style-type: none">• September
Press releases and supporting material: <ul style="list-style-type: none">• WOD launch press release template• Thematic report press release• WOD press release	<ul style="list-style-type: none">• June• September• October
IOF Osteoporosis Compendium <ul style="list-style-type: none">• All languages	<ul style="list-style-type: none">• October

The IOF vision is a world without fragility fractures
in which healthy mobility is a reality for all

Show your support, sign the IOF Global Patient Charter at

www.iofglobalpatientcharter.org

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

LOVE YOUR
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