

STEP UP *for* BONE HEALTH

World Osteoporosis Day
Campaign Toolkit

All you need to know about the 2022 Campaign



#worldosteoporosisday

WorldOsteoporosisDay
October20



TABLE OF CONTENTS

- 3** What is World Osteoporosis Day and why is it important
- 4** About Osteoporosis / Key facts and statistics
- 7** The 2022 Campaign Themes
- 8** Messages for the Public and Patients
- 9** Messages for Policy Makers
- 12** Resources for Your Campaign
- 15** Social Media Platforms, sample posts, and tips
- 18** WOD Campaign Ideas
 - 18** For Patient / Medical Societies
 - 20** For Universities / Research institutes
 - 22** For Fracture Liaison Services / Hospitals
 - 23** For Healthcare professionals /Pharmacies
- 24** Global World Osteoporosis Day Map of Events
- 24** Media and Press
- 25** IOF Social Media Channels
- 26** Copyrights and Permissions
- 27** Resources Timeline
- 28** IOF Contact Details



WHAT IS WORLD OSTEOPOROSIS DAY?

World Osteoporosis Day - WOD, marked on October 20 each year, a 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. The WOD campaign, amplified by IOF member societies in all regions of the world, is an ideal occasion to drive action on behalf of bone health and fracture prevention.

WHY THIS CAMPAIGN TOOLKIT?

This toolkit **provides helpful information, lists upcoming 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.

ABOUT OSTEOPOROSIS / KEY FACTS AND STATISTICS

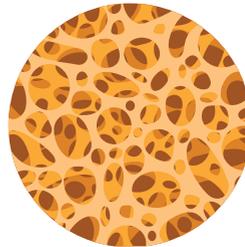
WHAT IS OSTEOPOROSIS

Osteoporosis literally means 'porous bone'. It is a condition where bones become thin and lose their strength as they become less dense and their quality is reduced. This can lead to broken bones, which cause pain and disability. Broken bones due to osteoporosis can be life-changing, with a serious impact on quality of life, mobility, and independence. Osteoporosis is often called the 'silent disease' because most people don't know they have the disorder until they break a bone after a minor fall or bump (known as a fragility fracture).

NORMAL BONE



OSTEOPOROTIC BONE



More information about osteoporosis and how it develops is available on the IOF website: www.osteoporosis.foundation

KEY FACTS ABOUT OSTEOPOROSIS *

Osteoporosis is common, and fragility fractures are on the increase

- Worldwide, **one in three women** and **one in five men** aged 50 years and over **will sustain a fragility fracture due to osteoporosis** in their remaining lifetimes.
- By **2050**, the worldwide incidence of hip fracture in men is projected to **increase by 310% and by 240%** in women compared to 1990.
- Worldwide, **osteoporosis causes more than 8.9 million fractures annually**, resulting in an osteoporosis fracture every 3 seconds.
- Based on the WHO definition of osteoporosis, it is estimated that **approximately 500 million men and women worldwide may be affected**.

Osteoporosis places a heavy burden on individuals and their families

- In women, **osteoporosis** accounts for **more days in hospital than breast cancer**, heart attack, diabetes, and many other diseases.
- In men, the lifetime risk of fragility fracture is **greater than that of prostate cancer**
- **Vertebral (spine) fractures** can lead to back pain, height loss, deformity, immobility, increased number of bed days, and reduced pulmonary function
- A woman **65 years of age** with one vertebral fracture has a **one in four chance of another fracture** over 5 years.
- After a hip fracture, approximately **60% require assistance a year later** and **20% will require long-term nursing care.**
- **Mortality rates of up to 20-24%** are seen in the **first year** after a hip fracture.

One fracture leads to another

- Over **55% of patients** with hip fractures have **evidence of a prior vertebral fracture.**
- A **prior fracture** is associated with an **86% increased risk** of any fracture.
- The **risk of suffering another fracture is particularly high in the first two years** after an initial fracture.

Osteoporosis is underdiagnosed and undertreated

- After sustaining a fragility fracture, around **80% of patients are still not diagnosed and treated for osteoporosis**, the underlying disease that caused the fracture.
- It is estimated that only **1/3 of vertebral fractures** come to **clinical attention.**

Early awareness of risk factors is essential

- **If you are at risk, ask for a bone health assessment** – take the **IOF Osteoporosis Risk Check**. Risk factors, aside from older age, include height loss, low Body Mass Index, certain diseases (such as rheumatoid arthritis), family history, long-term use of glucocorticoids and other medications, and others.
- **If you've broken any bone** (for example, your wrist) after a minor fall from standing height, this could be a sign of osteoporosis. Be sure to ask your doctor for testing and treatment - one broken bone is a warning of more to come!
- **Don't ignore back pain, height loss and/or curved back (kyphosis)** – these can be a sign of vertebral fractures.

Osteoporosis can be diagnosed and treated

- **Pharmacological treatments** have been shown to reduce the risk of hip fractures by up to 40%, vertebral fractures by 30-70%; and some treatments reduce the risk for non-vertebral fractures by up to 30-40%.
- **You can help prevent osteoporosis**, and support treatment, by following a bone-healthy diet and lifestyle that includes regular weight-bearing and resistance exercises.

* Facts listed above are found on the IOF website, including on: <https://www.osteoporosis.foundation/facts-statistics/epidemiology-of-osteoporosis-and-fragility-fractures> (with references)

2022 CAMPAIGN

THE GOAL



**CREATE
AWARENESS**



**REACH A GLOBAL
AUDIENCE**



**FOCUS ON
THE BURDEN**



**CHANGE
PERCEPTIONS**



**DRIVE
ACTION**

THEMES AND MESSAGES

STEP UP FOR BONE HEALTH

A bone-healthy lifestyle is vital for strong bones and a mobile, fracture-free future. This is why the 2022 WOD campaign will urge the public and patients to ‘step up for bone health’ by ensuring:

- **Regular weight-bearing & muscle-strengthening exercise**
- **A nutritious bone-healthy diet and adequate vitamin D**
- **No smoking and avoiding excessive alcohol intake**

The important role of targeted exercise programs and Fracture Liaison Services in people **requiring rehabilitation after fracture** will also be reflected in campaign messages and resources. The campaign will also direct messages at healthcare professionals and health authorities, who will be urged to ‘step up’ on behalf of osteoporosis and fracture prevention by ensuring that people at fracture risk have timely access to diagnosis and treatment, including post-fracture care.

Key information and resources for the campaign are available on the [WOD website](#), as well as on the [IOF website](#).

On the following page, we list some of the key messages for different stakeholders which will be reflected in campaign posters, social media outreach, new fact sheets, and other WOD resources.

MESSAGES FOR THE PUBLIC AND PATIENTS

Move your bones

- **Bones, like muscles, get stronger when you use them.** Exercise helps **build bone** in children and teens as they grow, and helps **maintain bone** in adults.
- At any age, the **best types of exercises** for bone health are **weight-bearing** and **muscle strengthening**. **Lift, push, run, jump, and 'step' your way up to stronger bones!**
- Overall, most people should **aim to exercise for 30 to 40 minutes three to four times each week**, with weight-bearing and resistance exercises in the program.
- **People with osteoporosis** benefit from a **targeted exercise plan** which also **includes** exercises to improve **balance** and **posture**. Exercise should be **tailored to your situation and abilities**.
- **Targeted exercise** plays a **crucial role** in **rehabilitation** post-fracture, helping to **reduce pain, improve physical function**, and improve **quality of life**; Physiotherapists can give expert advice and develop tailored exercise regimens post-fracture.

Ensure a bone-healthy diet

- **Eat well!** A bone-healthy diet is a balanced diet with adequate intake of **calcium, protein, vitamin D, vitamin K** and **other nutrients**.
- **Nutritional needs change with age.** For example, young people who are still growing and women after menopause need higher calcium intake.
- For most people, a **balanced diet provides all the nutrients needed**. However, people who cannot get enough calcium from their diets, or vitamin D from exposure to the sun, **may need supplements** for optimal bone health.

Avoid bone-damaging habits

- **Smoking and excessive alcohol** intake are risk factors for osteoporosis.
- Maintaining a **healthy body weight** is important - and being underweight with a BMI below 19 is a key risk factor.

Know your risk

- **Be aware of any potential risk factors – take the IOF Osteoporosis Risk Check.** If you have risk factors, talk to your doctor, and ask for testing and treatment if needed. Visit: <https://riskcheck.osteoporosis.foundation>

Prevent recurrent fractures

- **If you've broken a bone after age 50** following a minor fall, **see your doctor** and ask for **assessment and treatment** to prevent further fractures.
- **Fracture Liaison Services** are available in many hospitals. These coordinator-based multidisciplinary services help ensure that fracture patients receive the necessary treatment and follow-up care to prevent further fractures.
- **Falls prevention** assessment, and fall-proofing your home environment, are important.

MESSAGES FOR POLICY MAKERS:

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.

Petition for patient rights

The IOF Global Patient Charter (available in 30 languages) in support of patients' rights to timely diagnosis and treatment is to be widely disseminated. Encourage individuals to sign, and organizations to endorse, the charter - rally support for patients with bone diseases, which can then be used to push for policy change!

<https://globalpatientcharter.osteoporosis.foundation>

Reveal 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. These powerful resources help to change perceptions about the disease, and serve to show the human burden of fractures.

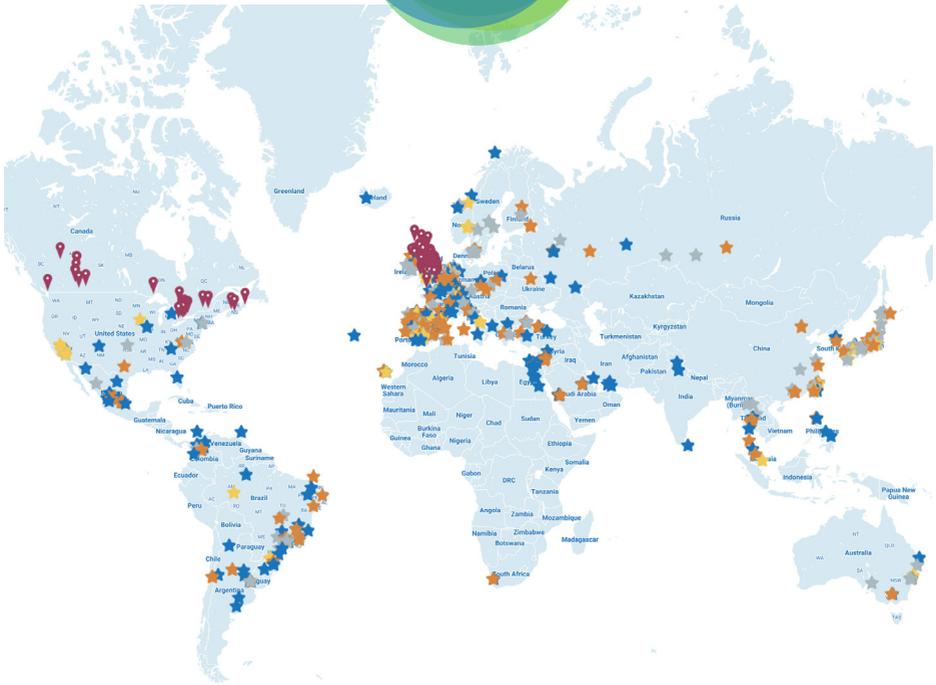
Make use of the new patient exhibition, patient stories, and social media banners to support this important communications objective.

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 - Scorecard for Osteoporosis in Europe** and other recent policy publications.





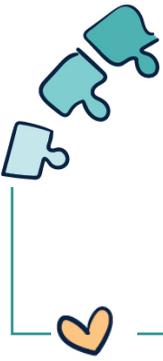
IOF
CAPTURE *the*
FRACTURE



Call for secondary fracture prevention

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 2022 campaign.

Direct your readers to the Capture the Fracture® (CTF) website www.capturethefracture.org and invite local FLS to apply for CTF recognition.



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 **German, French, Japanese, Spanish, Portuguese and Russian.**

Other languages upon request.

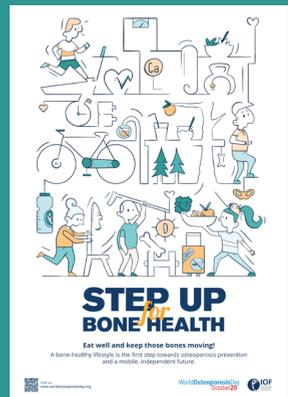
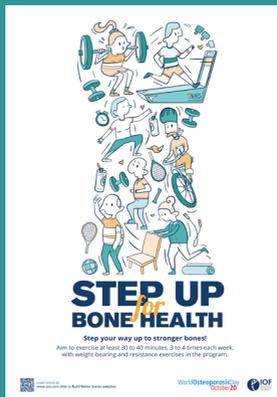
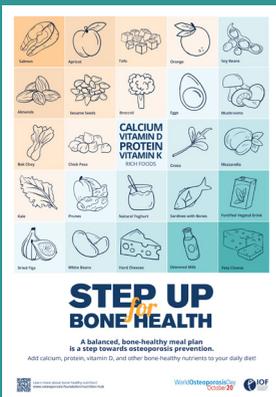


New Resources

We encourage you to make use of the vast library of resources (brochures, fact sheets, infographics, WOD logo, etc) on the WOD website. This includes the IOF Osteoporosis Risk Check and the Global Patient Charter, both available in more than 30 languages.

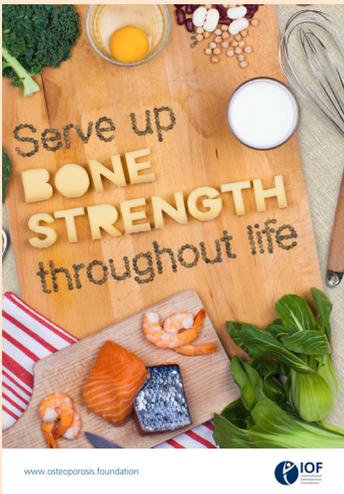
In addition to the existing resources, we aim to provide the following new resources (see expected timeline on page 27), available on the WOD website or via IOF.





To encourage bone-healthy lifestyle...

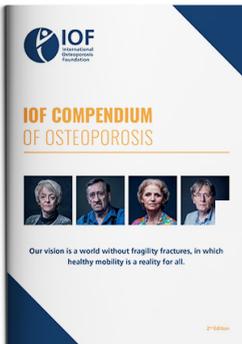
- **3 NEW posters and social media banners** focusing on **nutrition and exercise** (see above), available in **English** as well as **German, French, Japanese, Spanish, Portuguese** and **Russian**.
- **WOD Bone Healthy Lifestyle online quiz** in **English / Spanish / Portuguese / French** – 10 questions (with images). This will be an interactive tool for all social media channels.
- **Brochure Step up for Bone Health** - 3 steps to a bone-healthy lifestyle
- **List with calcium values for foods** - ideal to put on a fridge!
- **WOD global recipe section** - Individual recipes can be used on social media
- **Infographics** - Good nutrition, bone and muscle strengthening exercise for people with osteoporosis and post fracture
- **Safe Movement images for your social media** - 4-5 images (e.g. how to lift safely, bend safely, Yoga poses to avoid)
- **Updated IOF online Calcium Calculator** - this popular tool is to be available by WOD
- **Fact sheets** - for exercise and nutrition (post-fracture)



IOF's library of existing resources, which are available in multiple languages, are freely available on the IOF website to help support this year's campaign

To drive policy action...

Use the many facts and statistics on the IOF website, as well as policy resources, including the IOF Compendium of Osteoporosis (3rd Edition planned), the SCOPE 2021 resources and interactive map (coming soon), and the Capture the Fracture® Partnership Guidance for Policy Shaping.



For IOF member societies

Upon request, we can prepare selected material for you if you provide the translation. Please send an email to lorelei.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:

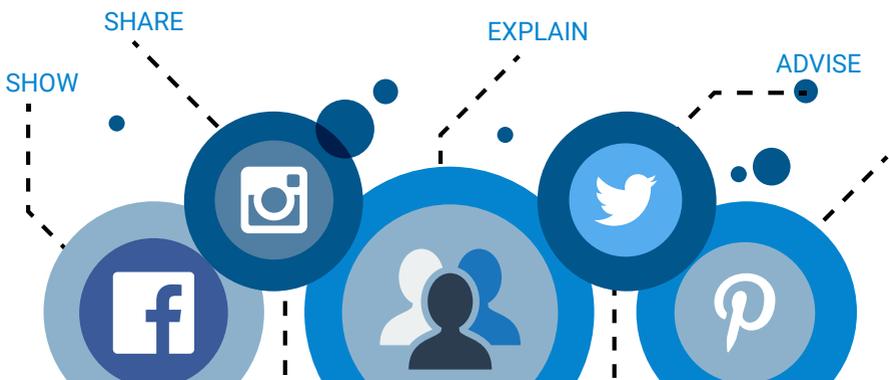
Facebook - is the **largest social network in the world**. Joining is **free**, it's **simple to use** and it allows users to connect with friends, family and other people and organizations. Users can share photos, videos, status updates and content from anywhere on the web.

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 POSTS

Below are just a few examples of social media posts that can be used in your campaign - but you'll certainly want to write your own!

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**

#PhysicalActivity is vital for **#bonehealth**. Aim to **#Exercise** for 30 to 40 minutes, 3 to 4 times each week, with weight-bearing and resistance exercises in the program **#WorldOsteoporosisDay**

Getting enough **#VitaminD**? Vitamin D helps your body absorb **#calcium** and is essential for **#bonehealth**. You get most of your vitamin D through exposure to sunlight. It's also found in vitamin D-rich foods like fatty-fish, mushrooms & eggs. **#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 'STEP UP FOR BONE HEALTH' tagline with a specific call to action 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, from our 2019 campaign 'THAT'S OSTEOPOROSIS'. Social media banners are available in the Resource section of the WOD website. These include banners reflecting specific risk factors, available in multiple languages. Please contact IOF if you would like to receive the artwork.



World Osteoporosis Day Campaign Ideas

Osteoporosis Patient or Medical Societies

World Osteoporosis Day wouldn't be the same without the hundreds of activities and events carried out by IOF's 300+ member societies around the world. However, you don't need to be a member organization to hold an event – any organization such as, for example, a patient group, medical society, sport- or women's organization, can hold events in support of bone health. Depending on your target audience, and any local Covid-19 pandemic restrictions, you may decide to plan either live events or virtual campaigns. Don't forget that you can use IOF posters and other resources (available in multiple languages) in your campaign or event. **Below are some ideas and examples from past WOD campaigns.**

- Organize **public information events** in shopping malls or other public venues. It can be a simple information booth or a large-scale event that includes multiple activity areas such as 'Know your risk' (do the risk check) or 'measure your height' booth, live demonstrations for exercise or cooking etc.



Kuwait



Malaysia

- Hold an information booth within **a consumer exhibition** or health-related event. For example, disseminate information about bone health in conjunction with a fashion show, crafts fair, or another event that may attract large numbers of women.
- **Plan a targeted media campaign.** Whether it's a message-based campaign on myths versus facts, or a fun healthy food shopping video competition on Instagram, there are so many creative ways to build interest and drive action.
- Reach the young! Hold events in **schools, libraries or sports clubs** to draw attention to the importance of bone-healthy lifestyle. Quizzes, games, drawing contests – hands-on activities are good ways to involve children.

- Hold a **running or walking event** in your community to raise awareness of osteoporosis and the importance of exercise to bone health. And why not use the occasion to fundraise for your society with money pledged for runners' distance.
- An **exercise-related event** such as free dance, Zumba, or yoga demonstrations, can be used as a magnet to draw crowds – at the same time, other osteoporosis information can be provided in the form of talks, leaflets, information booths.
- Organize a **bone-healthy meal or cooking event**. Invite local influencers or VIPs and/or work with a **celebrity chef**. Team up with a restaurant chain to have calcium-rich meals dedicated to WOD.
- **Offer free risk assessment** – using the online IOF Osteoporosis Risk Check, or the FRAX® calculator at a patient/public event, perhaps followed by free DXA testing for those at risk.
- Hold a **press conference** to announce news about your society or the findings of a new study or survey that shows the burden of osteoporosis in your country. The SCOPE 2021 findings are an ideal starting point for European countries.
- Be a guest on a **TV or radio talk show**. Plan ahead and get a slot on or around WOD. Be sure to invite a patient to speak as well as a bone expert.



Italy



Spain

- Use WOD as an occasion to **fundraise for your society** – either through a special newsletter, mailing or social media campaign or fundraising dinner event.
- Launch a **new video** or other patient resource and disseminate via social media.
- Use **patient testimonials** – disseminate via social media, on your website or have guest speakers at events – patient stories are powerful.
- **Partner with celebrities and influencers** in any of the above-listed events or

campaigns. Influencers with millions of social media followers, or well-known political figures or celebrities - all can potentially be strong and effective advocates for bone health.

- **Start a petition** to collect signatures for local policy action or for the IOF Global Patient Charter (available in 30 languages).
- **Launch a new resource** Whether it's a new publication, updated guidelines, videos or a report on burden - World Osteoporosis Day is the ideal occasion to maximize attention among the public, patients or healthcare professionals.



Spain



Japan

- **Organize a policy event.** Call on politicians, hold roundtables with high-profile guests, or an event in parliament – these are just some ways to help drive media attention and policymaker's attention to the burden of osteoporosis, its underdiagnosis and undertreatment, and the need for policy change.

Universities or Research Institutes

As respected voices within the medical arena, supported by the energy and commitment of their students and young investigators, universities and research institutes in the bone field are ideally placed to promote bone health among the public, educate healthcare professionals and support osteoporosis advocacy. We encourage members of IOF's University Network– and any medical or research institute – to take part in the WOD campaign and to make use of IOF resources. **Below are some ideas for inspiration:**

- **Hold a public event on campus:** an event can be a simple booth featuring information and resources to encourage bone-healthy lifestyle, and fracture risk and osteoporosis awareness among students and others on campus. Or, it can be a larger-scale event, with the broader community invited to attend. We've seen examples of full or

half-day public workshops featuring expert talks, patient testimonials, Q&A sessions, and live demonstrations that can include exercise and nutrition events.

- **Use of IOF resources:** IOF's new posters and social media artwork are all available at www.worldosteoporosisday.org. Use the artwork and share the resources (available in multiple languages) during your events or on social media. IOF University Network members may also request the original artwork in order to add their own logos to the posters/social media banners. As well, a call to sign the Global Patient Charter can be disseminated online via social media or incorporated into local resources (the GPC is available in 30 languages).
- **Start an on-campus petition** to collect signatures for the **IOF Global Patient Charter**.
- **Share WOD messages on social media:** Whether it's the university's social media channels or an individual investigator's own social media accounts – make sure you amplify the WOD messages on social media. On page 25 of this Toolkit, you will find a list of all IOF social media channels.
- **Team up with your local osteoporosis patient or medical society:** Your local or national osteoporosis society can benefit from your involvement as a volunteer, or perhaps as an expert speaker, to provide patient information, or to support educational activities. Reach out and become involved with your local society!
- **Organize a talk, seminar or workshop for students and/or healthcare professionals:** The seminar or workshop can be directed at non-specialist clinicians or specific allied health professionals such as imaging technicians, nurses, physiotherapists, and nutritionists, or for students on campus. Talks on specific topics can then be organized, covering topics such as diagnosis, types of treatment, risk assessment, nutrition, exercise, or rehabilitation.



India



Russia

Fracture Liaison Services (FLS)

Post-fracture care coordination programs are invited to use World Osteoporosis Day as an occasion to draw attention to their services and to communicate to patients and the public about the essential need for secondary fracture prevention. During past WODs, we've seen some wonderful public information booths hosted by FLS or orthogeriatric services – why not take part this year? **Below are a few ideas to inspire:**

- **Hold a public event at your hospital for public, patients and their families:** an event can be a simple booth featuring information and resources to promote bone health, osteoporosis awareness, and the need for secondary fracture prevention. If you have the time and resources, then consider a larger-scale event which includes seminars or presentations for patients/public.



Spain



New Zealand

- **Organize a talk, seminar or workshop for healthcare professionals:** Do your colleagues know about your service? World Osteoporosis Day can be the occasion to remind other clinicians or allied health professionals of the importance of coordinated, multidisciplinary post-fracture care for secondary fracture prevention. Perhaps a special session for orthopaedists in your community? Or for general practitioners? Talks on specific topics can then be organized, covering topics such as diagnosis, types of treatment, risk assessment, nutrition, exercise, or rehabilitation.
- **Share WOD messages on social media:** Use the occasion to share social media channels or an individual investigator's own social media accounts – make sure you amplify the WOD messages on social media. On page 25 of this Toolkit, you will find a list of all IOF social media channels.
- **Use of IOF resources:** IOF's new posters and social media artwork are all available at www.worldosteoporosisday.org. Use the artwork and share the resources (available in multiple languages) during your events or on social media. FLS affiliated with the Capture the Fracture® program may also request the original artwork in order to add their own logos to the posters/social media banners. As well, a call to sign the

IOF Global Patient Charter can be disseminated online via social media or incorporated into local resources (the GPC is available in 30 languages).

- **Team up with your local osteoporosis patient or medical society:** Your local or national osteoporosis society can benefit from your involvement as a volunteer – you may be an expert speaker, provide patient information, or support educational activities. Reach out and become involved with your local society!

For information about IOF's Capture the Fracture® program, which provides guidance, resources, assessment and recognition for FLSs, visit www.capturethefracture.org

Healthcare professionals / Pharmacies

- **Print WOD posters for your waiting areas:** The WOD posters are ideal for use in waiting rooms as they are graphically attractive with clear take-action messages for the public and patients. Other resources, such as infographics and fact sheets, can also be printed and offered as informational leaflets for your patients/consumers.
- **Make a tablet available in your waiting area:** The **IOF Global Patient Charter** online petition can be signed by waiting patients/consumers (the GPC is available in 30 languages) as can the **IOF Osteoporosis Risk Check**.



Global Patient Charter petition at a pharmacy

The Risk Check is also available in print form in more than 30 languages. Alternatively, waiting patients can be invited to complete the FRAX Risk Assessment (available at <https://www.sheffield.ac.uk/FRAX/index.aspx>) which can then be discussed with the doctor within the scope of a clinical check-up.

- **For Pharmacies – information campaign, special offers:** This year's WOD, with its emphasis on nutrition and bone-healthy lifestyle, would be an ideal occasion to provide information about bone healthy nutrition, and perhaps to tie in special WOD discounts.

**Please see page 26 for copyrights and permissions to use IOF resources*

SHARE INFORMATION ABOUT YOUR EVENTS OR CAMPAIGNS

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 PRNews-wire. The release will be shared in 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>

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 **Youtube**

youtube.com/iofbonehealth

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 **Website**

Information about osteoporosis is available on the IOF website: **www.osteoporosis.foundation** and on the WOD website: **www.worldosteoporosisday.org**

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RESOURCES TIMELINE

Below is a provisional list of resources planned, including the approximate time of availability on the WOD website. Please contact IOF if you have questions about any of the specific resources listed.

Material Type	Month Available
<p>Posters and Banners <i>“Step up for Bone Health”</i> - English, German, French, Japanese, Spanish, Portuguese and Russian. - Available in other languages upon request</p>	<p>Available on the WOD website</p>
<p>Infographic/Factsheets - English, French, Japanese, Spanish, Portuguese and Russian. - Available in other languages upon request</p>	<p>August</p>
<p>Calcium Calculator</p>	<p>September</p>
<p>Bone-Healthy Recipes Webpage</p>	<p>September</p>
<p><i>“Safe Movement”</i> - Images for social media</p>	<p>September</p>
<p><i>“Bone-Healthy Lifestyle”</i> - Online quiz</p>	<p>October</p>
<p>WOD Press Releases</p>	<p>19 & 20 October</p>



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



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