



# WORLD OSTEOPOROSIS DAY

## Campaign Toolkit

All you need to know about the 2023 Campaign

#worldosteoporosisdaily

WorldOsteoporosisDay  
October20



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## 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 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<sup>th</sup> each year.

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.

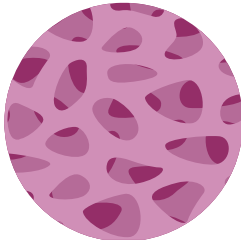
The WOD annual campaign is a unique occasion when individuals and organizations around the world all unite to put the spotlight on the disease and its burden. Together, patient societies, health care professionals, medical authorities, policy makers and patients themselves can all contribute to calling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

# ABOUT OSTEOPOROSIS / KEY FACTS AND STATISTICS

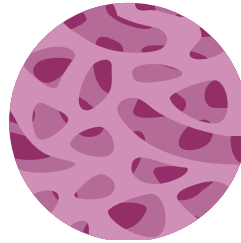
## WHAT IS OSTEOPOROSIS

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](http://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**, fracture risk is up to **27% higher than** the risk 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**.



## Osteoporosis prevention begins early in life through a bone-healthy lifestyle

- **Peak bone mass** is reached between the ages of 25 and 30. Although about 60–80% of peak bone mass is determined genetically, exercise and bone-healthy nutrition in young people help maximize genetic potential.
- **Lifestyle factors** that contribute to good bone health throughout life are regular weight-bearing exercise, eating nutritious bone-healthy foods, getting sufficient vitamin D, maintaining a healthy-body weight, and avoidance of smoking and excessive alcohol intake.

## 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, among 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%.
- **A bone-healthy lifestyle** (including good nutrition and a targeted exercise program) is an essential component of osteoporosis management.

\* 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)

## 2023 CAMPAIGN

### THE GOAL



CREATE  
AWARENESS



REACH A GLOBAL  
AUDIENCE



FOCUS ON  
THE BURDEN



CHANGE  
PERCEPTIONS



DRIVE  
ACTION

### THEMES AND MESSAGES

# BUILD BETTER BONES

Good bone health is of vital importance to our quality of life, and is the foundation for a mobile, independent future as we age. This year's campaign will reflect the importance of **BUILDING BETTER BONES throughout life**, including with a focus on the key messages and resources found in the new Build Better Bones platform ([www.buildbetterbones.org](http://www.buildbetterbones.org)) which will be available as of May 4<sup>th</sup> 2023:

- For people **at all stages of life**, the campaign will focus on the **building blocks of good bone health** (diet, exercise, vitamin D, avoidance of alcohol or smoking, and healthy body weight) as well as early awareness of personal risk.
- For **people with osteoporosis**, we will spread understanding about how to build better bones through exercise and **good nutrition**, as a way to maintain mobility and independence.
- For **patients who have fractured** – information about how targeted exercise and good post-fracture nutrition can support and speed recovery, as well as the importance of secondary fracture prevention.
- **Falls prevention**: tips on how to make a home falls-proof (especially important for people with osteoporosis).
- **Caregivers** play an important role, and we'll provide insights and guidance that helps families or friends support their loved ones.







## 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.

## 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>



## OSTEOPOROSIS ° RISK ° CHECK

Could you be at risk of osteoporosis and fragility fractures?  
Take the IOF Osteoporosis Risk Check and find out.

**Scan the QR code!**  
Take the test

**Available in  
36 languages!**



## 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 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 **SCOPE - 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. A new **'Benefit and cost calculator'** model shows that FLSs benefit patient outcomes, with a significant reduction in subsequent fragility fractures and gains in quality of life, as well as reducing hospital bed days, surgeries, need for institutional social care, and their associated costs.

**Direct your readers** to the Capture the Fracture® (CTF) website [www.capturethefracture.org](http://www.capturethefracture.org) and invite local FLS to apply for CTF recognition.



**Scan the QR code!**  
Visit the Capture the Fracture® website

## 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 of new resources, and we invite you to visit [www.worldosteoporosisday/resources](http://www.worldosteoporosisday/resources) to see all available resources that include infographics, posters, brochures etc. The majority of resources will be available in German, French, Japanese, Spanish, Portuguese and Russian. Additional languages are available upon request and based on translations contributed by IOF member societies. If you would like to enquire about a translation for a specific resource, please contact [info@osteoporosis.foundation](mailto:info@osteoporosis.foundation).

WOD logos are available in more than 20 languages on <https://www.worldosteoporosisday.org/resources/campaign-tools>

World **Osteoporosis Day**  
October 20

Journée **Mondiale de l'Ostéoporose**  
20 octobre

## New Resources

**1 Build Better Bones platform** ([www.buildbetterbones.org](http://www.buildbetterbones.org)), featuring animated exercises and instructions on how to do the exercises correctly at different levels of difficulty (repetitions etc) as well as information about nutrition and for caregivers. This resource (available as of May 2023 in English, with further languages in planning), is designed for osteoporosis patients and people at risk, as well as their caregivers.

**2 Build Better Bones WOD posters**



### 3 Social Media Banners

Build Better Bones graphics in Instagram format. Topics: Nutrition, Exercise, Vitamin D, Avoid alcohol & smoking, Healthy body weight, Early awareness of personal risk.

Did You Know graphics in Instagram format, adding to the library of 7 existing social media banners from 2022. New topics: Role of Protein, Role of Calcium, Vitamin K for bone health, Role of Vitamin D, Prevalence of OP, Burden of Hip Fractures, Early Menopause as risk factor, Role of Fracture Liaison Services.



### 4 Caregivers fact sheet – Tips and Guidance for Caregivers

### 5 Safe movement - animated videos or images showing safe ways to do everyday activities (lifting grocery bags, bending etc)

### 6 Resources for children (and parents/schools), available within the ESA-IOF campaign sub-site



## BUILD BETTER BONES PLATFORM

This novel platform is designed for people with osteoporosis and their caregivers. It provides patients and caregivers with important tips and guidance on how to 'Build Better Bones'.



### appropriate exercises

(with animated exercises and easy-to-follow explainer videos)



### bone-healthy nutrition



### safety tips for falls prevention in your home



### information for caregivers



### Soon available in more languages

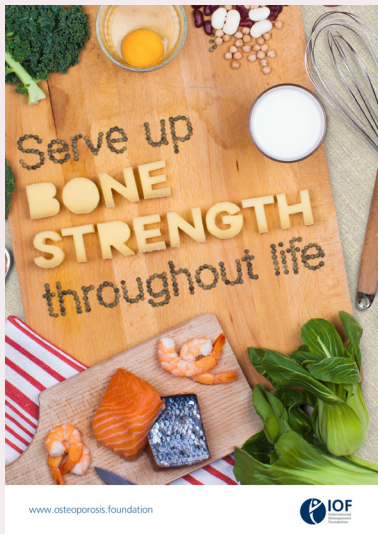
We encourage you to direct people with osteoporosis to the platform which will be available in English as of May 2023, with more languages to follow.



**Scan the QR code!**  
Visit the BBB platform

Available as of May 4<sup>th</sup>

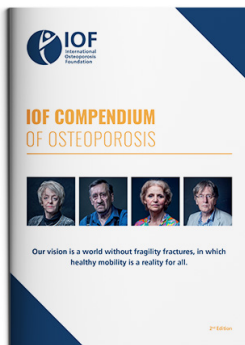




IOF's library of existing resources, which are available in multiple languages, are freely available on the IOF website to help support this year's campaign.

## Resources 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, the SCOPE 2021 resources and interactive map, 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](mailto:lorelei.demullier@osteoporosis.foundation) to express your interest.



## 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:

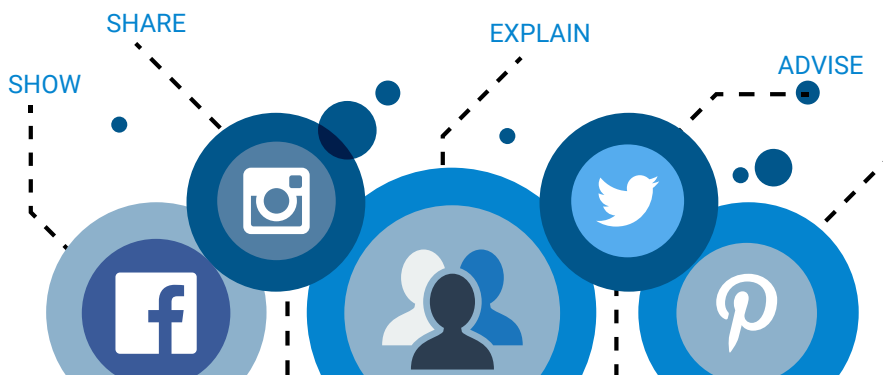
**Facebook** - is the **largest social network in the world**. Joining is **free**, it's **simple to use** and it allows users to connect with friends, family and other people and organizations. Users can share photos, videos, status updates and content from anywhere on the web.

**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](http://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**

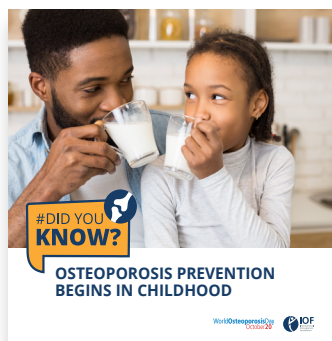
**#Calcium** is important for **#bonehealth**. Are you getting enough of this important mineral? Find out with the IOF Calcium calculator **#WorldOsteoporosisDay**

**#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**



## INSTAGRAM AND TWITTER – ‘DID YOU KNOW’ MINI CAMPAIGN

IOF's #DidYouKnow social media campaign for World Osteoporosis Day was successful, and could be successful for you too. Below are just a few examples from 2022, and we'll be creating new social media banners and messages for 2023.



**#DidYouKnow** osteoporosis prevention begins in childhood, when a bone-healthy #diet and lots of #exercise helps #children achieve their highest possible 'peak bone mass'. This sets the foundation for stronger #bones and #osteoporosis prevention at older age. **#WorldOsteoporosisDay**

**#DidYouKnow** that with age, your ability to absorb #vitamins and minerals may be reduced. A #calcium and #vitaminD supplement could be considered when #dairy consumption is low, and little time is spent outdoors. **#WorldOsteoporosisDay**



**#DidYouKnow** one in four women who have a new #spine #fracture will fracture again within one year. Diagnose and treat #osteoporosis early, so that future fractures can be prevented. **#WorldOsteoporosisDay**

# 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.



Bulgaria



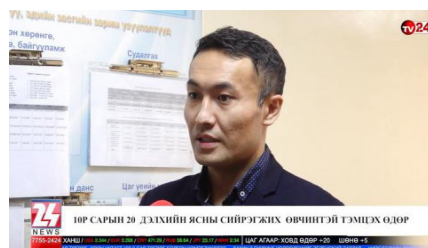
Russia

- 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<sup>®</sup> 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



Mongolia

- 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.



Mexico



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](http://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.



Italy

### Your Bones Matter

WEBINAR

The dangers of untreated osteoporosis and how to address patients' needs for adequate treatment

20 OCTOBER 2022  
13:00 - 14:00

[WWW.OSTEOPOROSIS.ORG.ZA](http://WWW.OSTEOPOROSIS.ORG.ZA)

### Panelists



TERIZA HOUGH  
CEO: WOPSA



LAURA LOPEZ  
MODERATOR



DR. JANE STEBENS  
ENDOCRINOLOGIST



THECLA MACDONALD  
PATIENT

South Africa

## 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.



Indonesia



India

- **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](http://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](http://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 bone-healthy lifestyle, would be an ideal occasion to provide information about nutrition for bone health,, and perhaps to tie in special WOD discounts.

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

## COMPANIES / EMPLOYERS

WOD offers many opportunities for companies across a wide range of industries. First and foremost, your company can join IOF as a WOD partner to highlight your support of an important annual campaign that benefits patients worldwide. Learn about the opportunities to support the campaign as a global partner, or ask **about specific projects within the campaign that you would like to support**. Contact Caroline Coolen at [caroline.coolen@osteoporosis.foundation](mailto:caroline.coolen@osteoporosis.foundation) for further information.

WOD is also an opportunity to engage your employees or customers, and to support their awareness of osteoporosis and bone health. Below we provide some ideas and tips – but we're sure you have many others!

### Showcase or launch your workplace-wellness programs

Many of us spend over half of our waking hours at work, therefore, the workplace is an ideal place to promote bone-healthy living. Wellness programs can be a powerful tool to increase employee engagement, and improve the personal well-being and morale of your employees. Use WOD as an opportunity to launch, support or strengthen local initiatives to create healthy workplaces, or start your own workplace wellness engagement programs. Here are some ideas for either one-off concepts that could be implemented on WOD or others that can be used for longer-term activation. We encourage you to share your activities through your social media and online platforms and to submit them to [www.worldosteoporosisday.org/events](http://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. It's an opportunity to inform employees of the importance of making the correct choices when selecting their meals.

- **Bone-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 recommendations to benefit health and in particular bone-health. You can organize a WOD bone-healthy breakfast or hold cook-a-long event and demonstrate how to prepare calcium-rich meals. Or, you can 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.

- **Organize a WOD 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.

## **An occasion to raise your employees' awareness of osteoporosis and bone health**

WOD is an ideal occasion to sensitize your employees to their personal risk for osteoporosis, and the steps that they can take to maintain healthy bones. Here are some ideas:

- **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 try the IOF Osteoporosis Risk Check, and the IOF Calcium Calculator. Here are the links you'll need:

[www.riskcheck.osteoporosis.foundation](http://www.riskcheck.osteoporosis.foundation)

[www.osteoporosis.foundation/educational-hub/topic/calcium-calculator](http://www.osteoporosis.foundation/educational-hub/topic/calcium-calculator)

- **Get your employees moving**

Encourage your employees to get active and provide them with opportunities to do so in celebration of WOD. For example, plan a 'World Osteoporosis Day Walk' to encourage employees to leave the office and get some exercise. If the sun is shining it will also help them get their vitamin D! Or, organize a Nordic walking or other weight-bearing exercise session over lunch time. Print WOD T-shirts that they can wear on the walk or exercise session (IOF can send you the design files).

- **Invite your employees to sign the IOF Osteoporosis Patient Charter or to donate to IOF or to their local osteoporosis society**

Use your intranet to spread the word about World Osteoporosis Day and the importance of supporting patient societies in their important missions on behalf of patient care, advocacy, research, and public outreach worldwide. Here are the links you'll need:

[www.osteoporosis.foundation/patients#who-is-fighting-with-us](http://www.osteoporosis.foundation/patients#who-is-fighting-with-us)

[www.osteoporosis.foundation/donate](http://www.osteoporosis.foundation/donate)

## SHARE INFORMATION ABOUT YOUR EVENTS OR CAMPAIGNS

We would love to showcase all your terrific campaigns and events. Whether you're organizing a social media or press campaign, an information event, issuing a new publication or holding a 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 one or more press releases for World Osteoporosis Day, on and around October 20<sup>th</sup>. We will share the releases 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/](https://facebook.com/iofbonehealth/)

**IOF Latin America**

[facebook.com/IOF.America.Latina/](https://facebook.com/IOF.America.Latina/)

**WOD**

[facebook.com/worldosteoporosisday/](https://facebook.com/worldosteoporosisday/)

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**Twitter**

[twitter.com/iofbonehealth](https://twitter.com/iofbonehealth)

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**Instagram**

[instagram.com/iof\\_worldosteoporosisday](https://instagram.com/iof_worldosteoporosisday)

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**Youtube**

[youtube.com/iofbonehealth](https://youtube.com/iofbonehealth)

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**LinkedIn**

[linkedin.com/company/international-osteoporosis-foundation](https://linkedin.com/company/international-osteoporosis-foundation)

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**Website**

Information about osteoporosis is available on the IOF website: **[www.osteoporosis.foundation](https://www.osteoporosis.foundation)** and on the WOD website: **[www.worldosteoporosisday.org](https://www.worldosteoporosisday.org)**



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- WOD Official Partners are granted the right to use WOD materials according to their partnership agreement.
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**Corporate companies who want to use WOD materials**, please contact directly:  
*caroline.coolen@osteoporosis.foundation*

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## WOD 2023 CAMPAIGN TIMELINE

| Resource   | Month Available         |
|--|-------------------------|
| <b>Posters and Social Media Banners for 2023</b><br><i>"Build Better Bones"</i><br>- English, German, French, Japanese, Spanish, Portuguese and Russian.<br>- Available in other languages upon request. | May                     |
| Updated WOD website  | June                    |
| Fact Sheet for Caregivers  | August                  |
| WOD Survey   | June-August             |
| Resources for Children   | August                  |
| Safe Movement  | August                  |
| Social Media #WorldOsteoporosisDay Campaign  | September to October 30 |
| WOD Survey - Results   | October 20              |
| WOD Press Releases   | 18-20 October           |





World **Osteoporosis** Day  
October 20






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



**Scan the QR code!**  
Visit the WOD website

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

A list is available at [www.osteoporosis.foundation](http://www.osteoporosis.foundation)

-  [facebook.com/iofbonehealth/](https://facebook.com/iofbonehealth/)
-  [twitter.com/iofbonehealth/](https://twitter.com/iofbonehealth/)
-  [linkedin.com/company/international-osteoporosis-foundation/](https://linkedin.com/company/international-osteoporosis-foundation/)
-  [instagram.com/worldosteoporosisday/](https://instagram.com/worldosteoporosisday/)
-  [youtube.com/iofbonehealth/](https://youtube.com/iofbonehealth/)

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9 rue Juste-Olivier • CH-1260 Nyon • Switzerland

T +41 22 994 01 00 • [info@osteoporosis.foundation](mailto:info@osteoporosis.foundation)

[www.osteoporosis.foundation](http://www.osteoporosis.foundation) • [www.worldosteoporosisday.org](http://www.worldosteoporosisday.org)