

BUILD BETTER BONES

Image Banners & Social Media Messages

Below are examples of the tweets that IOF will be issuing from September-October 2023 for each of the social media banners displayed below. We invite you to translate and adapt text and links for local use. Don't forget to use emojis to make your message more visually appealing.

The images are available in multiple languages, including English, French, German, Japanese, Portuguese (PR/BR), Russian and Spanish at: <https://bit.ly/43yx6LD>

Banner: Vitamin D



Vitamin D helps build better bones by increasing calcium absorption, which strengthens bones. It's like the key that unlocks calcium's potential. Make bone-healthy nutrition a part of your life.

bit.ly/3MzQTDm

#VitaminD #BuildBetterBones on #WorldOsteoporosisDay

Banner: No smoking, limit alcohol



Boost your bone health with these #HealthyHabit tips:

1. Say NO to smoking! It harms your health & weakens your bones.
2. Excessive #alcohol consumption impacts on your #bonehealth, increasing the risk of fractures. Moderation is key!

#BuildBetterBones #WorldOsteoporosisDay

Banner: Exercise



Embrace an active lifestyle! #Exercise is the key to strong bones at any age. Weight-bearing activities like walking, running & weightlifting help build & maintain bone density, reducing the risk of #osteoporosis. #BuildBetterBones on #WorldOsteoporosisDay

bit.ly/3ONn5G5

Banner: Calcium



#BuildBetterBones by getting enough #calcium in your #diet! Whether it's with #yogurt, #milk or fortified plant-based alternatives, be sure to nourish your bones with calcium daily.

#BoneHealth #WorldOsteoporosisDay

bit.ly/43DCz3T

Banner: Limited amounts of salt, caffeine and alcohol



Boost your #bonehealth with these tips
#LimitAlcohol to 2 units/day
Slash the salt: High sodium intake can weaken your bones
Curb the caffeine: Moderate coffee & energy drink intake

See #osteoporosis risk factors: bit.ly/3WWPg7T

#BuildBetterBones #WorldOsteoporosisDay

Banner: Other bone-healthy vitamins & minerals



Remember, in addition to #calcium #protein #vitaminD, a well-rounded diet with plenty of fruits & vegetables, #vitaminK, #magnesium #zinc & other minerals, will help keep your bones strong & healthy!

#BoneHealth #Nutrition #WorldOsteoporosisDay

bit.ly/3MAhxfy

Banner: Enough calories



Stay strong not skinny! No matter what your age, a healthy body weight benefits your #bonehealth and overall wellbeing. Be sure to maintain a balanced diet with enough calories & nutrients.

#nutrition #diet #BuildBetterBones on #WorldOsteoporosisDay

bit.ly/42k0lka

Banner: Protein

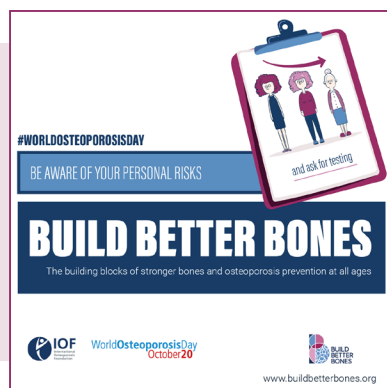


Say yes to protein-rich foods! #Protein promotes bone & muscle strength in older adults, decreasing the risk of falls & aiding recovery following a fracture. In young people, protein helps bones develop and grow optimally.

#WorldOsteoporosisDay #BuildBetterBones

bit.ly/3C9gHBA

Banner: Risk Factors



Do you have #osteoporosis risk factors? The IOF Osteoporosis Risk Check is a quick & easy way to alert yourself to any risks you may have - so you can ask for timely assessment & treatment if needed. #WorldOsteoporosisDay #BuildBetterBones

<http://riskcheck.iofbonehealth.org/>

WorldOsteoporosisDay
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www.worldosteoporosisday.org

