



# World Osteoporosis Day Survey 2023

5 countries – 5 languages – women aged 60+

# Summary

September 6 – October 6, 2023

- 5 Facebook posts in national languages were disseminated in 5 countries to women age 60+ promoting the survey
  - United Kingdom (English) – reached 141.4K people
  - Japan (Japanese) - reached 252.6K people
  - Brazil (Portuguese) - reached **1.4M** people
  - Spain (Spanish) - reached 651.6K people
  - South Korea (Korean) - reached 137.3K people

Overall, the campaign has reached **2'580'000+** women and was clicked on over 80'000 times

- 5 separate surveys were issued (1 per country)
- Survey results will be posted on a dedicated page on [www.osteoporosis.foundation](http://www.osteoporosis.foundation)

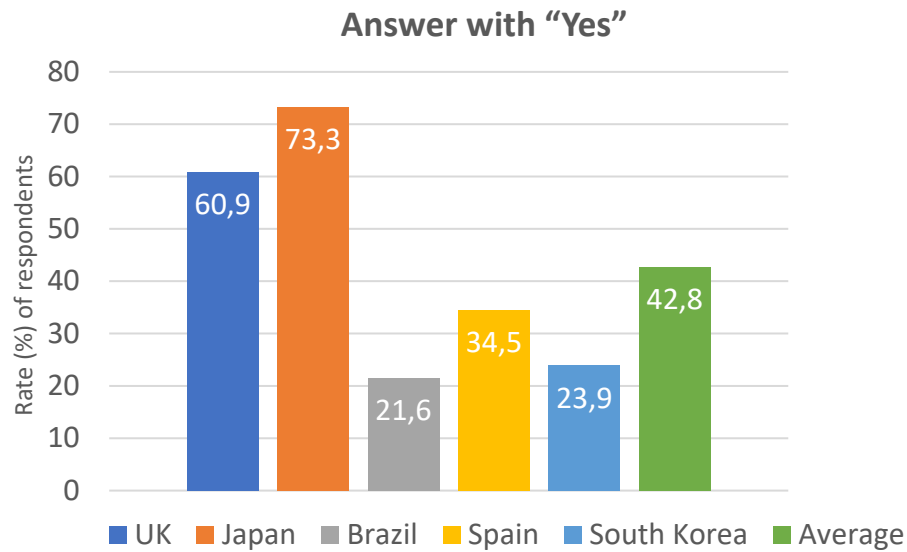
Surveys started:  
**10'687**

Surveys submitted:  
**7'139**

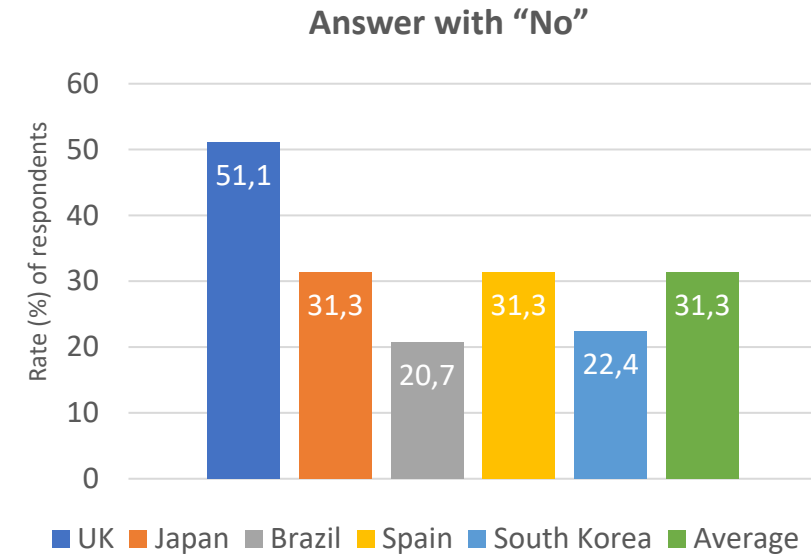
Average completion  
rate  
**60.6%**

# Summary results

- Q1: After the age of 50, did you break a bone after a minor fall or bump?

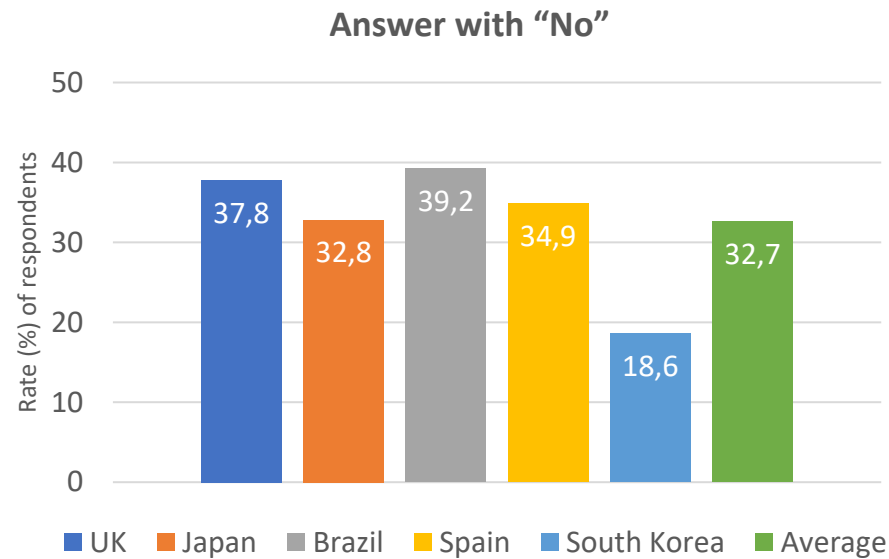


- Q5: (for those who did not have fractures after the age of 50) Has your doctor ever discussed bone health or osteoporosis with you?

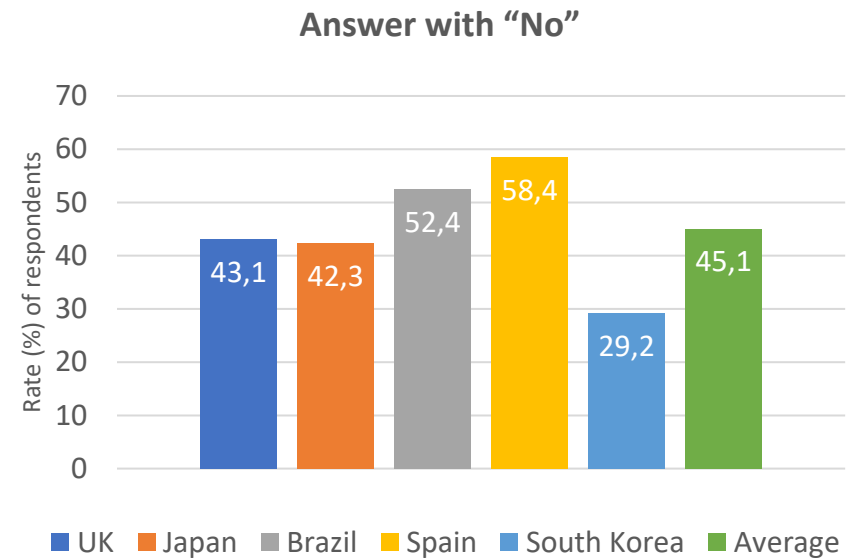


# Summary results

- Q3: After your break, were you given a diagnostic scan to assess for osteoporosis?

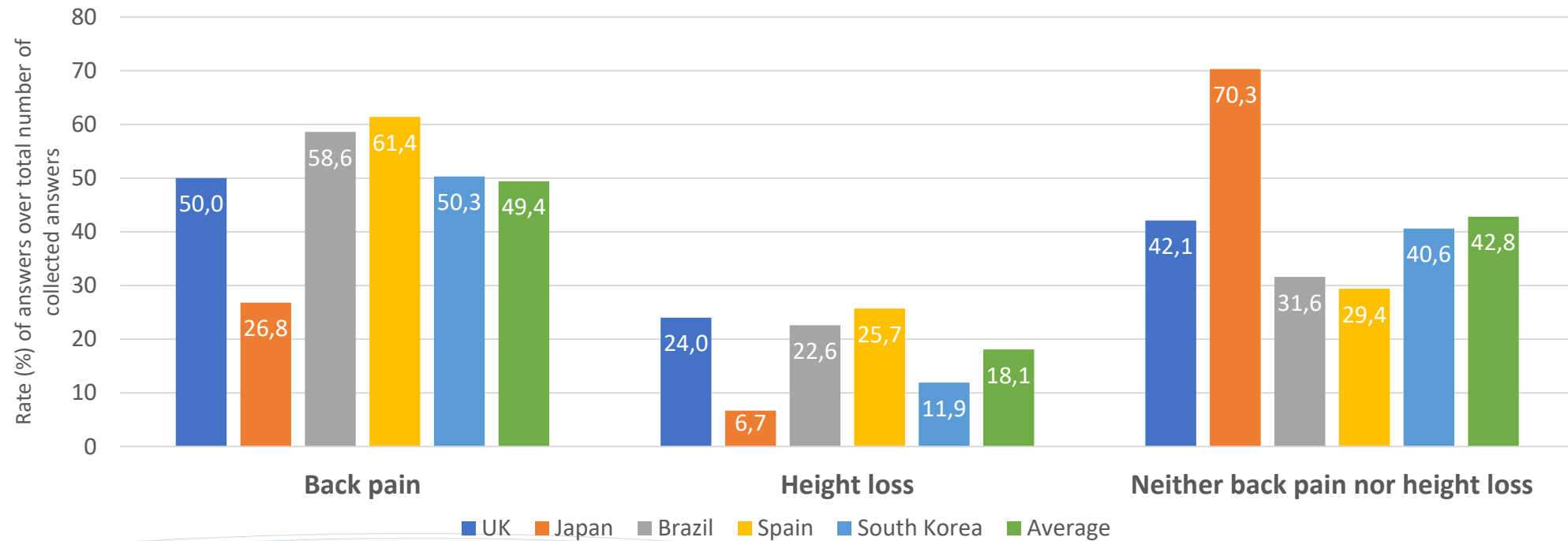


- Q4: After your break, did you receive medication for osteoporosis?



# Summary results

- Q6: Spine fractures due to osteoporosis often remain undiagnosed. Have you noticed any of these symptoms? (multiple answers possible)



# Key Findings

- On average, **almost half (43%)** of the women surveyed stated that they had broken a bone following a minor fall or bump after the age of fifty. **The percentage was highest in Japan (73.3%) and the UK (60.9%),** and lowest in Brazil (21.6%).
- Evaluation and treatment were clearly inadequate as an average of 32.7% did not have a diagnostic scan and **45% did not receive any kind of treatment** for osteoporosis following their fracture.
- The **treatment gap was highest in Spain where 58.4%** stated that they had not received treatment, followed by Brazil (52.4%).
- Of the 57.16% of respondents who indicated they had not broken a bone, an average of **31.3% stated that they had never discussed bone health or osteoporosis** with their doctors. This was highest in the UK (51.1%) followed by Japan and Spain (each 31.3%).
- Of those who had discussed bone health with their doctors, an average of **63% indicated that they had a diagnostic scan** (ranging from 43.7 % in the UK to 72% in Brazil and South Korea) and an average of **only 13% stated that they had discussed risk factors.**
- **In all countries surveyed, wrist fractures were the most common type of fracture** (average 33.1%) followed by spine fractures (average 20.1%).
- Spinal fractures due to osteoporosis often remain undiagnosed and unrecognized. A high percentage of the women who said they had not broken a bone indicated that they were experiencing either **back pain (average 49.4%)** or **height loss** of more than 4 cm / 1 ½ inches (average 18.2%), with the latter ranging from 6.7% in Japan to 25.7% in Spain.



# Survey in the United Kingdom

**3'600 responses**

# United Kingdom

## Key stats

- **Facebook post**

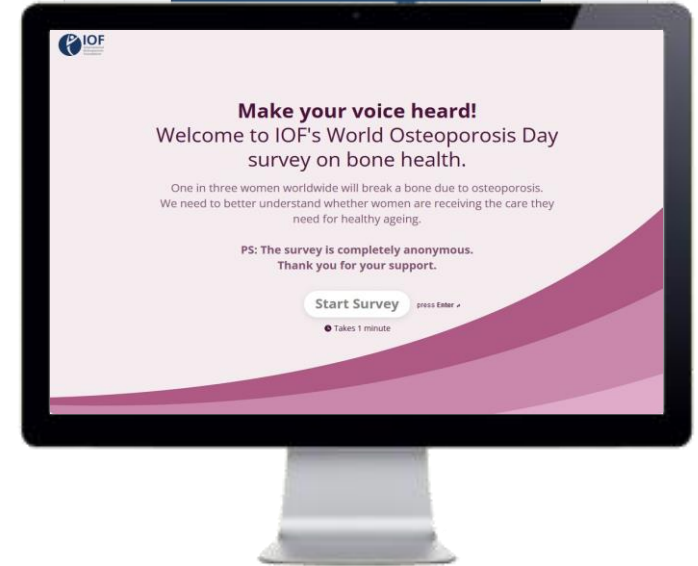
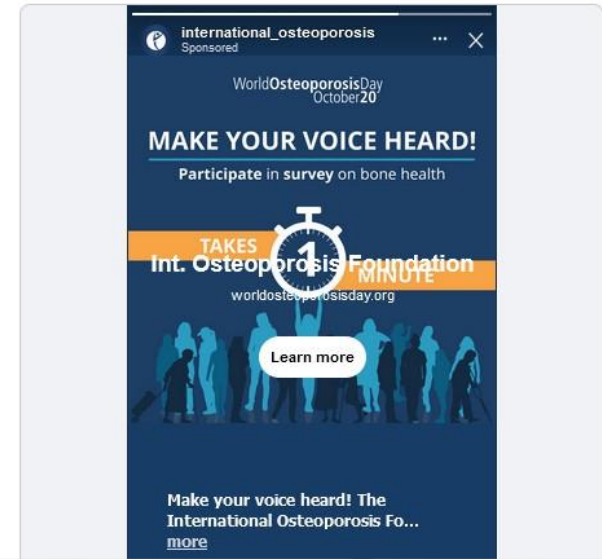
- Reached **141'400** women aged 60+
- **6'134** of them clicked the link
- Over **90** comments, with women sharing their stories and starting conversations

Surveys started  
**4'475**

Surveys submitted  
**3'600**

Completion rate  
**80.4%**

### Instagram Stories





# United Kingdom

## Detailed results

- Q1: After the age of 50, did you break a bone after a minor fall or bump?

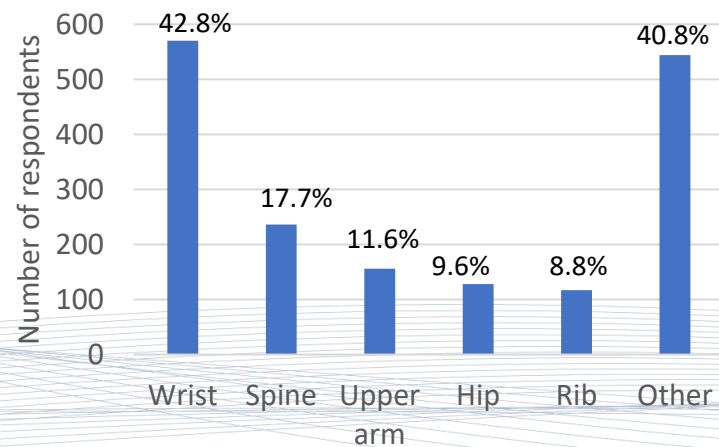
3'600 out of 3'600 women answered this question

Yes (2'200 resp.)  
60.9%

No (1'400 resp.)  
39.1%%

- Q2: Which bone(s) did you break:

1'332 out of 2'200 women that said yes, answered this question (multiple answers possible)



# United Kingdom

## Detailed results

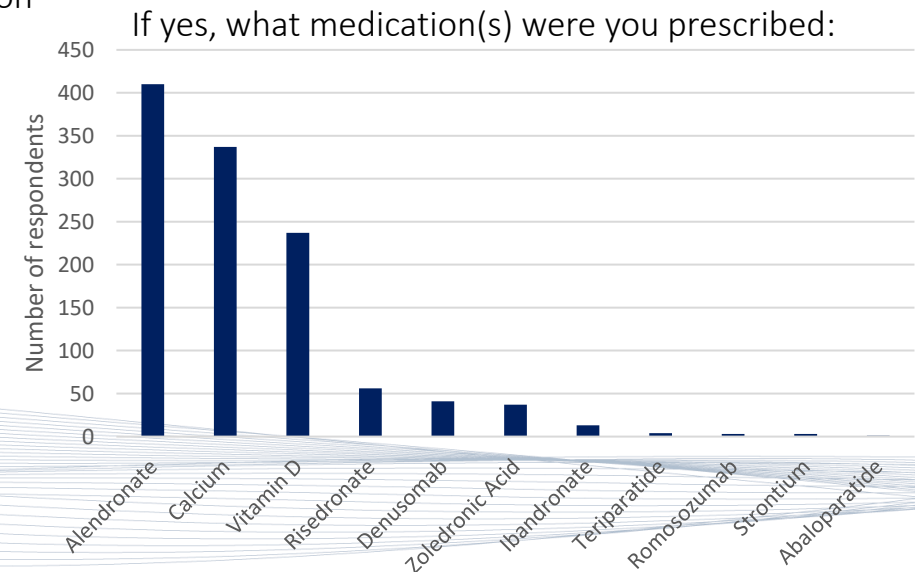
- Q3: After your break, were you given a diagnostic scan to assess for osteoporosis?

1'385 out of 2'200 women that said yes to the first question, answered this question



- Q4: After your break, did you receive medication for osteoporosis?

1'409 out of 2'200 women that said yes to the first question, answered this question

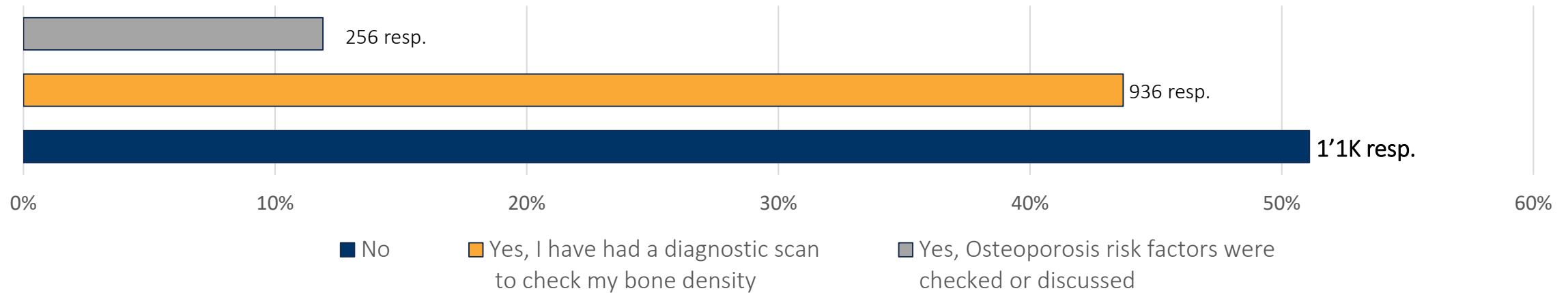


# United Kingdom

1'400 women, who replied 'NO' to the 1st question:

- Q5: Has your doctor ever discussed bone health or osteoporosis with you?

2'143 responses by 1'400 women answered this question (with multiple choice)

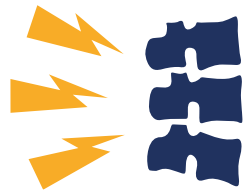


# United Kingdom

1'400 women, who replied 'NO' to the 1st question:

- Q6: Spine fractures due to osteoporosis often remain undiagnosed. Have you noticed any of these symptoms?

2'144 responses by 1'400 people answered this question (with multiple choice)



Back Pain (1'100 resp.)

**51.3%**



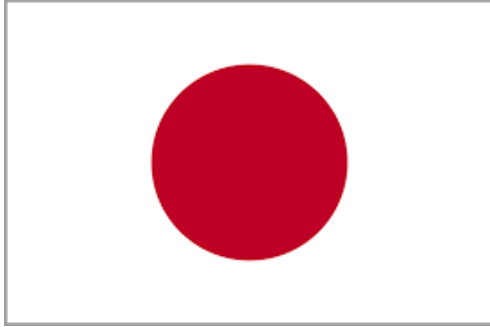
Height Loss (of 4 cm/ 1.5 inches or more)  
(514 resp.)

**24%**



Neither (902 resp.)

**42.1%**



## Survey in Japan

**1'116 responses**

# Japan

## Key stats

- **Facebook post**

- Reached **252'600** women
- **5'216** of them clicked the link
- Over **550** post reactions with women sharing their stories and starting conversations

Surveys started  
**1'841**

Surveys submitted  
**1'116**

Completion rate  
**60%**

### Instagram Explore feed



# Japan

## Detailed results

- Q1: After the age of 50, did you break a bone after a minor fall or bump?

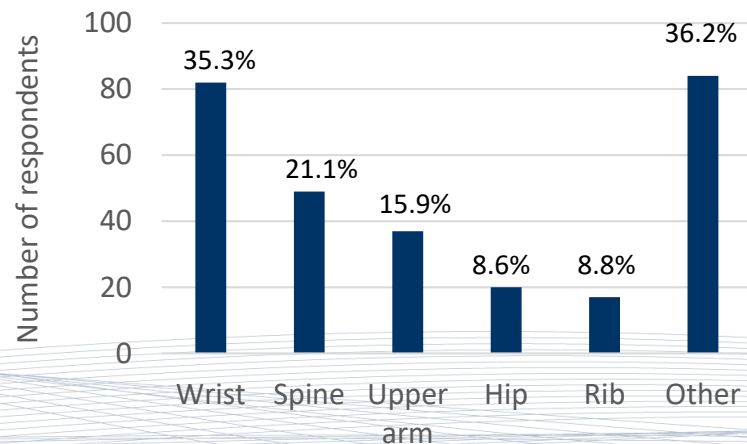
1'116 out of 1'116 women answered this question

Yes (818 resp.)  
73.3%

No (298 resp.)  
26.7%

- Q2: Which bone(s) did you break:

232 out of 1'116 women that said yes, answered this question (multiple answers possible)



# Japan

## Detailed Results

- Q3: After your break, were you given a diagnostic scan to assess for osteoporosis?

293 out of 1'116 women that said yes to the first question, answered this question

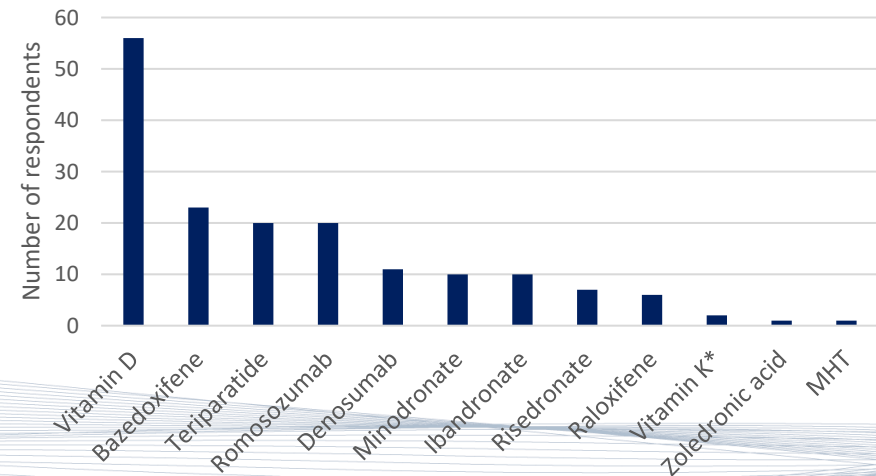


- Q4: After your break, did you receive medication for osteoporosis?

298 out of 1'116 women that said yes to the first question, answered this question



If yes, what medication(s) were you prescribed:



\*Categorised as prescription medication

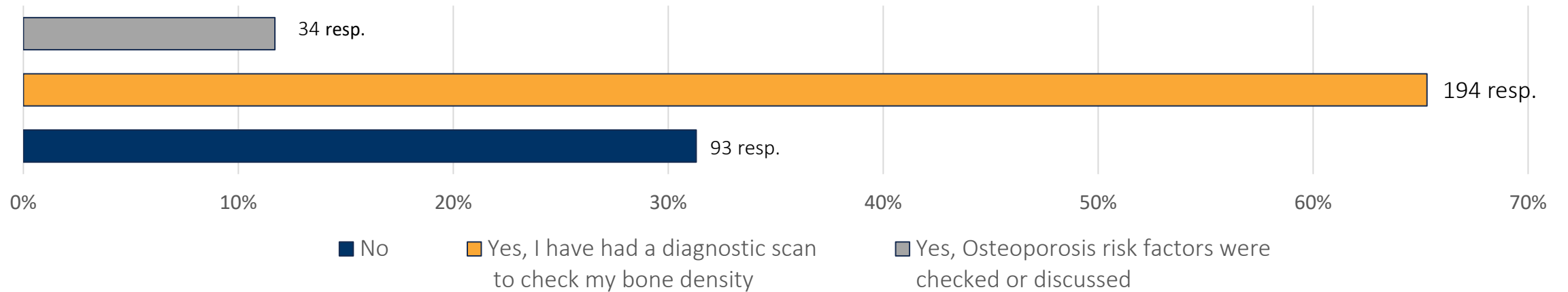


# Japan

298 women, who replied 'NO' to the 1st question:

- Q5: Has your doctor ever discussed bone health or osteoporosis with you?

321 responses by 298 answered this question (with multiple choice)

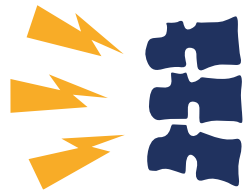


# Japan

298 women, who replied 'NO' to the 1st question:

- Q6: Spine fractures due to osteoporosis often remain undiagnosed. Have you noticed any of these symptoms?

306 responses by 298 women answered this question (with multiple choice)



Back Pain (79 resp.)

**26.8%**



Height Loss (of 4 cm/ 1.5 inches or more)  
(19 resp.)

**6.7%**



Neither (208 resp.)

**70.3%**



## Survey in Brazil

**1'155 responses**

# Brazil

## Key stats

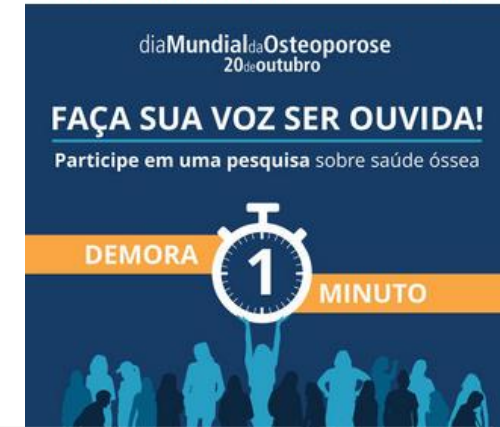
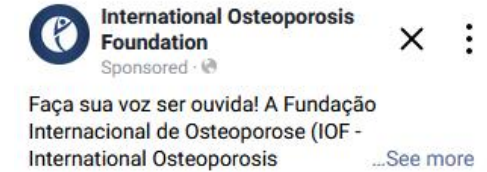
- **Facebook post**

- Reached **over 1'580'530** women aged 60+
- **48'168** of them clicked the link
- Over **334** comments, with women sharing their stories and starting conversations

Surveys started  
**2'230**

Surveys submitted  
**1'155**

Completion rate  
**51.8%**



# Brazil

## Detailed results

- Q1: After the age of 50, did you break a bone after a minor fall or bump?

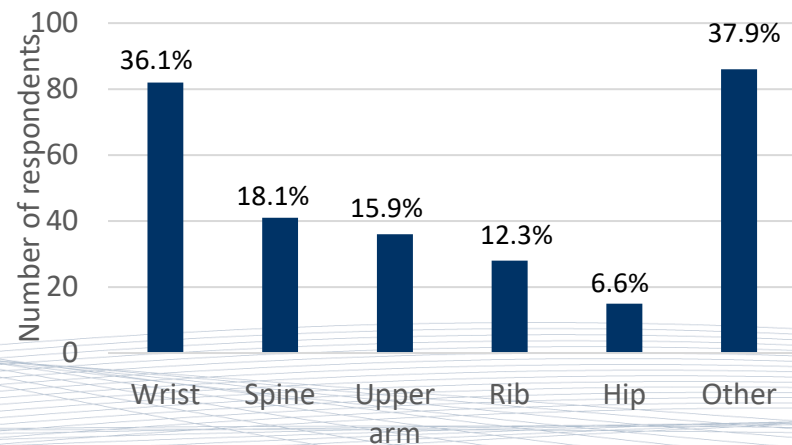
1'155 out of 1'155 women answered this question

Yes (250 resp.)  
21.6%

No (905 resp.)  
78.4%

- Q2: Which bone(s) did you break:

227 out of 250 women that said yes, answered this question (multiple answers possible)



# Brazil

## Detailed results

- Q3: After your break, were you given a diagnostic scan to assess for osteoporosis?

240 out of 250 women that said yes to the first question, answered this question

Yes (146 resp.)  
60.8%

No (94 resp.)  
39.2%

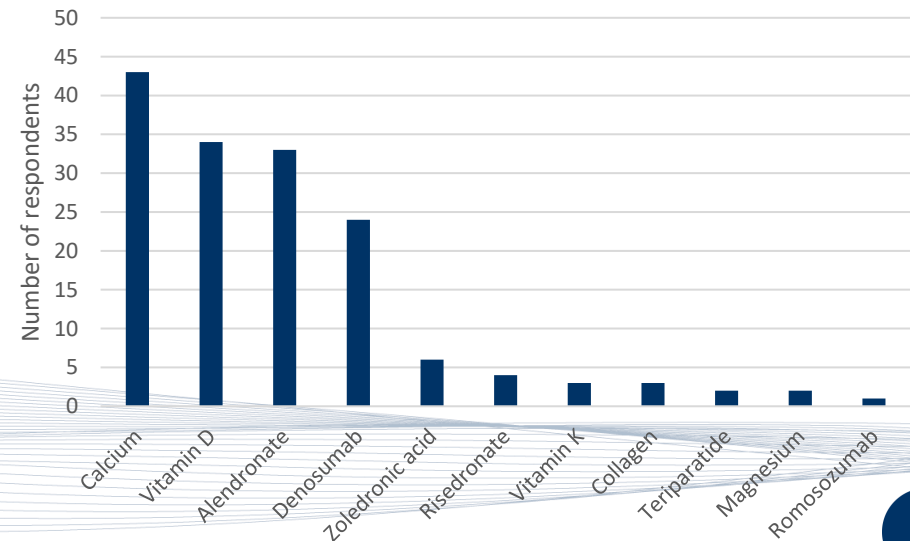
- Q4: After your break, did you receive medication for osteoporosis?

250 out of 250 women that said yes to the first question, answered this question

Yes (119 resp.)  
47.6%

No (131 resp.)  
52.4%

If yes, what medication(s) were you prescribed:

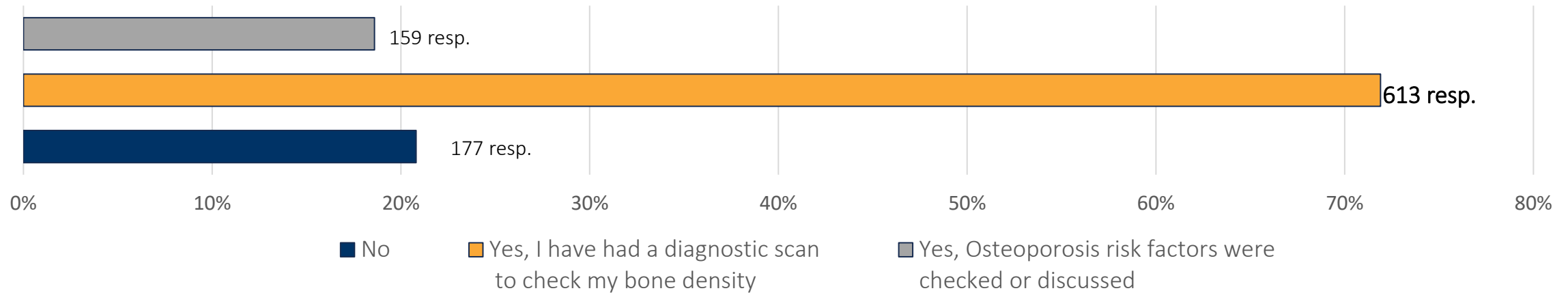


# Brazil

905 women, who replied 'NO' to the 1st question:

- Q5: Has your doctor ever discussed bone health or osteoporosis with you?

949 responses by 905 women answered this question (with multiple choice)

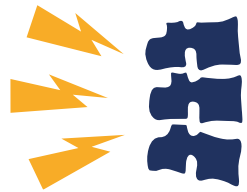


# Brazil

905 women, who replied 'NO' to the 1st question:

- Q6: Spine fractures due to osteoporosis often remain undiagnosed. Have you noticed any of these symptoms?

985 responses by 905 people answered this question (with multiple choice)



Back Pain (512 resp.)

**58.6%**



Height Loss (of 4 cm/ 1.5 inches or more)  
(197 resp.)

**22.6%**



Neither (276 resp.)

**31.6%**





# Survey in Spain

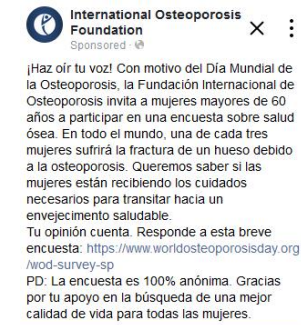
**1'067 responses**

# Spain

## Key stats

- **Facebook post**

- Reached **700'747** women aged 60+
- **21'082** of them clicked the link
- Over **170** comments, with women sharing their stories and starting conversations



Surveys started  
**1'704**

Surveys submitted  
**1'067**

Completion rate  
**62.6%**

# Spain

## Detailed results

- Q1: After the age of 50, did you break a bone after a minor fall or bump?

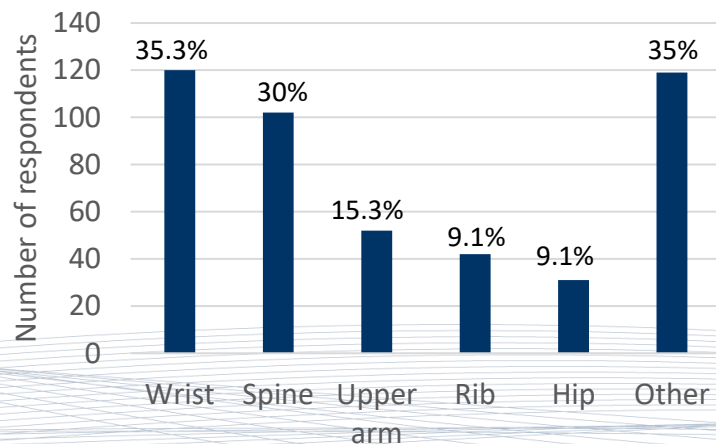
1'067 out of 1'067 women answered this question

Yes (368 resp.)  
34.5%

No (699 resp.)  
65.5%

- Q2: Which bone(s) did you break:

340 out of 368 women that said yes, answered this question



# Spain

## Detailed results

- Q3: After your break, were you given a diagnostic scan to assess for osteoporosis?

355 out of 368 women that said yes to the first question, answered this question

Yes (146 resp.)  
60.8%

No (94 resp.)  
39.2%

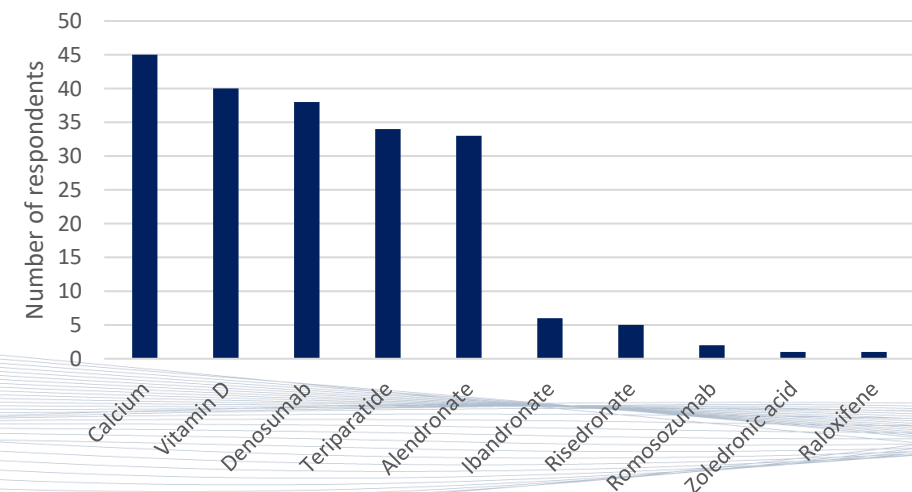
- Q4: After your break, did you receive medication for osteoporosis?

368 out of 368 women that said yes to the first question, answered this question

Yes (153 resp.)  
41.6%

No (215 resp.)  
58.4%

If yes, what medication(s) were you prescribed:

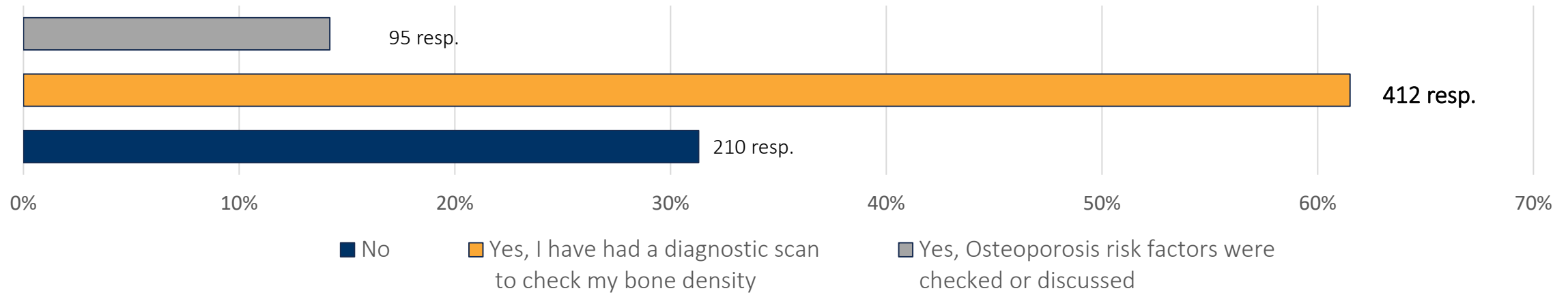


# Spain

699 women, who replied 'NO' to the 1st question:

- Q5: Has your doctor ever discussed bone health or osteoporosis with you?

717 responses by 699 women answered this question (with multiple choice)

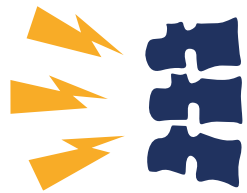


# Spain

699 women, who replied 'NO' to the 1st question:

- Q6: Spine fractures due to osteoporosis often remain undiagnosed. Have you noticed any of these symptoms?

784 responses by 699 people answered this question (with multiple choice)



Back Pain (413 resp.)

**61.4%**



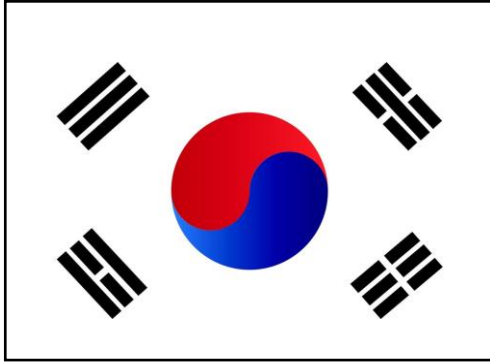
Height Loss (of 4 cm/ 1.5 inches or more)  
(173 resp.)

**25.7%**



Neither (198 resp.)

**29.4%**



# Survey in South Korea

**201 responses**

# South Korea

## Key stats

- **Facebook post**

- Reached **147'440** women aged 60+
- **9'757** of them clicked the link
- Over **386** reactions with women sharing their stories and starting conversations

Surveys started  
**417**

Surveys submitted  
**201**

Completion rate  
**48.2%**





# South Korea

## Detailed results

- Q1: After the age of 50, did you break a bone after a minor fall or bump?

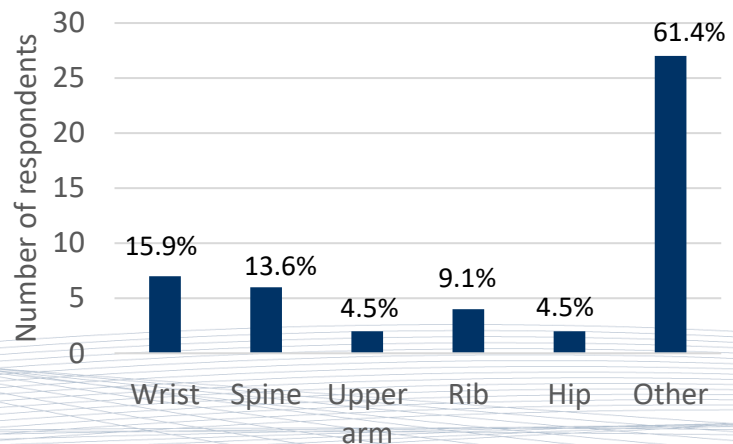
201 out of 201 women answered this question

Yes (48 resp.)  
23.9%

No (153 resp.)  
76.1%

- Q2: Which bone(s) did you break:

44 out of 48 women that said yes, answered this question



# South Korea

## Detailed Results

- Q3: After your break, were you given a diagnostic scan to assess for osteoporosis?

43 out of 48 women that said yes to the first question, answered this question

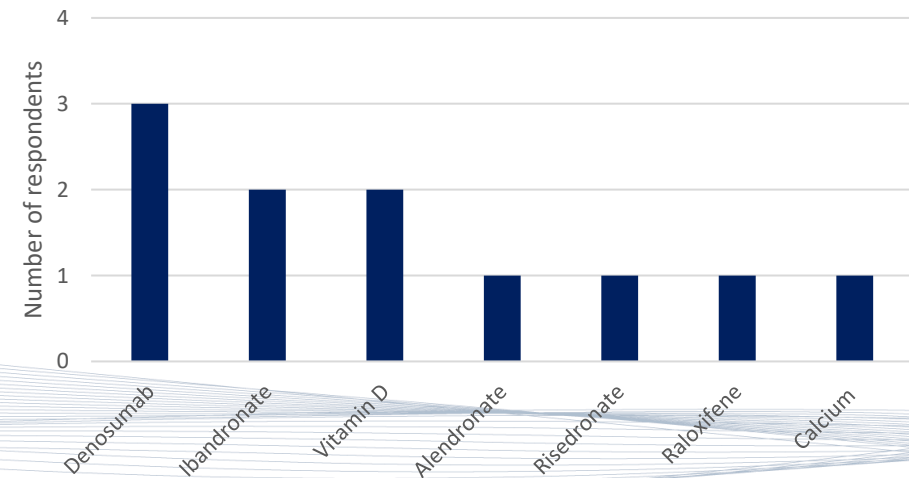


- Q4: After your break, did you receive medication for osteoporosis?

48 out of 48 women that said yes to the first question, answered this question



If yes, what medication(s) were you prescribed:

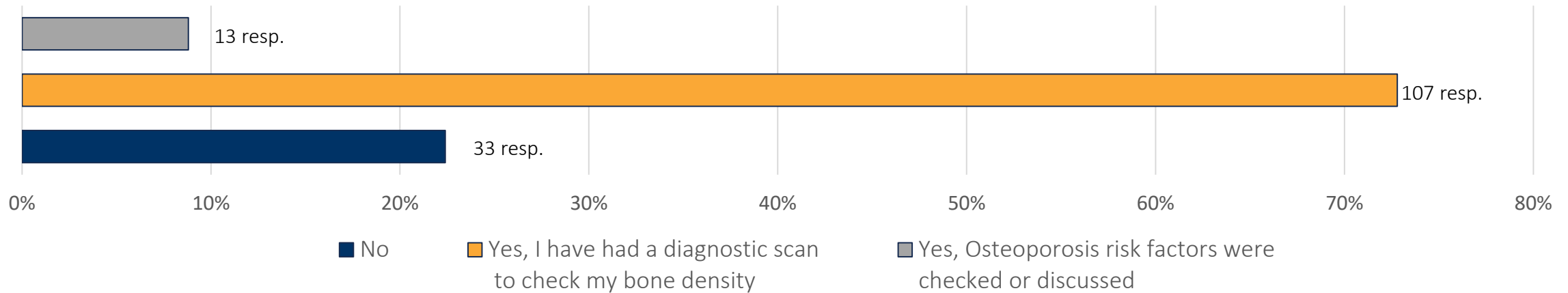


# South Korea

153 women, who replied 'NO' to the 1st question:

- Q5: Has your doctor ever discussed bone health or osteoporosis with you?

153 responses by 153 women answered this question (with multiple choice)

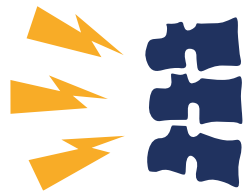


# South Korea

153 women, who replied 'NO' to the 1st question:

- Q6: Spine fractures due to osteoporosis often remain undiagnosed. Have you noticed any of these symptoms?

147 responses by 153 people answered this question (with multiple choice)



Back Pain (72 resp.)

**50.3%**



Height Loss (of 4 cm/ 1.5 inches or more)  
(17 resp.)

**11.9%**



Neither (58 resp.)

**40.6%**