IOF International Osteoporosis Foundation

World Osteoporosis Day October 20

WORLD OSTEOPOROSIS DAY

Campaign Toolkit

All you need to know about the 2024 Campaign

TABLE OF CONTENTS

3 WHAT IS WORLD OSTEOPOROSIS DAY?

- Making noise for the 'silent' disease
- Using the World Osteoporosis Day toolkit
- The goal

4 2024 CAMPAIGN THEMES AND MESSAGES: SAY NO TO FRAGILE BONES

- Key messages of the 2024 WOD campaign

5 ABOUT OSTEOPOROSIS / KEY FACTS AND STATISTICS

- What is osteoporosis?
- Key facts about osteoporosis

7 KEY MESSAGES

- For the public and patients
- For healthcare professionals
- For policy makers

10 RESOURCES FOR YOUR CAMPAIGN

- New 2024 World Osteoporosis Day campaign posters
- Social media banners
- Build Better Bones platform
- Infographic and factsheets
- Resources to drive policy action

13 SOCIAL MEDIA

- Platforms
- Sample social media posts
- Instagram and Twitter

15 WORLD OSTEOPOROSIS DAY CAMPAIGN IDEAS

- Osteoporosis patient or medical societies
- Universities or research institutes
- Fracture Liaison Services (FLS)
- Healthcare professionals/pharmacies
- Companies and employers
- Share information about your events or campaigns
- Reach out to policy makers
- IOF social media channels - follow us!

22 COPYRIGHTS AND PERMISSIONS

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 bone health and the prevention, diagnosis and treatment of osteoporosis and related musculoskeletal diseases. The WOD annual global campaign is spearheaded by the **International Osteoporosis Foundation (IOF)** and it unites global advocates in a common effort to put the spotlight on the disease and its burden, sparking media interest and global public outreach.

Together, IOF member societies, health care professionals, medical authorities, policymakers, and of course the patients themselves, use WOD as an occasion to speak out and call for action. In previous years close to 300 global events were recorded, social media outreach has grown year by year, and more than 10,000 informational resources are typically downloaded and shared each year.

MAKING NOISE FOR THE 'SILENT' DISEASE

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, continues to be underestimated. WOD is therefore a key opportunity to coordinate global and local efforts, and to work together to make as much noise as possible on and around October 20th each year.

Let's unite our voices to amplify awareness and advocate on behalf of all people with osteoporosis!

USING THE WORLD OSTEOPOROSIS DAY 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. We encourage you to make use of all IOF WOD resources, translate where necessary, and disseminate the materials through your networks.

THE GOAL

Create Awareness

Reach a Global Audience

Focus on the Burden

Change Perceptions

Drive Action

2024 CAMPAIGN THEMES AND MESSAGES: SAY NO TO FRAGILE BONES

YOUR BONES ARE THE PRECIOUS FOUNDATION OF YOUR WELL-BEING AND INDEPENDENCE. PREVENT OSTEOPOROSIS - STAY UNBREAKABLE

It's all too easy to neglect and underestimate the importance of bone health. Afterall, the skeleton remains hidden, and there are no symptoms as bones gradually become porous, fragile and easily breakable. Many people don't know they have developed osteoporosis until a bone breaks after a minor fall from standing height, a bump or sudden movement. A break that occurs so easily is in fact known as a 'fragility fracture'.

This neglect is a key reason why osteoporosis, despite its serious repercussions, remains vastly underdiagnosed and undertreated.

Even if diagnosed, a majority of patients neglect to make important life-style changes or take medications that could significantly reduce their risk of fragility fractures. They underestimate the serious impact of fragility fractures, which can be recurring, life-changing and life-threatening.

KEY MESSAGES OF THE 2024 WOD CAMPAIGN:

Under the banner of 'Say no to fragile bones', this year's World Osteoporosis Day campaign will seek to put an end to the inertia surrounding bone health by urging people of all ages to value and protect their bones. The following over-arching messages will be addressed to people of all ages, patients, healthcare professionals and health authorities:

1. OUR BONE HEALTH IS PRECIOUS

Healthy bones are at the core of our well-being, mobility and independence. People of all ages should **protect their bone health** by taking early action for osteoporosis prevention through bone-healthy nutrition, regular weight-bearing physical activity, and avoidance of negative lifestyle factors like smoking.

2. OSTEOPOROSIS MATTERS

Osteoporosis is a serious health threat with potentially devasting consequences. Recognizing individual risk factors, prioritizing bone health (as we do cardiovascular health!), asking for osteoporosis screening or testing upon identification of risk factors, and adhering to any prescribed medication regimen: through these strategies, we can **bridge the osteoporosis care gap**, safeguarding our mobility and independence as we age.

3. MAKE BONE HEALTH A HEALTHCARE POLICY PRIORITY

With up to 37 million fragility fractures occurring globally in people aged 55+ each year, osteoporosis poses an enormous human and health economic burden worldwide. **Health authorities must prioritize bone health** in a number of ways, including by investing in post-fracture care services. These services ensure that every fracture patient aged 50+ who goes to a hospital with a broken bone is expertly assessed and treated for osteoporosis to prevent recurring and potentially life-threatening fractures.

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).

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

NORMAL BONE

OSTEOPOROTIC BONE

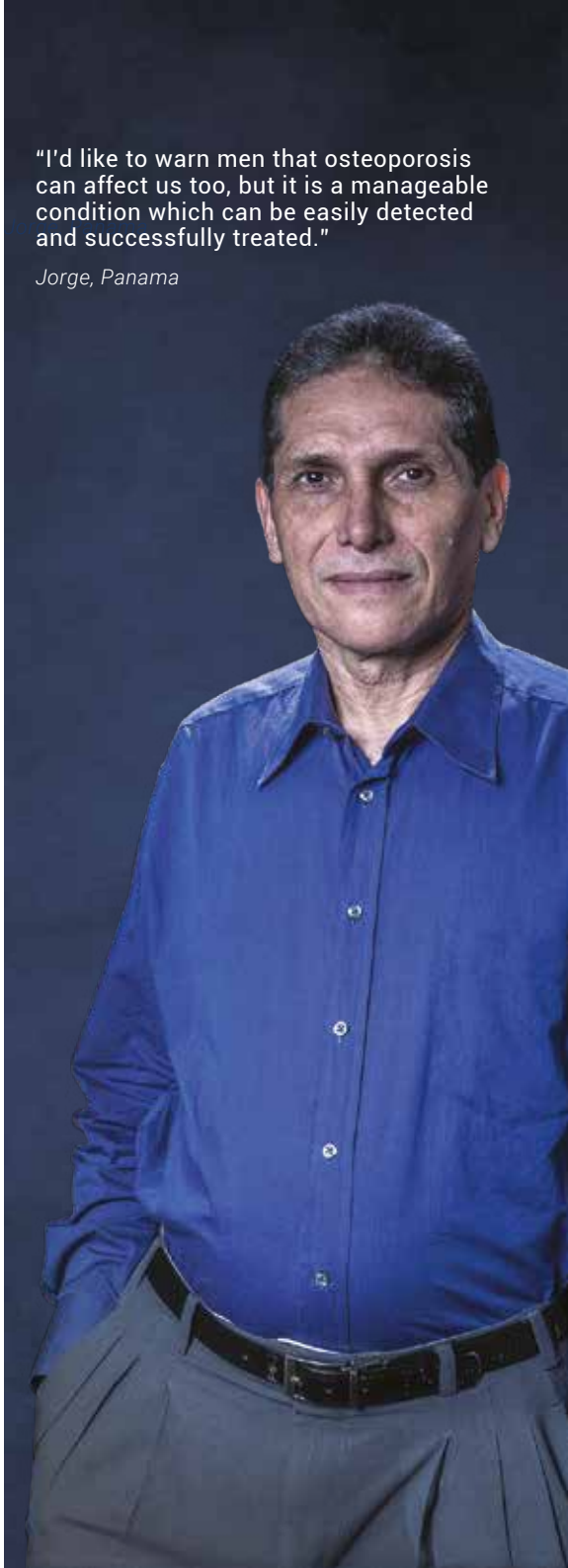
KEY FACTS ABOUT OSTEOPOROSIS*

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.
- **Globally**, there are up to **37 million fragility fractures** (70 fractures per minute) and more than 10 million hip fractures annually, in people aged 55+.
- 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.



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.**

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 s**uffering another fracture** is particularly high in the first two years after an initial fracture.

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 signs 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.

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.

** 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)*

KEY MESSAGES

FOR THE PUBLIC AND PATIENTS

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.

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*

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 min** 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.

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.

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.

FOR HEALTHCARE PROFESSIONALS

- **Don't neglect your patients' bone health.** Bone health is as important as cardiovascular health for healthy ageing. Take the time to screen your older patients for osteoporosis risk factors using the FRAX® risk assessment tool.

- Did you know that **some disorders lead to greater risk of osteoporosis** and fractures (known as secondary osteoporosis)? These include rheumatoid arthritis, digestive tract diseases such as IBD or celiac disease, prostate or breast cancer, diabetes, chronic kidney disease, thyroid or parathyroid gland disorders, COPD, hypogonadism, prolonged immobility, HIV.

- Women who experience **early menopause** are at greater risk of osteoporosis and benefit from early screening.

- Almost every country or region has osteoporosis management guidelines – **Know your guidelines!**

- Use of **certain medications** may also cause secondary osteoporosis.

- Among the most common bone-loss inducing medications are **glucocorticoids** (often known as 'steroids') used to treat inflammatory diseases, such as for e.g. prednisolone tablets for 3 months or longer.

- If your **patients aged 50+ experience a fragility fracture**, ensure they are assessed and treated for osteoporosis to prevent recurrent fractures.

- In **postmenopausal women**, treatments have been shown to reduce the risk of hip fracture up to 40%, vertebral fractures by 30-70% and some compounds reduce the risk for non-vertebral fractures up to 30-40%.

- Young people who develop **eating disorders**, and particularly young women whose periods cease as a result, are at heightened risk of osteoporosis.

- **Non-adherence to prescribed medications** often results from poor understanding of the benefits of treatment and/or excessive fear of rare side effects.

The **IOF Osteoporosis and Fracture Risk Communication Tool** can help improve patient-doctor dialogue and understanding. The Tool is available in English (1 for USA, 1 based on UK guidance), Spanish, French, German, and Japanese. It can be accessed here: *https://bit.ly/48HG9Mg*

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.

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.

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*

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 2024 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* 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.

In the following pages are just a few examples of new resources, and we invite you to visit *www.worldosteooporosisday/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.*

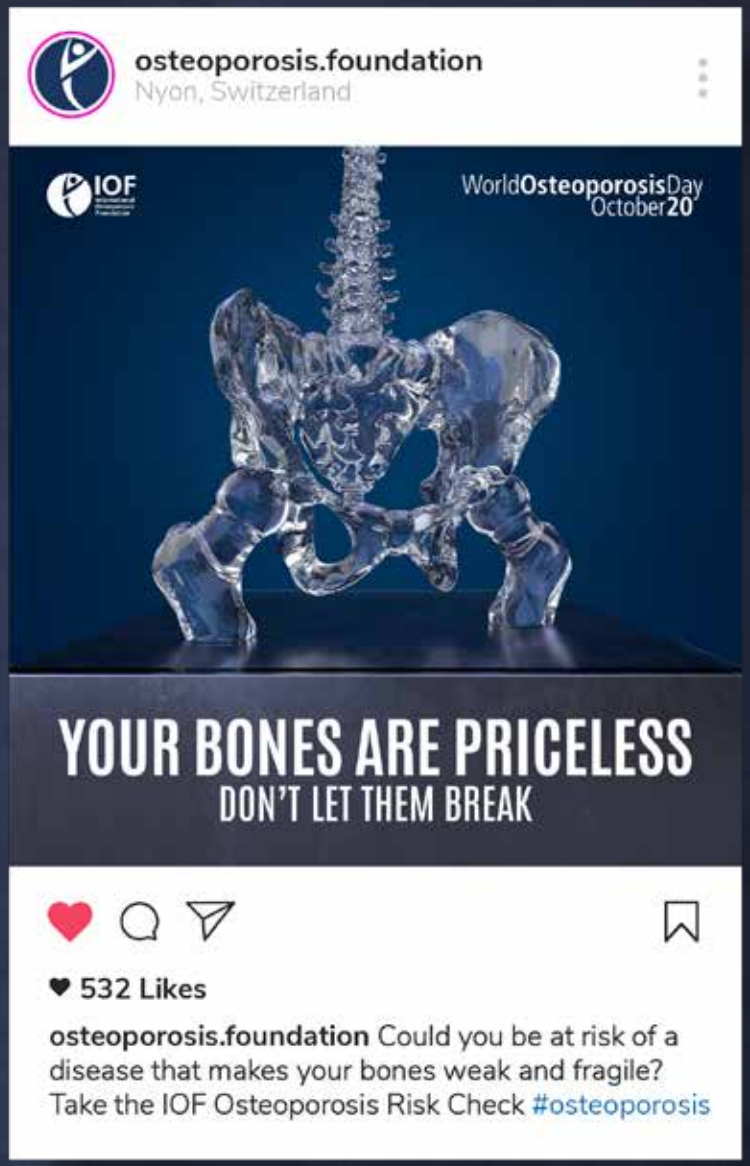
WOD logos are available in more than 20 languages on:
www.worldosteoporosisday.org/resources/campaign-tools

NEW 2024 WORLD OSTEOPOROSIS DAY POSTERS

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 express your interest.

SOCIAL MEDIA BANNERS



BUILD BETTER BONES PLATFORM

The Build Better Bones platform *(www.buildbetterbones.org)*, features 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 platform (**available in English, Portuguese, Spanish, French and Russian**) is designed for osteoporosis patients and people at risk, as well as their caregivers, and provides important tips and guidance on how to 'Build Better Bones'.

MOVE FOR YOUR BONES

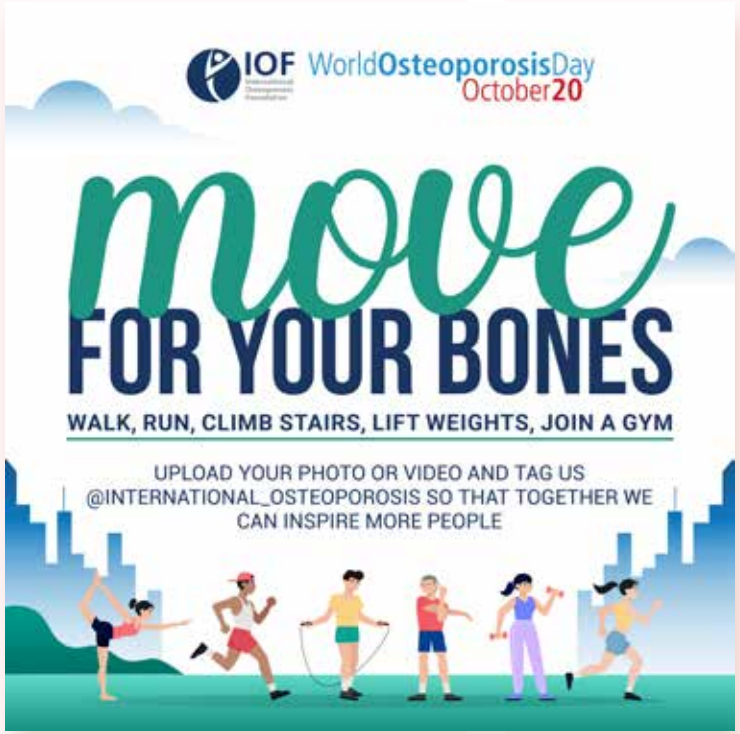
Social media campaign

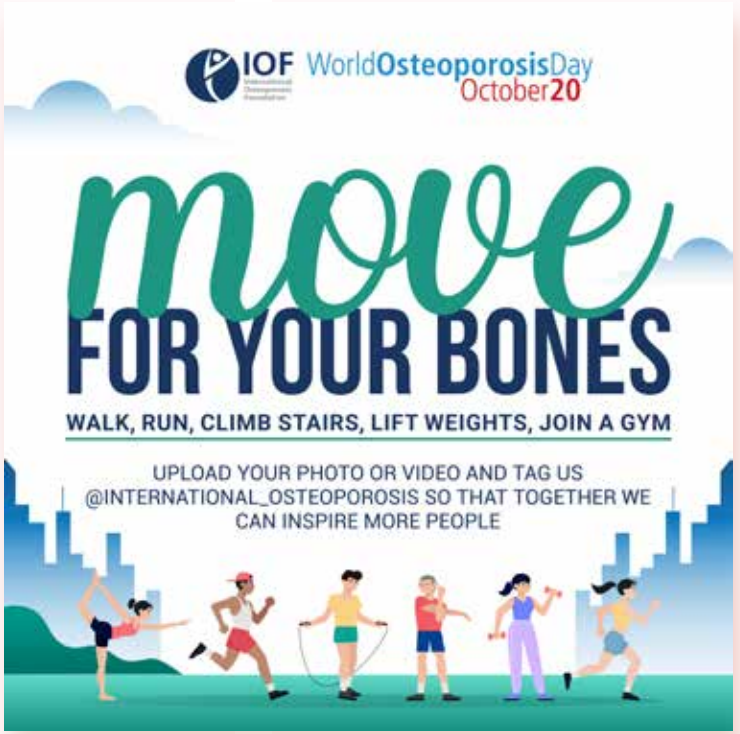
Physical activity is a key way to maintain good bone health and help prevent osteoporosis. This World Osteoporosis Day we'll be inviting people all over the world to take part in a #MoveForYourBones social media campaign throughout the month of October.

The message:

Walk, run, climb stairs, lift weights, join a gym...keep your bones and muscles moving. This October can mark the beginning of a big change for your bone health.

Share your routine to motivate others! Follow us on our social networks, upload your photo or video and tag us @INTERNATIONAL¬_OSTEOPOROSIS with #MoveForYourBones #WorldOsteoporosisDay so that together we can inspire more people to get moving.





INFOGRAPHICS & FACT SHEETS

Caregiver Brochure

Tips and guidance for caregivers. Now available in English, French, Portuguese (Portugal), Spanish (Latin America), and Russian.

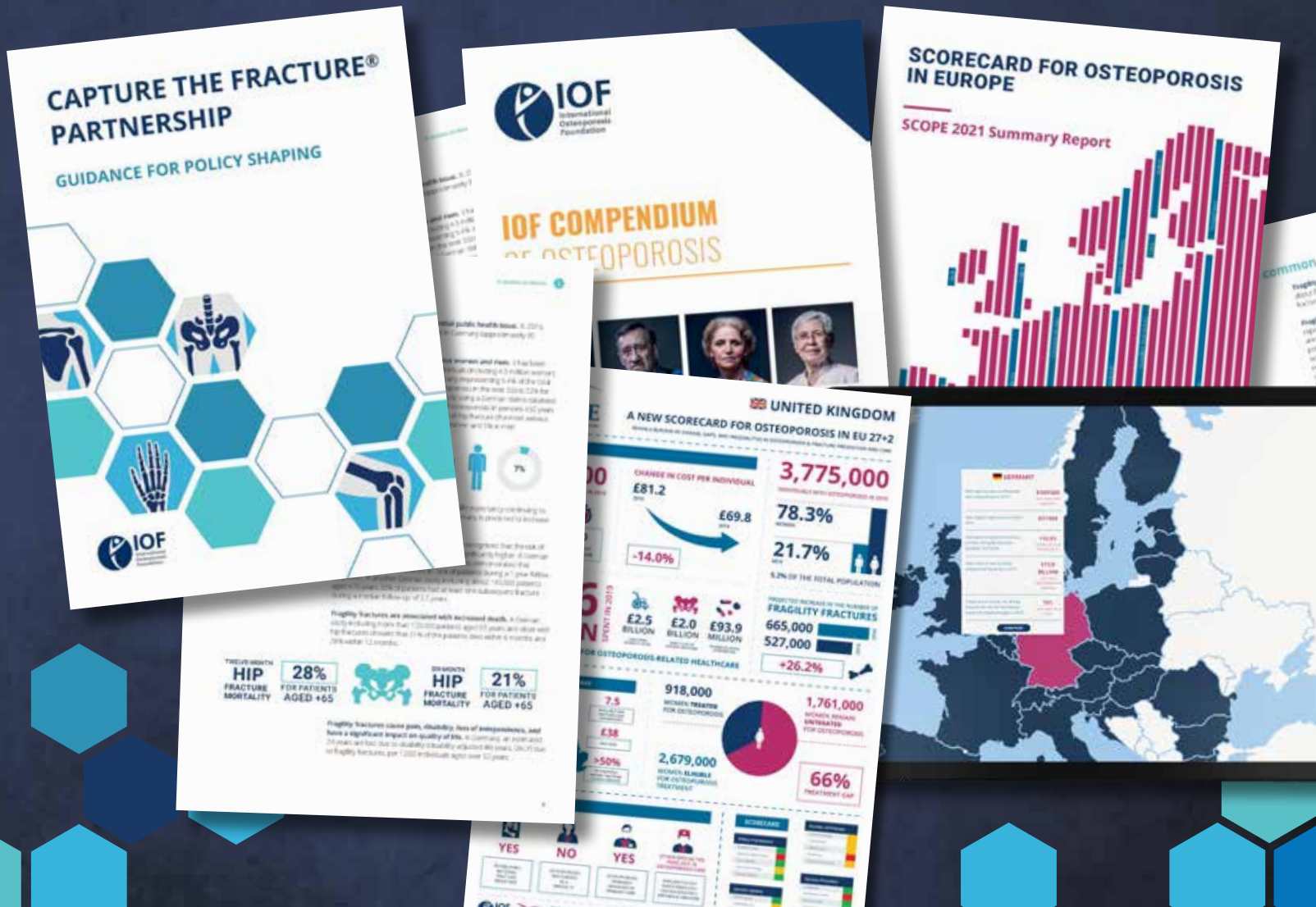
Global Burden of Osteoporosis & Fragility Fractures Infographic

Updated statistics to share with your network and policy makers.

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, the Capture the Fracture® Partnership Guidance for Policy Shaping, and the Capture the Fracture® Solutions for Fracture Prevention: audit reports authored by IOF experts in collaboration with national experts are available for these countries to date: France (May 2024), Germany, Italy, the Netherlands, Spain, Saudi Arabia, Türkiye. To access, visit *www.capturethefracture.org*



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:

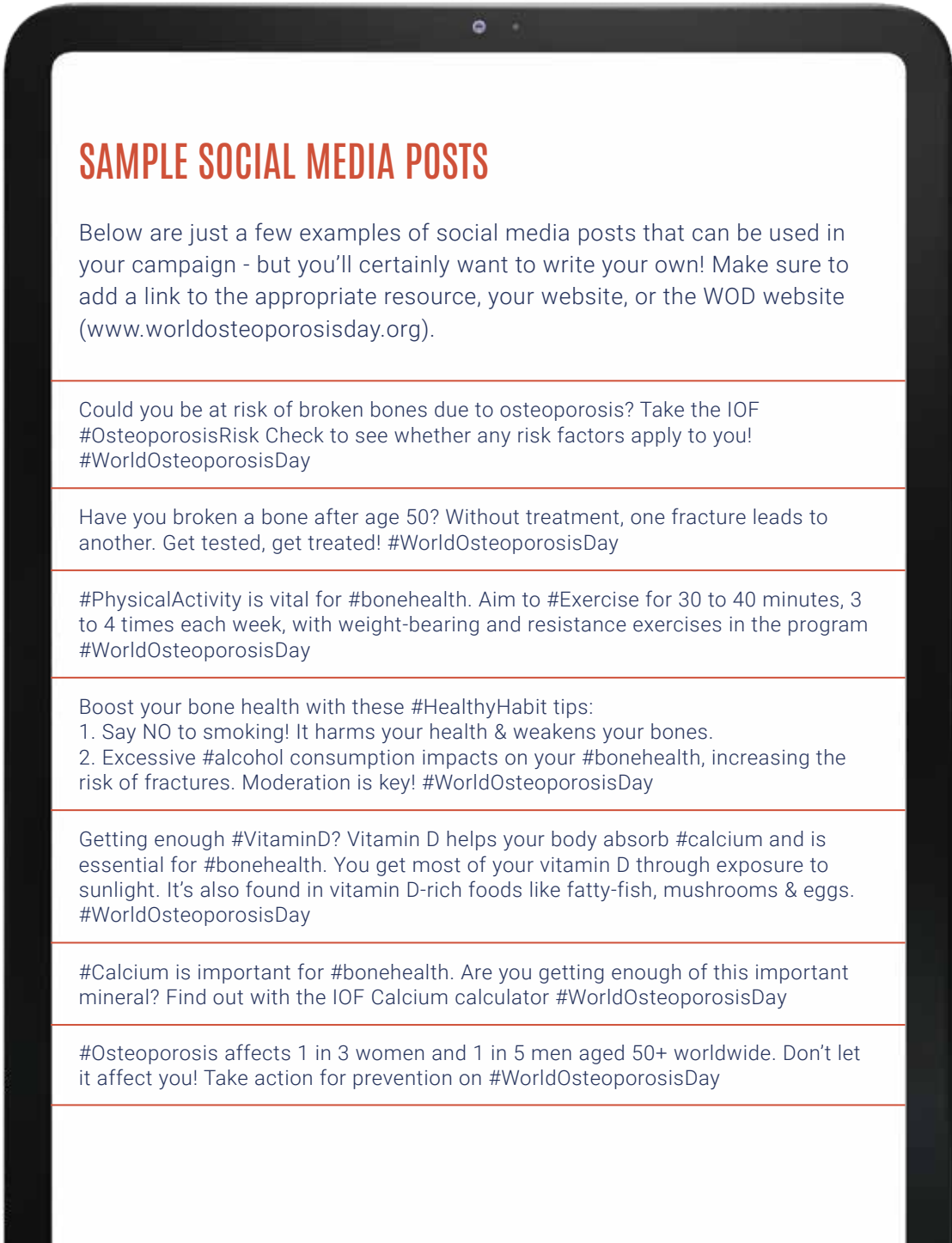
Facebook - is the largest social network in the world. Joining is free, it's simple to use and it allows users to connect with friends, family and other people and organizations. Users can share photos, videos, status updates and content from anywhere on the web.

X (*formerly known as 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.



SAMPLE 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 #OsteoporosisRisk 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

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! #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 2023 examples, and we’ll be creating new social media banners and messages for 2024.

#DIDYOUKNOW

Hip fractures are a major cause of disability and loss of independence. Early diagnosis and management of #osteoporosis is the key to preventing fractures – and to staying mobile and active as you age.
Learn more – and ask for testing!
#WorldOsteoporosisDay

#DIDYOUKNOW

Worldwide, #osteoporosis affects 1 in 5 men aged over 50 and the risk of experiencing an osteoporotic fracture is up to 27% higher than the risk of developing prostate cancer.
We urge all men to be alert to their risk - start by taking the risk check -> https://bit.ly/3K3dXdp
#WorldOsteoporosisDay

#DIDYOUKNOW

50% of people with 1 osteoporotic fracture will experience another. Early action to prevent recurring fractures is needed! If you break a bone, be sure to ask your doctor for a bone health assessment and treatment.
#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, 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.

Here 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.

Queen Elizabeth Hospital, Birmingham, UK

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.

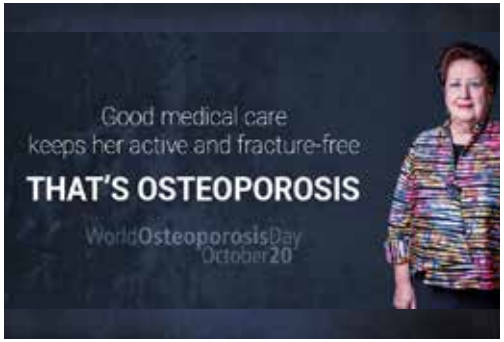
Healthy Bones Australia launches new report

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.

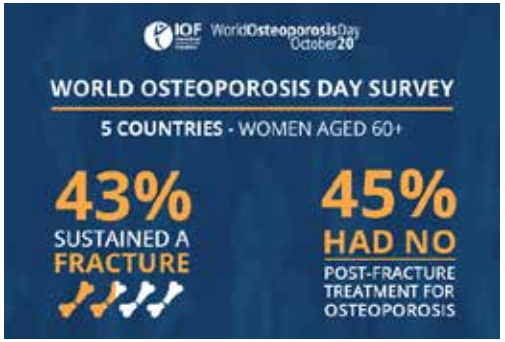
Be a guest on a TV or radio talk show. Plan ahead and get a slot on or around WOD. Be sure to invite a patient to speak as well as a bone expert.

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.

Use patient testimonials – disseminate via social media, on your website or have guest speakers at events – patient stories are powerful.



Adela Santa-Rosa from Mexico



IOF posts on social media

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.

Use WOD as an occasion to **fundraise for your society** – either through a special newsletter, mailing or social media campaign or fundraising dinner event.

Start a petition to collect signatures for local policy action or for the IOF Global Patient Charter (available in 30 languages).

Take a targeted public survey and disseminate the findings in a press release or social media.

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 underdiag nosis and undertreatment, and the need for policy change.

Using FRAX at the Citizens Forum, Yaroslavl, Russia

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.

Here are some ideas for inspiration:

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.

Myanmar

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 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).

Mongolia

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.

Malaysia

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!

Start an **on-campus petition** to collect signatures for the IOF Global Patient Charter.

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?

Here are a few ideas to inspire:

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!

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 13 of this Toolkit, you will find a list of all IOF social media channels.

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.

Use of IOF resources: IOF's new posters and social media artwork are 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).

Dubrava University Hospital, Croatia

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

Doctors and other healthcare professionals should take advantage of WOD to raise awareness of bone health among their patients. Here are some ideas to inspire:

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.

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. **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.

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 22 for copyrights and permissions to use IOF resources

COMPANIES AND 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 Isabelle Ragain at *isabelle.ragain@osteoporosis.foundation* for further information.

WOD is also an opportunity for **engage your employees or customers**, and to support their awareness of osteoporosis and bone health.

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*.

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.

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:

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
www.osteoporosis.foundation/donate

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
www.osteoporosis.foundation/educational-hub/topic/calcium-calculator

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).

MEDIA: SPREAD THE WORD ON OCTOBER 20

IOF will issue one or more press releases for World Osteoporosis Day, on and around October 20th. 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.
- **Make a direct pitch to targeted news media or magazine.** 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.**

Italy

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: *www.osteoporosis.foundation/educational-hub/topic/epidemiology*
- **SCOPE – Scorecard for Osteoporosisin Europe** - *https://www.osteoporosis.foundation/scope-2021*
- **Facts and Statistics -** *https://www.osteoporosis.foundation/health-professionals#facts-statistics*
- **Capture the Fracture® policy publications:** *https://www.capturethefracture.org/resource-center/advocating-for-pfc/policy-toolkits*

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**.

OCTOBER

18

Bone-health school debate

Enugu, Nigeria

Submit here:
http://worldosteoporosisday.org/events

IOF SOCIAL MEDIA CHANNELS - FOLLOW US!

Facebook	**IOF** facebook.com/iofbonehealth/ **IOF Latin America** facebook.com/IOF.America.Latina/ **World Osteoporosis Day** facebook.com/worldosteoporosisday/
X (Twitter)	**IOF** twitter.com/iofbonehealth **IOF Latin America** twitter.com/iofsaludosea
Instagram	**IOF** instagram.com/international_osteoporosis/ **IOF Latin America** instagram.com/osteoporosis.iof
LinkedIn	linkedin.com/company/international-osteoporosis-foundation
Youtube	youtube.com/iofbonehealth
Website	Information about osteoporosis in available on the IOF website: **www.osteoporosis.foundation** and on the WOD website: **www.worldosteoporosisday.org**

COPYRIGHTS AND PERMISSIONS

IOF owns all intellectual property rights of the resources, but grants to the end user the non-exclusive, non-transferable license to use the resources upon these terms and conditions.

It is prohibited to make commercial use of IOF resources, in whole or in part, without prior permission.

The WOD 2024 material is **available for use under specific conditions**:

- **CNS members, (including University Network)**, as well as **FLSs** which are **part of the Capture the Fracture® network**, are granted the right, without any fee or cost, to use, publish, distribute, disseminate, transfer, digitize, these resources for educational purposes and not for any direct or indirect commercial purpose or advantage. The content may be modified for local language, but must not in any manner be misrepresented. CNS are free to add local sponsor logos to posters and other materials however IOF requests that global official WOD partner logos remain on materials.
- **WOD Official Partners** are granted the right to use WOD materials according to their partnership agreement.
- The campaign material and WOD itself **cannot be used in connection with the sale of products**, for the **promotion of a company** or for any direct or indirect **commercial purpose** or advantage. The material can only be used in association with WOD initiatives. If you are not an IOF CNS member then you cannot adapt the material and must use it as it is provided.

Corporate companies who want to use WOD materials, please contact:
Isabelle Ragain
isabelle.ragain@osteoporosis.foundation

If you have any questions concerning rights to use the WOD logo and materials, please contact:
info@osteoporosis.foundation

The WOD material can only be published with the following copyright within the image or next to it:
©International Osteoporosis Foundation

©2024 International Osteoporosis Foundation

9 rue Juste-Olivier • CH-1260 Nyon • Switzerland
T +41 22 994 01 00 • info@osteoporosis.foundation
www.osteoporosis.foundation • www.worldosteoporosisday.org