



World **Osteoporosis** Day
October 20

WORLD OSTEOPOROSIS DAY

Campaign Toolkit

All you need to know about the 2025 Campaign



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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 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

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

2025 CAMPAIGN THEMES AND MESSAGES: IT'S UNACCEPTABLE!

THE OVERLOOKED CRISIS IN OSTEOPOROSIS PREVENTION AND CARE

Osteoporosis affects over 500 million people worldwide. Worldwide, 1 in 3 women, and 1 in 5 men aged 50+ will sustain an osteoporotic fracture in their remaining lifetimes. Yet the vast majority remain undiagnosed and untreated - in fact, up to 80% of patients who experience an osteoporotic fracture are neither identified nor treated for underlying osteoporosis.

Fragility fractures due to osteoporosis can be devastating, leading to:

- Chronic pain and disability
- Loss of independence
- Increased risk of further fractures
- Premature death

And the consequences don't stop with patients. Families, communities, and healthcare systems bear the enormous and costly burden of osteoporosis and related fractures.

THE BURDEN OF OSTEOPOROSIS REMAINS LARGELY IGNORED BY POLICYMAKERS

At a time when our understanding of osteoporosis has never been greater, when technology allows for risk identification and early diagnosis, when an extensive range of effective treatments is readily available and when Fracture Liaison Services are poised to improve patient outcomes — **it is simply unacceptable that patients continue to receive inadequate care.**

This neglect leads to preventable fractures, suffering, and unnecessary healthcare costs. The disparity between what we can do and what is actually being done is stark. **Every untreated patient and every preventable fracture is a direct consequence of inaction.**

We have the knowledge, the tools, and the treatments. **What we lack is the commitment to act.** It is unacceptable that healthcare systems continue to overlook bone health, failing to prioritize it on the same level as cardiovascular disease or cancer.

This World Osteoporosis Day, we're taking a stand—calling on all stakeholders to end the widespread neglect and make bone health a global priority.

KEY MESSAGES OF THE 2025 WOD CAMPAIGN

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



1. OSTEOPOROTIC FRACTURES ARE AMONG THE MOST FREQUENT AND SERIOUS OF HEALTH EVENTS

- Up to **37 million fragility fractures** occur annually in individuals aged over 55, the equivalent of 70 fractures per minute.
- **Worldwide, 1 in 3 women** over age 50 will experience osteoporosis fractures, as will **1 in 5 men** aged over 50.
- In women, osteoporotic fractures are significantly **more common than breast cancer**.
- In Europe, the **disability due to osteoporosis is greater than that caused by cancers** (with the exception of lung cancer) and is comparable or greater than that lost to a variety of chronic noncommunicable diseases, such as rheumatoid arthritis, asthma and high blood pressure related heart disease.
- With the rapid ageing of the global population, the number of **hip fractures is projected to nearly double** by 2050.
- In women over 45 years of age, osteoporosis accounts for **more days in hospital than many other diseases**, including diabetes, myocardial infarction and breast cancer. In some countries, osteoporotic fractures in men account for more hospital bed days than those due to prostate cancer.

"I regret that I wasn't informed about osteoporosis before I had fractures."

Marine, Georgia



2. OSTEOPOROSIS IS NOT PRIORITIZED IN HEALTHCARE POLICY AND IT CONTINUES TO BE UNDERDIAGNOSED AND UNDERTREATED GLOBALLY

- Osteoporosis treatment receives **less attention and funding** compared to cardiovascular disease management.
- Up to **80% of patients** who suffer an osteoporotic fracture are **neither diagnosed nor treated** for underlying osteoporosis.
- **Only 1/3 of vertebral fractures come to clinical attention.** Spine fractures are often misdiagnosed as simple 'back pain'. Radiographers fail to recognize and report vertebral fractures on X-rays.
- Fracture Liaison Services (**FLS**) are **proven ways to help prevent secondary fractures** and provide better outcomes for patients. Nevertheless, there is a deficit of these services in most countries.
- There is **low awareness among primary care physicians:** osteoporosis is not prioritized in medical training, and there is inadequate knowledge of management guidelines.
- The **risk of bone loss due to certain diseases and medications is not identified by doctors;** screening and risk assessment in these patients is not integrated into routine primary care.
- Continued **misconceptions about men and osteoporosis** result in even lower rates of diagnosis and treatment in men - despite their higher risk of disability and death following hip fractures.
- **Barriers to reimbursement** for diagnostic services and pharmaceutical treatments are widespread.
- The fact that bone health is underprioritized within healthcare systems is a key reason for the **high treatment gap.** For example, in Europe, on average, 72% of women at high risk of fracture do not receive treatment.

3. BONE HEALTH MUST BE PRIORITIZED THROUGHOUT THE LIFE COURSE

- **Osteoporosis prevention begins in youth:** education about bone-healthy nutrition and sufficient physical exercise should all be integrated into school curriculums.
- **Public education campaigns** to promote good bone health and facilitate early awareness of risk factors in younger adults should be encouraged and supported through public health policy.
- **The importance of calcium and vitamin D** should be reinforced among the population.

"I'd like to warn men that osteoporosis can affect us too, but it is a manageable condition which can be easily detected and successfully treated."

Jorge, Panama



UNHEARD, UNDIAGNOSED, UNTREATED: PATIENTS DESERVE BETTER



Despite suffering a major fracture from a minor fall, she had to fight for a DXA scan – which revealed severe osteoporosis.

Yet her doctor still failed to prescribe treatment.

Emilie, France

For many years he was treated with heavy doses of cortisone injections for cluster headaches. Unfortunately, he only later discovered that cortisone treatment is the likely reason why he went on to develop osteoporosis.

Giovanni Furno, Italy

Height loss, extreme pain and struggling to care for her baby and herself - all the “red flags” for pregnancy associated osteoporosis were not picked up by any of her healthcare professionals.

Karen Whitehead, UK

For three years, she suffered unexplained lower back pain. It was only when she recognized osteoporosis symptoms herself and insisted on a bone density scan that severe osteoporosis was diagnosed.

Elain Cotter, Australia

KEY MESSAGES FOR TARGET AUDIENCES

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.
- **Only 1/3 of vertebral fractures come to clinical attention.** Radiologists must recognize the importance of identifying and reporting osteoporotic fractures.

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 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 recent policy publications, including SCOPE and the Latin American audit.

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.

FLSs benefit patient outcomes, with a 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

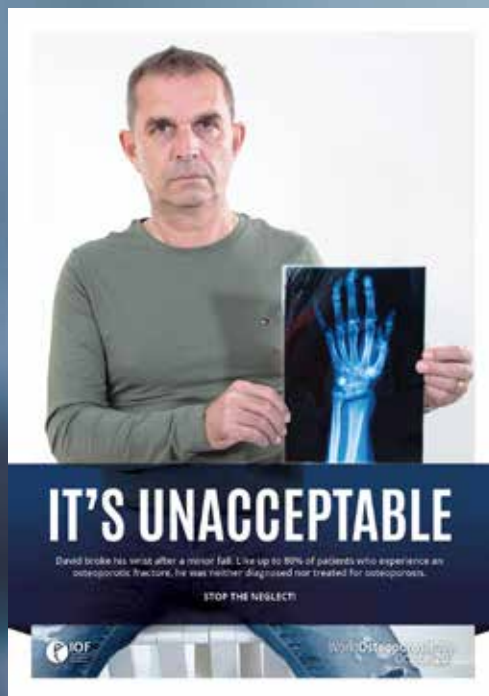
The **World Osteoporosis Day website** hosts a wide variety of resources which support various campaign messages, and which you can select according to your organizational focus.

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

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

WorldOsteoporosisDay
October**20**

NEW 2025 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



osteoporosis.foundation
Nyon, Switzerland

IOF WorldOsteoporosisDay
October20

**IT'S UNACCEPTABLE
STOP THE NEGLECT OF BONE HEALTH!**

❤️ 532 Likes

osteoporosis.foundation Could you be at risk of a disease that makes your bones weak and fragile? Take the IOF Osteoporosis Risk Check [#osteoporosis](#)

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, French, German, Portuguese, Spanish, 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.




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

IOF QUOTES FOR YOUR WORLD OSTEOPOROSIS DAY COMMUNICATIONS



Osteoporosis-related fractures can lead to severe morbidity, increased mortality, and substantial healthcare costs. It's unacceptable that a vast majority of patients at high risk of fractures remain untreated for underlying osteoporosis.

On World Osteoporosis Day, the International Osteoporosis Foundation calls for the prioritization of bone health and fracture prevention to put an end to unnecessary suffering.

Professor Nicholas Harvey,
IOF President



A shift in mindset is essential. The societal and human costs of osteoporotic fractures are too often underestimated by policymakers, doctors, and patients alike. We must dispel the myth that osteoporosis is an inevitable part of aging when, in reality, it is largely preventable and certainly treatable. It is unacceptable that high-risk individuals remain undiagnosed and untreated despite established best practices.

This World Osteoporosis Day, we urge decisive action and change.

Dr Philippe Halbout,
IOF CEO



Fracture Liaison Services are a proven and effective strategy for preventing secondary fractures and improving outcomes for fragility fracture patients. Yet, despite their clear benefits, most countries have yet to implement these services widely.

This inaction is unacceptable! This World Osteoporosis Day, let's ensure every patient receives the top-quality post-fracture care they deserve.

Professor Maria Luisa Brandi,
Capture the Fracture® Governance
Chair, and IOF Board member



INSTAGRAM AND X

'Did you know' mini campaign

IOF's #DidYouKnow social media campaign for World Osteoporosis Day was successful, and could be successful for you too.

Here are new examples for our 2025 WOD campaign. Available in Spanish and more languages upon request.



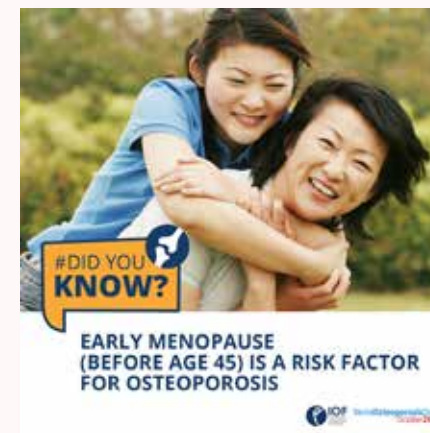
#DIDYOUKNOW

#DidYouKnow that more than 10 million hip fractures in people aged 55+ occur each year around the world, based on 2019 data. And that number is set to double by 2050. It's time to prioritize bone health!



#DIDYOUKNOW

#DidYouKnow that approximately 1 in 4 patients who have experienced any osteoporotic fracture will go on to sustain a second hip fracture. Among those who have already suffered a hip fracture, the risk rises to 1 in 3—on average occurring within just 18 months. The danger of a second, potentially life-threatening hip fracture underscores the critical importance of preventive treatment!



#DIDYOUKNOW

#DidYouKnow that oestrogen has a protective effect on bone? Once menopause begins your body produces lower levels of oestrogen and the rate of bone loss increases rapidly. Around menopause, and especially if you experience early menopause (before age 45), be sure to talk to your doctor about your bone health!

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.



Public event in Slovenia

Set up 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

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.



IOF posts on 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 underdiagnosis and undertreatment, and the need for policy change.



Public information booth at UK hospital

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.



Armenia

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.

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

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!

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.



Thailand

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).



St Vincent's University Hospital UK



Funabashi Hospital, Japan

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.

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,

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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 Osteoporosis in 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

Día Mundial de la Osteoporosis - Jornada Educativa y de Prevención

Montevideo, Uruguay

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


 **Bluesky** bsky.app/profile/iofbonehealth.bsky.social

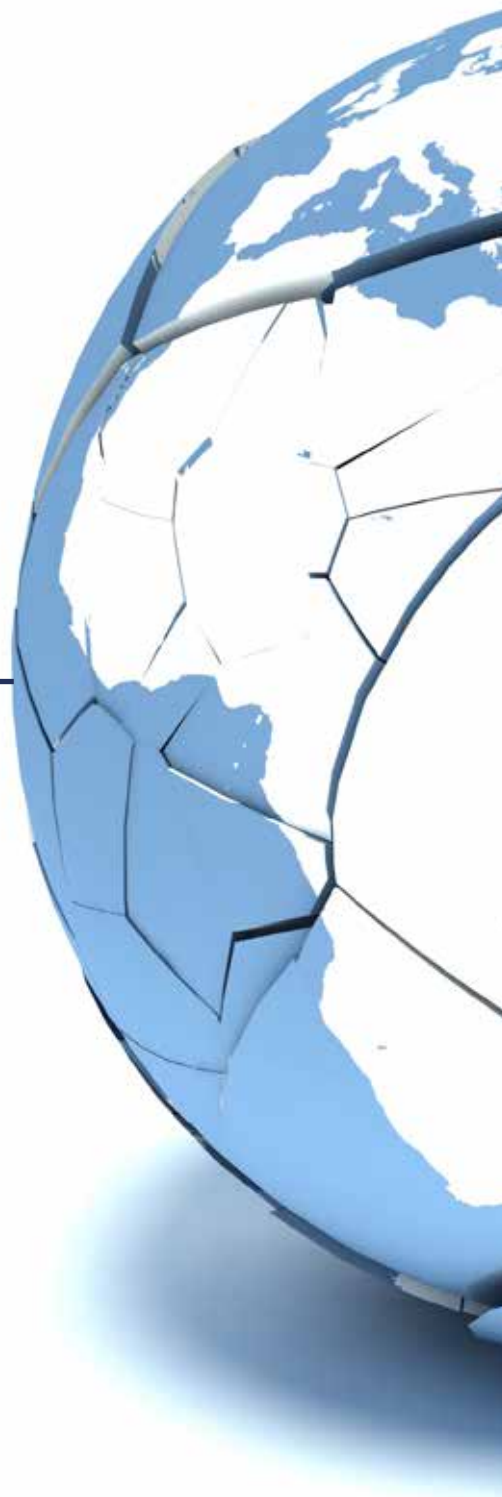
 **Instagram** IOF
instagram.com/international_osteoporosis/

IOF Latin America
instagram.com/osteoporosis.iof

 **LinkedIn** linkedin.com/company/international-osteoporosis-foundation

 **Youtube** youtube.com/iofbonehealth

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



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- **WOD 2025 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

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World Osteoporosis Day
October 20



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