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What is World Osteoporosis Day?

World Osteoporosis Day (WOD), marked on October 20 each year, is a year-long campaign dedicated to raising global awareness of the prevention, diagnosis and treatment of osteoporosis and metabolic bone disease. The global campaign has been organized by the International Osteoporosis Foundation (IOF) since 1997, and focuses on a specific theme each year. IOF develops the campaign strategy, messaging and toolkit material, which is then rolled out through its over 200 member organizations - comprised of national osteoporosis patient, medical and research societies - in over 95 countries.

Why is World Osteoporosis Day important?

WOD is a key date in the bone, muscle and joint community agenda. It’s an occasion when people around the globe unite to put the spotlight on the immense burden caused by osteoporosis, and the actions that can be taken to prevent and treat the disease.
Osteoporosis causes more than 8.9 million fractures annually, resulting in an osteoporotic fracture every three seconds, worldwide.

Approximately one in three women and one in five men aged over 50 years will suffer an osteoporotic fracture in their remaining lifetime.

For women, the risk of hip fracture is higher than the risk of breast, ovarian and uterine cancer combined.

For men, lifetime risk is greater than that for prostate cancer.

In the European Union alone the cost of fragility fractures is in excess of €37 billion each year and will increase by 25% in 2025.*

A prior fracture is associated with an 86% increased risk of any fracture.

Hip fractures cause the greatest morbidity with reported mortality rates up to 20-24% in the first year after a hip fracture and greater risk of dying may persist for at least five years afterwards.

The majority of fragility fracture patients are neither assessed, nor treated by their health-care system hence there is a failure to ‘Capture the Fracture’ and reduce risk.

By 2050, the worldwide incidence of hip fracture is projected to increase by 310% in men and 240% in women.

More than 50% of hip fractures in the world will occur in Asia by 2050.

Loss of function and independence among survivors is profound, with 40% unable to walk independently, 60% requiring assistance a year later. Because of these losses, 33% are totally dependent or in a nursing home in the year following a hip fracture.

Urbanization and ageing populations are driving rapid increases in the osteoporosis disease burden.

Cost-effective evidence-based solutions exist to prevent, diagnose and treat osteoporosis in a timely manner. Health-care professionals (HCPs), medical authorities, individuals and policy makers all have a role to play in helping to reduce the disease burden. This toolkit provides resources for each stakeholder and outlines the actions they can take.

IOF calls on its member organizations and others to leverage WOD and call for urgent action to be taken to avoid catastrophic socio-economic costs and the unnecessary pain, suffering and death of millions of people in the future. This will take us one step closer to a world in which people of all ages benefit from good bone, muscle and joint health, free of fragility fractures.
REAL MEN build their strength from within

In 2014, the campaign will focus on osteoporosis in men. Osteoporosis is often considered a ‘woman’s disease’, although one in five men over the age of 50 years will break a bone due to osteoporosis. As a result of this misconception, millions of men worldwide remain unaware of their personal risk for osteoporosis and debilitating fractures.

With the ageing of the population, an increasing number of older men will suffer fractures and IOF’s objective is to raise awareness of the problem among the public, HCPs and health authorities.

The campaign creative is targeted directly at men and is built around the idea of “Strong on the Outside, Stronger on the Inside”. It calls on men to focus as much attention on their bones and health as they do on their physical strength. It plays on the stereotypes of what men perceive as important and gets them to question if they are as strong on the inside as they are on outside and uses irony to convey the message around the slogan ‘Real Men Build their Strength from Within’.

Women, who play an important role in the health awareness of their families, will also be used as a vehicle to deliver the messages and hence be educated on their own risk during the process.

Dispelling the myths

There are still many global myths surrounding men and osteoporosis hence the following key messages have been developed, on a global level, to help debunk them. You can adapt these to make them nationally applicable, if you have the appropriate local data and statistics.
Osteoporosis strikes men too. Worldwide it affects one in five men versus one in three women (age >50 years).

Osteoporotic fractures in older men (>50 years) are common and associated with considerable mortality and morbidity, including reduced function and mobility, pain, hunch back and respiratory compromise. The result is diminished quality of life and loss of independence.

Following hip fracture, men are twice as likely to die when compared to women.

The lifetime risk of a man suffering an osteoporotic fracture is greater than his likelihood of developing prostate cancer.

One-third of all hip fractures worldwide occur in men.
MYTH #2

 PreparedStatement: ❌ Osteoporosis is a natural part of ageing and you can’t prevent it

✓ Breaking a bone after a minor fall or bump is NOT normal at any age. There are actions that can be taken early in life to reduce the risk of getting osteoporosis.

✓ Adopting a bone-healthy lifestyle at all ages is the first step to prevention. Modifiable risk factors that can be addressed are: eating foods rich in bone-healthy nutrients, including calcium and vitamin D; avoiding negative lifestyle habits e.g. excessive use of alcohol and smoking; getting regular weight-bearing and muscle-strengthening exercise.
MYTH #3

Osteoporosis is not an urgent health concern and immediate action is not necessary

✓ Worldwide, populations are ageing rapidly and life expectancy in men is increasing steadily. From 1950 to 2050 there will have been a 10-fold increase in the number of men aged 60 years or over – the age group most at risk of osteoporosis.

✓ In Europe the total number of fractures in men will increase by 34% from 2010 to 2025. In some other regions of the world the numbers of men with osteoporosis and fractures is escalating at a far greater rate.

✓ Healthy, active ageing must be prioritized so that men and women can lead active, independent lives as they age. Without effective prevention strategies, an enormous increase in fractures will place a heavy burden on individuals, families and communities as well as on health-care budgets.
MYTH #4

- Osteoporosis cannot be diagnosed or treated

- Simple tests exist to help identify those with osteoporosis as well as fracture risk, and effective treatments are available.

- Men over the age of 50 years who have had a previous fracture are at double the risk of a subsequent fracture compared to those who haven’t fractured. A prior fracture is a clear sign that men must talk to their doctor, get tested and treated appropriately.

- Taking the IOF One-Minute Osteoporosis Risk Test is a good way to identify personal risk factors. In men two common risk factors are hypogonadism (testosterone deficiency) and long-term corticosteroid use, among others.

- Men with risk factors should discuss their bone health with their doctors. The doctor may order a dual-energy x-ray absorptiometry (DXA) test to measure bone mineral density and/or assess future fracture probability using the FRAX® calculator. Following a clinical assessment, medication may be prescribed.

- By adhering to prescribed medication, patients can substantially reduce their risk of future fractures.
MYTH #5

❌ Osteoporosis has a minimal impact on men and the family unit

✅ Men play a critical role in families as fathers and sons, providing care and support to other family members. Worldwide, a significant number of working days and productivity is lost due to fractures (e.g. spinal) in men between the ages of 50–65 years.

✅ Healthy ageing and maintenance of independence is important to older men and their families. After sustaining a hip fracture, approximately 10-20% of formerly community dwelling men will require long-term nursing care.

✅ Men have a lower life expectancy than women so hip fractures cause them to lose a greater proportion of the number of years of life left than they do in women.

✅ Improving the health of men through early detection of osteoporosis and timely treatment can result in reduced morbidity and mortality resulting in benefits for men, families and society.
GET INVOLVED

WOD is a truly global event and relies on the efforts of our member organizations, corporate partners and others committed to the prevention and control of osteoporosis to raise awareness. There are many levels at which you can be involved and this toolkit includes educational material, resources, key facts, statistics, and promotional ideas that can be adapted and used on a national level so that the osteoporosis community truly speaks with a unified voice when communicating on the issue of osteoporosis in men.

Some material is currently available to members only, however if you are a non-member and would like access to the full toolkit you can subscribe to an IOF free membership (www.iofbonehealth.org/become-member) to receive the final print-ready files. If you are an organization involved in bone, muscle or joint disorders and not currently an IOF member find out how you can join our Committee of National Societies (CNS).

Material and resources

The following material will be made available throughout the course of the campaign and is available for you to use on a national level. The core campaign material (brochure, thematic report, posters) will be available in Arabic, Chinese, English, French, German, Italian, Portuguese, Russian and Spanish. We do make WOD material available in many languages but we would like the resources to be accessible to even more people. If you can help to translate the material into languages not currently available please contact info@iofbonehealth.org

IOF CNS member organizations also have access to the artwork for all printed materials so that they can add their logos, translate the material and make any other necessary local-level adaptations. Please note this is not applicable to other membership types who have access to the high-quality final print-ready files only. The low-resolution versions are available to everyone. Please see Appendix 1 for the timeline of material availability.
Posters

There are seven different posters that have been developed in total, four of which will be used by IOF centrally for the global campaign and three that have been adapted with the help of our regional offices in Asia-Pacific, Latin America and Middle East and Africa to make them more nationally applicable.

The posters can be printed for use at events or to generate public awareness by placing them in hospitals, gyms, workplaces etc. They can also be used digitally by posting them on your website, social media sites and sharing the electronic versions with your networks, friends and family.

Brochure for the general public

The brochure provides educational information on how to prevent osteoporosis in men as well as the actions that can be taken to manage it. You can either distribute the brochure digitally or print off copies and disseminate them at WOD events, in hospital waiting rooms, doctor’s surgeries and workplaces to name just a few.

World Osteoporosis Day thematic report

This detailed technical report written by leading experts in the field highlights the worldwide burden of osteoporosis in men; the challenges in diagnosis and treatment; and provides guidance to men, HCPs, policy makers and women as gatekeepers to the home on the role they can play to prevent and control osteoporosis. The report can be shared with government representatives, HCPs, policy makers and the media to highlight the urgent need to invest in the bone health of men and osteoporosis more broadly.

Infographic with key statistics on osteoporosis in men

This infographic highlights key statistics to draw attention to the problem of osteoporosis in men. It can be displayed on your website, social media sites, or blog; in addition you can print out a large version of the infographic to showcase at your event. You may also want to share it with your media contacts and use it in your advocacy efforts.

Campaign videos

A series of campaign videos will be released in the run up to WOD these will be centred on delivering messages in a fun and interesting way. You can link to them directly through your social media platforms and website. CNS member organizations will be provided with the video files so that they can dub/translate/edit it or use in their local markets.
Interactive events map

Give global visibility to your events by adding them to the WOD online map of events and activities. By sharing the information on www.worldosteoporosisday.org/events you will give global exposure to your local initiatives. The site is visited by the media, individuals and organizations so this is a great place to let the world know what you have planned, no matter how big or small.

Press releases and media fact sheets

Two press releases will be distributed on a global level for WOD 2014. The first will help to officially launch the thematic report approximately two weeks before WOD. The second will be released on the day itself — October 20 — and will focus on the results of a survey commissioned to establish awareness levels around men’s risk of osteoporosis. It will be carried out in countries across geographies: Europe, Latin America, Asia, and the Middle East & Africa and given that the survey will be performed in the regions where our local offices are based the regional offices and our CNS can leverage the story and use the data, so that we can have a truly global impact.

CNS member organizations will be provided with template press releases and media fact sheets for adaptation to make them relevant for their local and national media. They can also choose to add information about their events and other activities, and to add quotes from their organization’s spokespeople. Non-CNS members are not provided with the template versions but are free to use the global “ready to use” press releases for their on- and off-line media efforts.

Social media and website tools

Twitter

Tweets will be posted in the lead up to and on WOD www.twitter.com/iofbonehealth. Follow our page and retweet our messages, we will also retweet yours where appropriate, so please ensure you use our twitter handle @iofbonehealth.

The main hashtag we will use for WOD is #LoveYourBones however, other relevant topic hashtags are listed in the tweet bubble on the next page.
FACEBOOK

Like the facebook.com/worldosteporosisday page and follow the campaign daily as well as share our posts. We will profile events and activities that are being planned around the world through this platform so please ensure you let us know what you are organizing through the interactive events map. A Love your Bones profile image will be prepared for this year’s campaign and you can show your support for the global movement by posting this on your profile in celebration of WOD and encourage your network to do so too.

#LoveYourBones #Bone #Fracture
#WorldOsteoporosisDay #Nutrition #Prevention
#RealMen #Musculoskeletal #FRAX
#Osteoporosis #Calcium #Exercise
#CaptureTheFracture #VitaminD #StrongBones

YOUTUBE

IOF channel youtube.com/iofbonehealth showcases campaign-related videos that you can disseminate through your own networks. Visit the channel to view the videos and also send your videos to info@iofbonehealth.org so that we can profile these too.

WEBSITE VISIBILITY

A comprehensive campaign website that you can link to from your own sites is available through www.worldosteporosisday.org. We will also provide you with campaign banners that you can post on your sites to show your support for WOD.
Love Your Bones

Promote Love Your Bones — the global symbol for bone health — in your local WOD promotional material, activities and communications. Make the symbol a key component of your initiatives, it is currently available in multiple languages and if you don’t see your local language, please send us a translation of the text and we will forward you the symbol in your language to info@iofbonehealth.org

There are many ways in which the symbol can be used for WOD. It can be incorporated into promotional elements — banners, t-shirts, balloons, giveaways, emails, letterheads and press releases. It can also be promoted by your local ambassadors, celebrities or personalities such as professional athletes who can wear the “Love Your Bones” symbol on their clothing or equipment. Share your photographs of local personalities so that we can add them to our global campaign photo albums and help give visibility to your efforts. We also encourage you to nominate them as Love Your Bones Champions (see below).

Please send us photos of any of your merchandising material so that you can help to inspire others info@iofbonehealth.org

Love Your Bones Champions

Love Your Bones Champions are individuals that are active in promoting the osteoporosis cause or are advocates for good bone health by inspiring, engaging, motivating and leading others to take steps towards adopting a bone healthy lifestyle.

Our first six Champions are our inspirational Women of Steel identified through WOD 2013. All Champions are profiled on a dedicated page on www.worldosteoporosisd.org

All celebrity advocates helping to support our cause will be featured here too. Please send your nominations with a description (300–400 words) on why the person should be a Love Your Bones Champion with a photograph (300 dpi) to info@iofbonehealth.org and please put ‘LYB Champion’ in the subject header.
How can you involve women with this campaign?

Women are often seen as gatekeepers to the home and inevitably their family’s health, and are a key target audience for the 2014 WOD campaign. They can be used as a vehicle to educate the ‘Real Men’ in their lives on the importance of living a bone-healthy lifestyle and in the process be educated on their own risk.

WOMEN AND SOCIAL MEDIA

Research shows 56% of social media users are women (58% on Facebook and 64% on Twitter). These are all platforms that can be leveraged to engage women with key WOD messages and tools. You can play on the pride that women feel for their ‘Real Men’ and get them to question whether their men are as strong on the inside as they are on the outside. Direct them to the IOF One-Minute Risk Test and encourage them to share it with their loved ones to help protect their bone health by identifying whether or not they are at risk and the actions they can take to reduce it.

Women need to be reminded that an important part of maintaining their family’s health and wellbeing is for them to #LoveYourBones too. So they can continue doing the things that they enjoy doing together for longer hence ensuring a good quality of life for the whole family unit.

WOMEN AT EVENTS

When planning your local event ensure that there are messages targeted specifically at women and the important role they play in maintaining the bone health of their family.

Engaging sports personalities

Sports personalities are inspirational role models to many people and engaging them with your WOD initiatives can be an excellent way to build awareness for your activities and events. In fact, studies have shown that playing tennis increases bone mineral density and bone strength in the playing arm so bone loss is prevented. Scientists have concluded that this advantage may, in turn, be crucial in the prevention of osteoporotic fractures in later life. Reach out to your national tennis players or well-known sports personalities in your country to encourage them to become Love Your Bones Champions by getting involved with WOD. A template letter is provided in Appendix 2 for you to adapt and use as appropriate, together with suggestions on their level of involvement.

Wear White for World Osteoporosis Day

If you are organizing a WOD event, encourage participants to wear white for better bone health. The power of dressing in a uniform colour is that it helps to show solidarity to the cause and give a strong visual presence to your event.

If you want to organize an event in the workplace request support from the human resources, communications or PR department and encourage other staff to take part.
Ask your friends, family and social media followers to support your efforts by wearing white too. Take photos of your event and submit your “Wear White for WOD” images to www.worldosteoporosisday.org or share via facebook.com/worldosteoporosisday

**Align your plans with World Osteoporosis Day**

Are you planning an event between September-November? Will you be releasing a new publication or data? Do you have any other important announcements scheduled for that period? Why not leverage WOD for your event, release your news/publication or make your announcement? It will simultaneously have a larger impact and raise awareness for the campaign.

**Advocate for bone-healthy policies**

As an internationally recognized campaign, WOD provides an excellent opportunity for you to take action towards reducing the osteoporosis burden by advocating for bone-healthy policies at the local, national, regional and international levels. Activities that raise awareness about the risk of osteoporosis are vital to the success of the campaign. However their impact can be significantly heightened if accompanied by changes at the policy level that facilitate bone-healthy living. We invite you to use WOD as a platform to advocate for policies that create health-promoting environments within your community and region.

Advocacy makes awareness-raising action-oriented. When advocating on behalf of osteoporosis and other bone, muscle and joint disorders you are raising awareness of the burden and presenting policy-based solutions to those key people who have the power to make changes that will affect the cause.

In preparation for WOD and on the actual day itself you could:

- **CONTACT YOUR LOCAL AND/OR NATIONAL POLITICIANS AND DECISION MAKERS**
  
  Reaching out through email, phone, or a letter, is a fundamental first step to get them involved in awareness raising and advocacy. Share the WOD Thematic Report and refer them to the section on ‘Guidance for policy makers’ or distribute the supporting fact sheets.

- **ORGANIZE A WOD EVENT AND INVITE GOVERNMENT OFFICIALS**

  Invite officials to your activities and highlight their role in helping to reduce the osteoporosis burden:

  1) Give them information on Fracture Liaison Services, which systematically identify and offer treatment to patients with osteoporotic fractures to prevent secondary fractures

  2) Talk about national clinical guidelines — do you have them?

  3) Lobby for access to osteoporosis treatments and reimbursement mechanisms
• **START A PETITION AND COLLECT SIGNATURES**

Whether it is calling for bone-healthy food in school cafeterias or advocating for access to medicines, a petition can be an effective way of educating the public on your specific policy goals. Celebrate by sharing this petition with the public and government representatives on WOD.

• **VOLUNTEER TO MAKE A PRESENTATION IN YOUR COMMUNITY**

Policy changes require public support and no public outreach is too small to get individuals interested in your cause. If you are an organization/individual focused on bone, muscle and joint health take the opportunity to celebrate WOD by sharing your knowledge and experience in promoting bone health through giving a presentation at a local school, hospital, community centre etc., and invite your government official.
Here’s how

The success of WOD is dependent on the collaborative actions of a number of stakeholders and you can make a difference no matter how big or small your involvement is.

Help us spread the message.

What can you do?

- General public
- Employers
- Corporate partners
- Health-care professionals
- Media
General public

Spread the word through your social media channels

Like facebook.com/worldosteoporosisday and share our posts with your contacts, friends and family. A Love Your Bones profile image will be prepared for this year’s campaign and you can show your support for the global movement by posting this on your profile in celebration of WOD and encourage your network to do so too. If you have personal Twitter accounts please share/retweet our messages twitter.com/iofbonehealth. A number of hashtags are also provided in the “Social media and website” section of this toolkit that you can use in the run up to and during WOD.

Educate yourself and others

Read the WOD patient material and make yourself aware of your personal risk factors for osteoporosis. You can take the IOF One-Minute Risk Test to determine your risk and if you are in any doubt please speak to your healthcare professional. Encourage your loved ones to do the same.

Invite your family around for a bone-healthy meal or organize some physical activity

Why not celebrate WOD at home with your friends and family, you can use recipes available on the IOF website to cook them a bone-healthy meal. Alternatively you could organize a family sports event or go on a Love Your Bones walk together.

Women as gatekeepers to the home

Women are often seen as gatekeepers to the home and inevitably their family’s health. Ladies, use WOD as a vehicle to educate the ‘Real Men’ in your lives on the importance of living a bone-healthy lifestyle and in the process get to know your own risk.

Women are typically the ones in the household who make the purchasing and preparation decisions related to food. As the home’s gatekeeper you have the biggest food influence in the lives of your children as well as in the life of your spouse or partner hence impacting on your family’s overall nutrition. Therefore we call on women to help men “Build their strength from within” by ensuring the foods they cook are rich in calcium, vitamin D and other bone-friendly nutrients. If your children take a packed lunch to school include bone-healthy options in celebration of WOD. Please refer to the IOF bone-friendly recipes and cook a bone-healthy meal for your family, you could even involve the next generation of bone advocates — children — in the cooking process hence educating them on the importance of eating well too.

Get involved with local activities

Check out our worldwide map of activities at www.worldosteoporosisday.org/events and see what local events are happening in your country and how you can get involved.
EMPLOYERS use World Osteoporosis Day to launch or highlight your workplace-wellness programme

Research by the World Economic Forum suggests that wellness programmes are an extremely powerful tool that can play a significant role in employee engagement, organizational productivity, talent retention and creativity and innovation. It can also decrease health-care costs, while increasing the personal well-being and morale of individual employees. National governments as well as international and regional bodies are realizing the potential of workplace wellness, and in recent years have implemented initiatives to encourage businesses to introduce appropriate programmes to promote wellness among employees.

Most of us spend over half our waking hours at work therefore, the workplace is an ideal place to promote bone-healthy living. Use WOD as an opportunity to launch, support or strengthen local initiatives to create healthy workplaces.

Health days

Eating a balanced diet, that includes calcium, vitamin D, protein and other nutrients 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. These days can be used as an opportunity to inform employees of the importance of making the correct choices when selecting their meals.

What can you do?

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 government recommendations. Provide employees with recipes on how to make their own home-made healthy lunches. Promote these recipes on a company intranet.

LABEL YOUR MEAL OPTIONS

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. Alternatively the food choices available could be colour-coded or ranked in order to highlight the bone-healthiest options.
Workplace-wellness engagement ideas

A summary of potential workplace-wellness engagement ideas that can be implemented are given below. Some of the suggestions can be used as one-off concepts that could be implemented on WOD and others can be used as ideas for longer-term activation. We encourage you to share your activities through social media and online challenges. You can also submit your activities to us, and we can share these through our website and social media channels www.worldosteoporosisday.org/events

Awareness days

For employees to realize the benefits of workplace wellness, it is important to raise awareness about their risk of osteoporosis, and also the steps that they can take to reduce their risk. Following the awareness days you can schedule follow-up activities to maximize this increased awareness and interest in taking steps to control bone health.

What can you do?

ORGANIZE A LUNCH DATE WITH A DIETICIAN

Invite a dietician to speak to employees about the importance of leading a bone-healthy life and making informed meal choices.

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 control of osteoporosis to your employees. Get them to take the IOF One-Minute Risk Test.

Get your employees moving

Besides maintaining bone strength, the main goal of exercise is to increase muscle mass in order to improve muscle function and to maintain good balance and strength. Weak muscles and poor balance can contribute to falls and fractures. Increasingly sedentary lifestyles and more time spent in front of computers and less active outdoor pursuits will all impact on the bone health of future generations. Encourage your employees to get active and provide them with opportunities to do so in celebration of WOD.

What can you do?

BAN LIFTS AND ENCOURAGE EMPLOYEES TO TAKE THE STAIRS

Why not stick an ‘Out of Order in celebration of World Osteoporosis Day’ poster on the lift/elevator that educates them on why it is important to get at least 30 minutes of physical activity daily. Regular weight-bearing exercise is great for building strong bones.
IMPLEMENT A GYM DAY

A day can be set aside on which employees are encouraged to schedule a visit to the gym – whether that be before work, during a lunch break or after work.

ORGANIZE A PERSONAL TRAINER SESSION

You can invite a personal trainer or fitness expert to talk to employees about the importance of exercise, as well as showing how simple but effective weight bearing and muscle strengthening exercises can be done at your desk or during a short break.

PLAN LOVE YOUR BONES WALKS

Coordinate a lunchtime walk for employees encouraging them to leave the office and get some exercise. If the sun is shining it will also help them get their vitamin D.

Create a wellness committee

Encourage employees to take charge of their health by organizing their own committee to develop activities suitable to their work environment. They can work with the human resources department, where possible.

What can you do?

SHARE YOUR ACTIVITIES THROUGH THE ONLINE COMMUNITY

You can choose to film and photograph your company’s ‘work challenges’ and your most creative work exercises, and submit these to info@iofbonehealth.org to share on YouTube and the WOD Facebook page. You can also share these videos and photographs through your company’s intranet and internal newsletter. Use awards to encourage participation.

“We as employers get a good return on investment from health; for every US$1, we can get up to US$6 back”

Margaret Chan, Director-General, World Health Organization (WHO), Geneva
Official World Osteoporosis Day Partners

Our Official WOD Partners play a key role to help us increase the awareness of bone, muscle and joint health among their key stakeholders. As an ‘Official World Osteoporosis Day Partner’, you are recognized as a partner of choice for the campaign among IOF member societies, health-care professionals, patients, policymakers and other stakeholders worldwide. In this role, you are one of the driving forces of the campaign in your communities and have unique opportunities to work with IOF and communicate bone health messages.

What can you do?

▪ Use a specially designed logo identifying you as an ‘Official World Osteoporosis Day Partner’ in your communications during the year of support.

▪ Utilize a World Osteoporosis Day boiler plate in your external communications.

▪ Reproduce and distribute WOD materials, including the WOD logo, the official partner logo, the posters and other tools.

▪ Access the media kits and other support materials to prepare your WOD communications. You are supported by the WOD communications team for the review of your WOD press release and other communication tools.

▪ Access the WOD design files to facilitate and develop aligned materials.

▪ Organize a variety of WOD-related activities involving IOF senior staff and KOLs, IOF national societies, your employees, the wider bone, joint and muscle health community and the general public (refer to ‘Employers’ section).
Health-care professionals take action to protect the bone health of your patients

HCPs have an important role to play in the maintenance of good bone health of their patients as well as identifying those at risk. The burden placed on HCPs and their budgets however, can be immense with conflicting disease priorities to address. The good news is that there are a number of proven cost-effective solutions HCPs can implement to safeguard the bone health of their patients as well as their budgets. WOD is an ideal platform to leverage for this and is scalable depending on resources available and capacity.

What can you do?

**KEEP UP TO DATE WITH TREATMENT GUIDELINES**

Read the WOD Thematic Report which has a guidance section for HCPs and advises on the prevention, diagnosis and available treatment options for men. There are also a broad range of resources available on www.iofbonehealth.org

**CAPTURE THE FrACTURE**

People who suffer a fragility fracture are unfortunately not being evaluated and/or treated for underlying osteoporosis, but men are actually less likely to get evaluated and/or treated than women. Men are also more likely than women to become disabled or die from an osteoporosis related bone break. Next time you see a patient with a fracture – especially one aged over 50 years – question the underlying cause and where appropriate test for osteoporosis. This will help prevent the fracture cascade.

The proven solution to close the secondary prevention care gap is to establish a Fracture Liaison Service (FLS). FLS aid HCPs to identify a patient who has had a first fracture, test for osteoporosis and provide the necessary treatment to prevent subsequent fractures.

Read more about ‘Capture the Fracture’ and how to implement a FLS; submit your existing FLS for global recognition; and join the worldwide map of best practice: www.capturethefracture.org

**USE THE FRAX® TOOL TO MEASURE YOUR PATIENTS RISK**

FRAX® is a simple calculation tool that integrates clinical information in a quantitative manner to predict a 10-year probability of major osteoporotic fracture for both women and men in different countries. The tool assists primary health-care providers to better target people in need of intervention, improving the allocation of health-care resources towards patients most likely to benefit from treatment. FRAX® is available as:

- Free online calculator at www.shef.ac.uk/FRAX
- Desktop application http://www.who-frax.org/
**EDUCATE PATIENTS ON THE IMPORTANCE OF LIVING BONE-HEALTHY LIFESTYLES**

Make your patients aware of the importance of nutrition, exercise and maintaining appropriate treatment to help them manage their osteoporosis more effectively.

**REFER YOUR PATIENTS TO OSTEOLINK**

If your osteoporosis patients or their friends and family want to connect with others who are in a similar situation, to share their experiences or seek advice, inform them about the online forum OsteoLink. Currently available in English, German, Greek and Swedish further language options will be added including Spanish and French.

**BUILD AWARENESS BY DISSEMINATING THE WORLD OSTEOPOROSIS DAY MATERIAL**

- Print off the posters and patient brochures and make them available in your waiting rooms and surgeries.
- Set up an information stand in your clinic dedicated to osteoporosis, and carry out FRAX assessments.
- Organize a workshop or symposium dedicated to osteoporosis for allied health professionals in your hospitals on WOD.
Media: mark your calendars for World Osteoporosis Day on October 20, 2014

Whether you work on-line, off-line and are a journalist, blogger, avid tweeter, scientific writer, work for a magazine, newspaper, scientific publication or the broadcast media you are a key partner in helping us to raise awareness of osteoporosis.

What stories and material can you expect from IOF?

PRESS RELEASES AND MEDIA FACT SHEETS

Two press releases will distributed:

1) **Two weeks before Word Osteoporosis Day:** a technical report – written by leading experts in the field – which highlights the worldwide burden of Osteoporosis in Men will be launched. Ten years on since the last report on men was published it will highlight what has changed, key facts and figures and the challenges still ahead.

2) **October 20:** new results of a multi-country survey commissioned to assess awareness levels around men’s risk of osteoporosis will be released. Data from countries across geographies: Europe, Latin America, Asia, and the Middle East & Africa will be available so that you can compile league tables or highlight the trends that emerged across different settings.

MULTIMEDIA TO SUPPORT YOUR ARTICLES

You will also be provided with media backgrounders, quotes, fact sheets, an infographic and a case study to help you when writing up your stories and make them as compelling as possible.

Please consider the dates above and add them into your editorial calendars so that you can highlight the news or include feature stories around WOD. IOF communications team will be happy to provide you with any additional information or connect you with leading experts in the field for interviews.

Contact [cjagait@iofbonehealth.org](mailto:cjagait@iofbonehealth.org) for any media enquiries or to arrange interviews with spokespeople.

**Look after your own bone health**

Read sections of this toolkit - dedicated to the General public and Employers – so that you can identify your own risk and take preventative action, as well as see how your workplace can potentially support you.
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The World Osteoporosis Day 2014 material is available for use under specific conditions:

- The campaign material, Love Your Bones and WOD itself cannot be used in connection with the sale of products or for the promotion of a company. 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.

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- IOF offers global official WOD partners access to campaign resources (report, posters) and they can access design files and print from there. Official WOD partners are granted the right to use, publish, distribute and disseminate these resources for educational purposes and not in association with direct product promotion. Content may be modified to remove other sponsor logos only. It is prohibited to make commercial use of IOF resources, in whole or in part, without prior permission.

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

- If you have any questions concerning rights to use the WOD or Love Your Bones icon, please contact info@iofbonehealth.org
# Appendix 1 Tentative timeline of material availability

<table>
<thead>
<tr>
<th>Material type</th>
<th>Month available</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>POSTERS</strong></td>
<td></td>
</tr>
<tr>
<td>English, Spanish, Arabic, Chinese</td>
<td>June</td>
</tr>
<tr>
<td>Other language translations</td>
<td>July onwards</td>
</tr>
<tr>
<td><strong>BROCHURE FOR THE GENERAL PUBLIC</strong></td>
<td></td>
</tr>
<tr>
<td>English</td>
<td>June</td>
</tr>
<tr>
<td>Other language translations</td>
<td>July onwards</td>
</tr>
<tr>
<td><strong>INFOGRAPHIC</strong></td>
<td></td>
</tr>
<tr>
<td>English</td>
<td>July</td>
</tr>
<tr>
<td>Other language translations</td>
<td>August onwards</td>
</tr>
<tr>
<td><strong>FACEBOOK: LOVE YOUR BONES PROFILE IMAGE</strong></td>
<td></td>
</tr>
<tr>
<td>English</td>
<td>July</td>
</tr>
<tr>
<td><strong>SERIES OF CAMPAIGN VIDEOS</strong></td>
<td></td>
</tr>
<tr>
<td>English</td>
<td>July onwards</td>
</tr>
<tr>
<td><strong>PRESS RELEASES AND SUPPORTING MATERIAL</strong></td>
<td></td>
</tr>
<tr>
<td>English, Spanish, Chinese, Arabic</td>
<td>October</td>
</tr>
<tr>
<td><strong>THEMATIC REPORT</strong></td>
<td></td>
</tr>
<tr>
<td>All languages</td>
<td>October</td>
</tr>
</tbody>
</table>

Other language translations include: Arabic, Chinese, English, French, German, Italian, Portuguese, Russian and Spanish
Appendix 2 Template letter for tennis players/sports personalities

Dear [add name of local tennis personality],

Osteoporosis is a disease in which bones become fragile and weak, leading to an increased risk of fractures. It is a silent and devastating disease that can lead to pain, severe disability and premature death. Around the world up to 1 in 3 women and 1 in 5 men over the age of 50 will suffer an osteoporotic fracture. In fact, a bone will break every 3 seconds because of osteoporosis.

But there is hope and the [add the name of your organization] works to educate people that by exercising regularly and playing sports such as tennis they can reduce their risk. This combined with eating a bone healthy diet and avoiding negative lifestyle habits can have a positive impact on their health. These are in effect the same principles adopted by professional sportsmen such as you.

But our challenge is getting the message heard on a large scale which is why we are reaching out to you. Did you know that elite tennis players have 30% higher bone density and strength in their playing arm compared to the other? Scientists have concluded that this advantage may, in turn, be crucial in the prevention of osteoporotic fractures in later life. We need role models like you to help deliver our messages as people listen to those they admire.

We would like you to become a “Love Your Bones Champion”, so that we can make a big impact together. We appreciate the demands on your time therefore, your level of involvement can of course be scaled up or down according to your availability.

Outlined below are a few examples of what your engagement could look like.

Love your bones Champion: How we can work together to raise the profile of osteoporosis and you as a role model [adapt this section according to the capacity and conditions provided by your organization]

World Osteoporosis Day – October 20

The theme this year is Osteoporosis in Men – the last time men were the focus area was 10-years ago so it is a landmark year, which will be leveraged for extensive media and public outreach.

- Provide us with a quote for our press release – or we can draft one for your approval – in support of the campaign and promoting the benefits of physical activity
- Become the face of our campaign: our team will arrange a photo shoot with you and create a poster that will be distributed for use in our campaign
- Shoot a 10-second video clip that helps deliver the campaign messages and will be distributed widely through social media and our media activities
- Attend our World Osteoporosis Day event and help give visibility to the cause and why you are supporting it

All material will be subject to your approval beforehand and we will promote you as a Love Your Bones Champion through our website and social media platforms as well as that of the International Osteoporosis Foundation, who organizes the global campaign and disseminates through its 200 member organizations worldwide.

We would be pleased to meet with you at a convenient time to discuss how we can work together for mutual benefit. You can find out more about [add the name of your organization] ([add website address]) and World Osteoporosis Day (www.worldosteoporosisday.org) through the links provided.

We hope that you will take us up on our offer of becoming a Love Your Bones Champion.

Yours sincerely,
For further information about osteoporosis, consult your local osteoporosis patient or medical organization. You can find a list on www.iofbonehealth.org.

Information is also available on the World Osteoporosis Day website www.worldosteoporosisday.org.