

[www.worldosteoporosisday.org](http://www.worldosteoporosisday.org)

# LOVE YOUR BONES

## Protect your future



# World Osteoporosis 2016

## Campaign toolkit



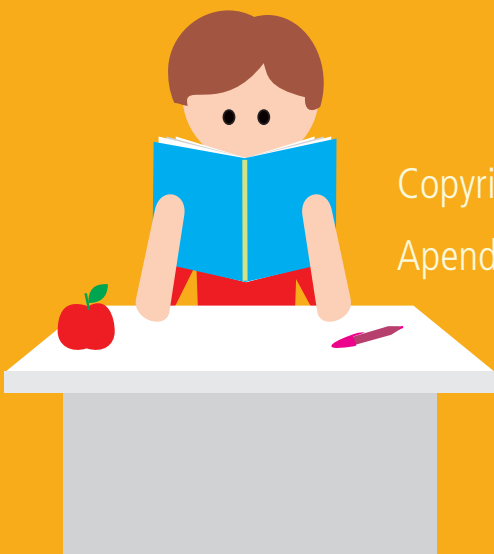
International Osteoporosis  
Foundation

WorldOsteoporosisDay  
October20



# Table of contents

Background _____	3
Quick osteoporosis facts	4
The campaign _____	5
Campaign objectives & Key messages	7
Get involved _____	8
Material and resources	8
Social media guide _____	11
Ideas to inspire _____	16
Love Your Bones	16
Align your plans	18
Wear white on WOD	18
Reach out to decision makers	19
Celebrate with us _____	21
IOF Committee of National societies	21
General public	22
Employers	23
Health-care professionals	24
Media	26
Copyright & permissions _____	27
Apendix1: Timeline _____	28



# Background

## What is World Osteoporosis Day?

World Osteoporosis Day (WOD), marked on October 20 each year, is a nine-month long campaign dedicated to raising global awareness of the prevention, diagnosis and treatment of osteoporosis and metabolic bone disease. It aims to put bone, muscle and joint health on the global health agenda and reaches out to health-care professionals, the media, policy makers and the public at large.

The global campaign has been organized by the International Osteoporosis Foundation (IOF) since 1997. IOF develops the campaign strategy, messaging and toolkit material, which is then rolled out through its over 234 member organizations - comprised of national osteoporosis patient, medical and research societies - in more than 99 countries.

WorldOsteoporosisDay  
October20

LOVE YOUR  
BONES

## Why is WOD so 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 other musculoskeletal diseases, and the actions that can be taken to prevent and treat them. HCPs, medical authorities, individuals and policy makers all have a role to play in helping to reduce the disease burden.

## Campaign toolkit

This toolkit provides resources and outlines the actions that can be taken by each stakeholder involved in the global fight against osteoporosis. WOD is an opportunity to coordinate global and local efforts, and to work together to make as much noise as possible on and around October 20. Uniting our efforts, we can help make bone, muscle and joint diseases a worldwide health priority issue.

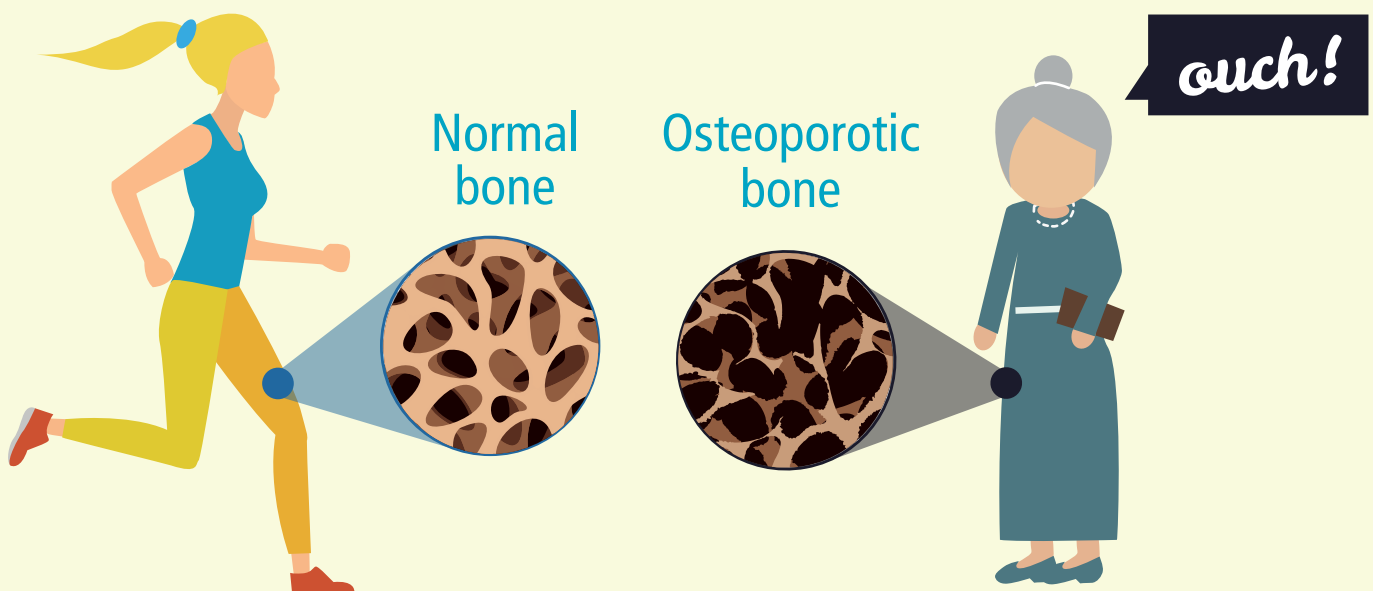
We encourage you to take this material, translate it where necessary and disseminate it through your networks.

# Quick osteoporosis facts

1. Over 200 million people worldwide are affected.
2. Approximately one in three women and one in five men over the age of 50 will break a bone due to osteoporosis.
3. An osteoporotic fracture occurs every three seconds.
4. A prior fracture is associated with an 86% increased risk of any fracture.
5. Hip fractures cause the greatest morbidity with reported mortality rates up to 20-24% in the first year after a hip fracture.
6. 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<sup>1</sup>.
7. The majority of fragility fracture patients are neither assessed, nor treated by their health-care system hence there is failure to 'Capture the Fracture' and reduce risk.
8. By 2050, the worldwide incidence of hip fracture in men is projected to increase by 310% and 240% in women.
9. Hip fractures can cause loss of function and independence with: 40% unable to walk independently; 60% requiring assistance a year later; 33% being totally dependent on or in a nursing home in the year following a hip fracture.
10. Urbanization and ageing populations are driving rapid increases in the osteoporosis disease burden.

## Reference

<sup>1</sup>. Hernlund, E, Svedbom, A, Ivergård, M, Compston, J, Cooper, C, Stenmark, J, McCloskey, E V, Jönsson B, & Kanis, JA 2013, "Osteoporosis in the European Union: medical management, epidemiology and economic burden", Arch Osteoporos, vol. 8, no. 136.



# The campaign

## LOVE YOUR BONES Protect your future

### A long term overarching theme:

An integrated, overarching campaign theme has been determined to span over a 3 year period. For the subsequent three years, each annual campaign will ladder up to this one overarching theme of 'Love Your Bones: Protect Your Future.'

**Broken bones due to osteoporosis are a serious concern worldwide. Millions of mostly older adults suffer osteoporosis-related fractures each year. Such fractures, particularly of the hip and spine, too often lead to a cycle of more fractures that result in chronic pain, immobility, and long-term disability. Without early diagnosis and treatment, patients may face a future of severely reduced quality of life, loss of physical independence and premature death.**

### 2016 Edition

The 2016 World Osteoporosis Day campaign calls on the general public to take early action to protect their bone and muscle health, in order to enjoy a good quality of life and independence in the future. Similarly, it calls on health authorities and physicians to protect their communities' bone health. Despite the many effective treatment options, osteoporosis often remains undiagnosed and undertreated. By 'closing the care gap' through timely assessment and treatment, health professionals, government health authorities, clinics and hospitals can work together to reduce the human and socioeconomic burden of fragility fractures



# The campaign

## What steps can you take to protect your bones – and your future quality of life?

Is osteoporosis an unavoidable threat? The answer is no! Although bone loss can be accelerated by some conditions out of your control (such as family history), there are steps everyone can take to prevent and fight this 'silent' disease.

As highlighted in last year's WOD campaign, lifestyle factors such as good nutrition and regular weight-bearing exercise are very important ways to protect bone and muscle health at all ages. However, for some, lifestyle measures alone will not be enough to help prevent osteoporosis and fractures. That's why it is important that people recognize their personal risk factors for osteoporosis and talk to their doctors to seek early diagnosis and appropriate pharmaceutical treatment if required. Anyone at high risk must take advantage of all available measures to significantly reduce the likelihood of future debilitating fractures.



## Campaign objectives

- Promote worldwide awareness of osteoporosis and the heavy toll the disease can take on an individual's future if left undiagnosed and untreated.
- Educate the public about the specific risk factors that increase the risk of osteoporosis and fractures.
- Encourage individuals who have risk factors, including first fractures, to seek testing and treatment if required in order to protect their longer term future.
- Advocate for preventive care worldwide: enable healthcare professionals and health authorities to close the persistent 'care gap' by addressing critical issues such as under-diagnosis and under-treatment, lack of Fracture Liaison Services to systematically identify and treat high risk patients, and address poor adherence to treatment.

# Key messages

## For the general public:

### 1 Understand your risk

- Take the IOF One-Minute Osteoporosis Risk Test to recognize whether you may have personal risk factors for osteoporosis and fractures.
- If you have risk factors talk to your doctor about your bone health. A first step is often to take a fracture risk assessment (e.g. FRAX), and depending on your risk factors you may also be advised to have a bone mineral density test.
- Almost half of the patients who are treated in hospital for a hip fracture have had a previous fracture of some kind. That first fracture was a warning sign! If you've had a first fracture after the age of 50 you must have testing and preventive care.

### 2 Be proactive

- Protect your bone health to protect your future! Strong bones and muscles will keep you active and mobile, so that you can enjoy independence and good quality of life during older age.
- Bone-healthy nutrition together with weight-bearing and muscle strengthening exercise are both important ways to help prevent osteoporosis and reduce your risk of falls and fractures.
- For patients at high risk, lifestyle changes alone are not enough to significantly reduce fracture risk.

### 3 Adherence to treatment

- Today, there are more medical options than ever before, with effective new therapies that can reduce the risk of fracture by as much as 30-70%. If medication is prescribed, you should adhere to your treatment. If you are having trouble taking your medication, talk to your doctor about your concerns.

## For healthcare professionals

### 4 Identify risk factors

- Consider bone health assessment for patients aged 50 and over, men aged 70 and over, or for anyone younger with osteoporosis risk factors. A Fracture Risk Assessment (e.g. FRAX) is an important first step in identifying patients who need further assessment and possibly treatment.
- A patient aged 50 years and over who has sustained a first fragility fracture is at twice the risk of sustaining another compared to a person who has not fractured.

### 5 Close the care gap

- Patients aged 50 and over who have sustained a fragility fracture must be identified, assessed, and treated appropriately in order to help prevent further fractures and falls.
- Over 80% of fracture patients are never offered screening and/or treatment for osteoporosis, despite the fact that there are effective medications that can reduce fracture risk by as much as 30–70 %.
- Fracture Liaison Services (FLS) are coordinator-based, secondary fracture prevention services implemented by health care systems for the treatment of osteoporotic patients. If your clinic or hospital does not have an FLS, learn how one can be implemented by visiting [www.capturethefracture.org](http://www.capturethefracture.org)

# Get involved

WOD is a truly global event and relies on the efforts of our member and non-member organizations, employers, HCPs, corporate partners, individuals 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 outlines educational material, resources, key facts, statistics, and promotional ideas that can be adapted locally so that the osteoporosis community truly speaks with a unified voice on the theme of bone protection and muscle health.



WOD 2015 CELEBRATIONS IN PORTUGAL

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 a free IOF membership [www.iofbonehealth.org/become-member](http://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): [www.iofbonehealth.org/join-cns-community](http://www.iofbonehealth.org/join-cns-community)

## Material and resources

Core WOD campaign materials will be available in Arabic, Chinese, English, French, German, Italian, Portuguese, Russian and Spanish. We do make materials available in various languages but would like resources to be accessible to even more people. If you can help to translate the material into additional languages please contact [info@iofbonehealth.org](mailto:info@iofbonehealth.org)

IOF CNS member organizations will have exclusive access to the artwork for all printed materials so that they can add their logos, translate the material and customise to meet local needs. Non CNS member organizations will have access to the high-quality final print-ready files only, and low-resolution versions are available to everyone. Please see Appendix 1 for the timeline of material availability.



# Get involved

## Posters

Four campaign posters have been developed to generate public awareness on the theme of bone protection. Posters can be used individually or together, and can be displayed in printed and digital formats.



## Brochure and fact sheets for the general public

The brochure entitled ***Love your bones: protect your future*** provides information on how to ensure effective bone and muscle health. It can be used in both digital and printed formats for dissemination at local WOD events, positioned in hospital waiting rooms, doctor's surgeries, workplaces, and other relevant locations.

## WOD thematic report

This detailed technical report targets HCPs and policy makers, and is authored by leading experts in the field. It focuses on ten key care gaps, and provides evidence to help HCPs to close the gaps' through timely assessment and treatment in order to reduce the human and socioeconomic burden of fragility fractures. The report also serves as an advocacy tool targeted to government representatives, HCPs, policy makers, providing arguments as to why, given ageing populations, governments need to prioritize bone, muscle and joint diseases to avoid a negative impact on their economies and the quality of life of their citizens.



## Infographic with key facts and statistics on bone and muscle protection

An infographic with easily digestible data and statistics to help support your awareness-raising efforts will be produced and can be displayed on your website, social media sites, and blogs. You can also print out a large version to showcase at your event or use as a pull up or panel on your exhibition booths and may also want to share it with your media contacts and use it in your advocacy efforts.

## Risk test

There is a current need to update the existing on line version of the risk test but this is dependent on potential support. We are working to update the number of translated versions, in order to increase the number of languages available from 11 languages to 30.

## Campaign video

A campaign video will be released in the run up to WOD delivering bone protection messages in a fun and captivating way. You can link to it directly on social media platforms and local websites. CNS member

# Get involved

organizations will be provided with the video files so that they can adapt and edit appropriately for local market utilisation.

## 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](http://www.worldosteoporosisday.org/events) you will ensure global exposure to your local initiatives to key stakeholders including media, individuals, and medical organizations.

## Press releases and media fact sheets

Three global press releases will be distributed for WOD 2016:

- The first will officially announce the 2016 WOD theme in June 2016.
- The second release will present the 2016 thematic report at the beginning of October,
- A third press release will be distributed on the actual day itself - October 20 - to celebrate WOD 2016 and will focus on drawing attention to the cause by disseminating new data to peak media interest and optimize pick up.

Media are key partners in helping to spread the bone health message and as such must be armed with stories that are compelling to their readership. The strategy will focus on generating news that is of relevance across Europe, Latin America, Asia, and the Middle East & Africa so that the story can be leveraged on regional and national levels for truly global impact.

CNS member organizations will be provided with template press releases, media fact sheets, and a WOD themed video for adaptation to make them relevant to local and national media at the following times:

- June 15th – patient brochure and fact sheets
- September 15th – WOD video
- June 6th – launch release press release template (for distribution on June 13th)
- September 28th – thematic report release (for distribution on October 5th)
- October 13th – WOD day release (for distribution on October 20th)

CNS member organizations can also choose to add specific information about local events and activities, and add quotes from their organization's spokespeople. Non-CNS members are free to use the global "ready to use" press releases for media outreach.

# Social media guide

*Social media is an increasingly important tool that can help you spread your WOD messages to a large number of people in a cost-effective way. It allows you to connect more personally with your audience.*



- **Share** your reactions & opinions to events, publications, or other news and relate it to your own knowledge and experience
- **Engage** people unable to attend events by giving them live updates of key outcomes or compelling quotes
- **Join** the conversation by using the event hashtag and share your thoughts and ideas with others tweeting on the same topic
- **Release** news hot off the press instantly

# Social media guide

*Here are ways in which you can use the different social media platforms to help raise awareness on this WOD:*



## **Twitter**

---

- Follow our page and retweet our messages. We will also retweet yours where appropriate, so please ensure you use our twitter handle.



## **Facebook**

---

- Like the facebook.com/worldosteoporosisday page and follow the campaign daily as well as share our posts.
- We will profile WOD events and activities around the world organizing through the interactive events map so let us know about yours!



## **Instagram**

---

- Follow us on Instagram and tag us in your WOD pictures too!



## **E-mail**

---

- Share your pictures, and videos by e-mail to [info@iofbonehealth.org](mailto:info@iofbonehealth.org)
- We will profile events and activities that are being planned around the world



## **You Tube**

---

- Visit our YouTube channel, [www.youtube.com/iofbonehealth](http://www.youtube.com/iofbonehealth) and share the WOD videos with your social network



## **Our website**

---

- Visit our comprehensive campaign website that you can link to from your own sites: [www.worldosteoporosisday.org](http://www.worldosteoporosisday.org)

# Social media guide

## TOPIC HASHTAGS

#Adults  
#Ageing  
#Alcohol  
#Arthritis  
#Bone  
#Bones  
#Calcium  
#CaptureTheFracture  
#Children  
#Dairy  
#Exercise  
#FRAX  
#Falls

#Fracture  
#Fractures  
#Fruits  
#Health  
#Joints  
#LoveYourBones  
#Micronutrients  
#Milk  
#Muscle  
#Musculoskeletal  
#Nutrients  
#Nutrition  
#Obesity

#Osteoporosis  
#Pregnant  
#Prevention  
#Protein  
#Sarcopenia  
#Smoking  
#StrongBones  
#Tobacco  
#Treatment  
#VitaminD  
#Weight

## Website visibility



A Use this QR CODE in your materials to provide quick and easy access to the WOD website.

- [CLICK TO DOWNLOAD THE CODE.](#)

## Social media resources

A Love Your Bones profile image and cover page template are available to download on the WOD website. Show your support for the global movement by using this as your profile photo in celebration of WOD.

- [CLICK TO DOWNLOAD THE FACEBOOK HEADER](#)
- [CLICK TO DOWNLOAD THE PROFILE PICTURE](#)

# Social media guide

**IOF Twitter handle:**  
@iofbonehealth

**Event hashtags:**  
#WorldOsteoporosisDay  
#LoveYourBonesIO



## Ready-to-use Tweets:

# Is osteoporosis an unavoidable threat? No! Take steps to # protect your bone health!  
[#LoveYourBones bit.ly/10EN11M](#)

#Talk to your doctor about bone health #Take early steps to prevent the silent disease [#LoveYourBones bit.ly/10EN11M](#)

99% of 1kg of [#calcium](#) in human body resides in [#bones](#). [#LoveYourBones](#) & keep them strong by getting enough calcium, [#VitaminD](#), [#Protein](#)

[#Milk](#) & other [#dairy](#) foods are [#calcium](#) rich. Are you getting enough? Take the test <http://goo.gl/XLY2zJ> [#LoveYourBones](#)

How are you celebrating [#WorldOsteoporosisDay](#)? Eat some [#bone](#) healthy food and get some [#exercise](#) to keep your [#bones](#) stronger for longer

Low [#protein](#) intake can lead to low [#bone](#) mass & strength leaving your skeletons at risk of [#Falls](#)  
[#Fractures](#) [#LoveYourBones](#)

# Social media guide

Approx 50% **#bone** mass is accumulated during adolescence making it a critical time for bone building. Start to **#LoveYourBones** early in life

A healthy body **#weight** during childhood & adolescence leads to optimal **#bone #health**. Ensure they get enough **#calcium, #protein & #VitaminD**

Drinking >2 units of alcohol a day can increase risk of suffering a fragility **#fracture** & >4 units doubles fracture risk **#LoveYourBones**

**#Adults** keep your skeletons strong & get enough **#calcium, #VitaminD & #Protein** to stay mobile and **#fracture** free for longer **#LoveYourBones**

Aged >50 & had a previous **#Fracture**? Ask your doctor if you are at risk of **#osteoporosis** & get tested & treated **#CapturetheFracture**

Preventing **#sarcopenia** in **#seniors** is important because it lowers the risk of **#falls & fragility #fractures #WorldOsteoporosisDay**

Parents help **#children** build maximum peak **#bone** mass so they can build strong skeletons to support them in later life <http://goo.gl/vQMqM8>

**#Adults** maintain a healthy skeleton and avoid premature **#bone** loss by learning how to **#LoveYourBones** <http://goo.gl/vQMqM8>

**#Seniors** sustain mobility & independence into your old age by avoiding **#osteoporosis** risk factors and **#LoveYourBones** <http://goo.gl/vQMqM8>

# Ideas to inspire

## 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 over 15 languages and if you don't see your local language: [www.iofbonehealth.org/get-involved/love-your-bones-campaign/love-your-bones-symbol](http://www.iofbonehealth.org/get-involved/love-your-bones-campaign/love-your-bones-symbol), please send us a translation of the text and we will forward you the symbol in your language: [info@iofbonehealth.org](mailto: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. Please 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.

Some ideas of how you can integrate Love your Bones into your promotional products are given here. But please share photos of any of your material so that you can help to inspire others [info@iofbonehealth.org](mailto:info@iofbonehealth.org)

Please note, the symbol cannot be used for commercial purposes such as the promotion of products.





# Ideas to inspire

اليوم العالمي لترقق العظم  
عظامك  
20 أكتوبر

VerdensOsteoporosedag  
20.oktober  
ELSK DINE  
BEIN

DiaMundialdelaOsteoporosi  
20d'octubre  
AMA ELS TEUS  
OSSOS

روز جهانی پوکی استخوان  
به استخوانهایمان  
عشق بورزید  
20 اکتبر

世界骨质疏松日  
10月20日  
呵护你的  
骨骼

ŚwiatowyDzieńOsteoporozy  
20października  
KOCHAJ WŁASNE  
KOŚCI

InternationalOsteoporoseDag  
20.oktober  
EKSJ DINE  
KNOGLER

diaMundialdaOsteoporose  
20deoutubro  
AMA OS TEUS  
OSSOS

WorldOsteoporosisDay  
October20  
LOVE YOUR  
BONES

diaMundialdaOsteoporose  
20deoutubro  
AME SEUS  
OSSOS

MaailmanOsteoporoosipäivä  
20.lokakuuta  
RAKASTA  
LUITASI

ZiuaMondială aOsteoporozei  
Octombrie20  
IUBEȘTE-ȚI  
OASELE

JournéeMondialede l'Ostéoporose  
20octobre  
AIMEZ  
VOS OS

Всемирный ДеньОстеопороза  
20октября  
ПОЛЮБИТЕ  
ВАШИ КОСТИ

weltosteoporosetag  
20.Oktober  
LIEBE DEINE  
KNOCHEN

SvetovnidanOsteoporoze  
20.oktober  
IMEJMO RADI  
SVOJE KOSTI

Παγκόσμια Ημέρα Οστεοπόρωσης  
20οκτωβρίου  
ΑΓΑΠΗΣΕ ΤΑ  
ΚΟΚΚΑΛΑ ΣΟΥ

díaMundialdelaOsteoporosis  
20octubre  
AMA TUS  
HUESOS

GiornataMondiale dell'Osteoporosi  
20Ottobre  
AMA LE TUE  
OSSA

InternationellaOsteoporosdagen  
20oktober  
ÄLSKA  
DINA BEN

세계골다공증의날  
10월20일  
뼈사랑하세요  
당신의 뼈

# Ideas to inspire

## Align your plans with WOD

Are you planning an event between September-November? Will you be releasing a new publication, a calendar or maybe even releasing new 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.



## Wear White for WOD

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/events](http://www.worldosteoporosisday.org/events) or share via [facebook.com/worldosteoporosisday](https://facebook.com/worldosteoporosisday)

# Ideas to inspire

## Reach out to decision makers and 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 with the supporting fact sheet and customize it to include any local statistics and information.
- **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. Lobby for access to healthy food options at schools and in work canteens, osteoporosis treatments and reimbursement mechanisms
  2. Provide information on Fracture Liaison Services, which systematically identify and offer treatment to patients with osteoporotic fractures to prevent secondary fractures (educational slide set available at [www.capturethefracture.org](http://www.capturethefracture.org))
  3. Talk about national clinical guidelines if relevant



# Ideas to inspire

## ▪ **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 (SCHOOL, HOSPITAL, COMMUNITY CENTRE)**

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

## Ideas on how you could mark the day

- Find out what your local osteoporosis organization is doing on WOD and get involved
- Create your own society/patient group where one does not exist
- Perform DXA screenings to raise awareness
- Distribute WOD material amongst your networks
- Announce the implementation of a new Fracture Liaison Service at your local hospital
- Put together a media campaign to help educate people
- Publish an article on your website and link to it from your social media channels
- If you are a nurse, HCP or other health-care worker celebrate WOD within your local hospital and make people aware of how they can prevent fractures
- Organize a bone-health breakfast, lunch or dinner
- Run an educational seminar on bone-health nutrition for the general public
- Launch a social media campaign
- Organize a fundraising event
- Advocate for your government to make bone, muscle and joint health a priority and help Capture the Fracture®

# Celebrate with us

## IOF Committee of National Societies: unite in the global fight against osteoporosis

IOF relies on its over 200 member organizations worldwide to roll out WOD in their countries to help raise awareness globally. We encourage all our CNS to leverage WOD and build on the momentum of the global campaign. You are the experts within your geographies and you know what activities will work best. However, if you are looking for some inspiration you can find some suggestions below.

### What can you do?

#### **Partner with celebrities** with an interest in bone and muscle health.

You could identify individuals with a personal interest in the area or with close family member or friends impacted by osteoporosis

#### **Organize fundraising eventes** in aid of WOD, inviting local media to join to promote osteoporosis awareness.

**Advocate for bone-healthy environments** in schools and the workplace. You could encourage bone-healthy meals for WOD, or organise a group Love Your Bones walk to promote optimal bone and muscle health.

# Celebrate with us

## General public: take charge of your bone health

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?

#### **Spread the word through your social media channels.**

Like and share our posts with your contacts, friends and family. 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, through the IOF One Minute Osteoporosis Risk Test. You can take the calcium calculator to determine if you are getting enough and the actions you can take to increase your calcium levels, where necessary: [www.iofbonehealth.org/calcium-calculator](http://www.iofbonehealth.org/calcium-calculator).

#### **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 through the [www.iofbonehealth.org](http://www.iofbonehealth.org) to cook them a bone-healthy meal. Alternatively you could organize a family sports event or go on a Love Your Bones walk together.

#### **Get involved with local activities.**

Check out our worldwide map of activities and see what local events are happening in your country and how you can get involved: [www.worldosteoporosisday.org/events](http://www.worldosteoporosisday.org/events).

# Celebrate with us

## Employers: showcase or launch your workplace-wellness programmes

Wellness programmes can play a significant role in employee engagement, organizational productivity, talent retention and creativity and innovation. 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. Use WOD as an opportunity to launch, support or strengthen local initiatives to create healthy workplaces.

A summary of potential workplace-wellness engagement ideas that can be implemented are given below. 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](http://www.worldosteoporosisday.org/events)

### What can you do?

#### 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. These days can be used as an opportunity to inform employees of the importance of making the correct choices when selecting their meals. Invite a dietician to speak to employees about the importance of leading a bone-healthy life and making informed meal choices.

#### Awareness days

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.

#### 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 use the calcium calculator and speak to a professional on how they can boost their levels where necessary: [www.iofbonehealth.org/calcium-calculator](http://www.iofbonehealth.org/calcium-calculator).

#### 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. Encourage your employees to get active and provide them with opportunities to do so in celebration of WOD. Plan a Love Your Bones walk. If the sun is shining it will also help them get their vitamin D.

# Celebrate with us

## 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. There are a number of proven cost-effective solutions HCPs can implement to safeguard the bone health of their patients and this begins with ensuring that those at high-risk receive timely treatment.

### What can you do?

#### 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 them to the [www.iofbonehealth.org/calcium-calculator](http://www.iofbonehealth.org/calcium-calculator) and speak to them about the necessity of getting adequate calcium, vitamin D and other micronutrients in their diet to help them build and maintain strong bones.

Read the WOD thematic report which will be available on [www.worldosteoporosisday.org](http://www.worldosteoporosisday.org) about current care gaps and solutions in bone health.



# Celebrate with us

## 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](http://www.shef.ac.uk/FRAX)
- iPhone App <https://itunes.apple.com/us/app/frax/id847593214?ls=1&mt=8>
- Android App <https://play.google.com/store/apps/details?id=com.inkrypt.clients.iof.frax>
- Desktop application <http://www.who-frax.org/>

## Build awareness by disseminating the WOD material

- Print 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 and fracture prevention for allied health professionals in your hospitals on WOD. Highlight the importance of catching the first fracture and advocate for FLS.

# Celebrate with us

## Media: spread the word on October 20, 2015

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?

Three press releases and media fact sheets:

- 1. June 15th** – announcement of the overall WOD 2016 campaign theme, and dedicated website with key materials for download
- 2. September 28th** – thematic report issued written by leading experts in the field addressing key themes within the field of bone health
- 3. October 20th** – new data will be released on WOD so that you have a compelling story to report on. The strategy will focus on generating news that is of relevance globally but also across geographies: Europe, Latin America, Asia, and the Middle East & Africa.

You will also be provided with media backgrounders, quotes, fact sheets, infographics and a case study to help you make your stories 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: [claverty@iofbonehealth.org](mailto:claverty@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.

# 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 2016 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, 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.
- CNS members 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, publish, distribute, disseminate, transfer, digitize, these resources for educational and communication purposes. The content may be modified for local language, but must not in any manner be misrepresented.
- WOD Official Partners have access to complete campaign resources and they can access design files and print from there. 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.
- Committee of Corporate Advisor (CCA) members are granted the right to use, publish, distribute and disseminate WOD resources for educational purposes. Content must not be modified in any way. It is prohibited to make commercial use of IOF resources, in whole or in part, without prior permission. Special permission must be obtained from IOF from a non-WOD sponsor who wishes to add their company logo (and remove sponsor logos). This can only be done for internal purposes only. Any other special requests that involve adding/removing logos will be on a case-by-case basis and may incur a fee.
- 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**

## Tentative timeline of material availability

MATERIAL TYPE	MONTH AVAILABLE
<b>Posters</b>	<ul style="list-style-type: none"> <li>• April</li> </ul>
<b>Brochure for the general public and relevant factsheets about osteoporosis</b> <ul style="list-style-type: none"> <li>• English</li> <li>• Other language translations</li> </ul>	<ul style="list-style-type: none"> <li>• June</li> <li>• July onwards</li> </ul>
<b>Infographic</b> <ul style="list-style-type: none"> <li>• English</li> <li>• Other language translations</li> </ul>	<ul style="list-style-type: none"> <li>• July</li> <li>• August onwards</li> </ul>
<b>Campaign video</b> <ul style="list-style-type: none"> <li>• English</li> </ul>	<ul style="list-style-type: none"> <li>• September</li> </ul>
<b>Press releases and supporting material:</b> <ul style="list-style-type: none"> <li>• WOD launch press release template</li> <li>• Thematic report press release</li> <li>• WOD press release</li> </ul>	<ul style="list-style-type: none"> <li>• June</li> <li>• September</li> <li>• October</li> </ul>
<b>Thematic Report launch</b> <ul style="list-style-type: none"> <li>• All languages</li> </ul>	<ul style="list-style-type: none"> <li>• September</li> </ul>

**LOVE YOUR BONES**  
**Protect your future**

World**Osteoporosis**Day  
October**20** 

**International Osteoporosis Foundation** rue Juste-Olivier, 9 • CH-1260 Nyon • Switzerland  
T +41 22 994 01 00 F +41 22 994 01 01 • [info@iofbonehealth.org](mailto:info@iofbonehealth.org) • [www.iofbonehealth.org](http://www.iofbonehealth.org)

©2016 **International Osteoporosis Foundation**