



# WORLD OSTEOPOROSIS DAY

## CAMPAIGN TOOLKIT

All you need to know about the **WOD 2019 Campaign**

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



WorldOsteoporosisDay  
October20

---

## WHAT IS WORLD OSTEOPOROSIS DAY?

World Osteoporosis Day - WOD, marked on October 20 each year, is year-long campaign dedicated to raising global awareness of the prevention, diagnosis and treatment of osteoporosis and related musculoskeletal disease.

It aims to put bone health and fracture prevention on the global health agenda and reaches out to health-care professionals, the media, policy makers, patients, and the public at large.

---

## WHY THIS 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.

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

## WHY IS WOD SO IMPORTANT?

It's a **unique occasion** when people around the globe **unite to put the spotlight** on the immense **burden caused by osteoporosis** and musculoskeletal diseases. Health care professionals, medical authorities, individuals and policy makers all have a role to play in helping to **reduce the disease burden**.

# DID YOU KNOW? FACTS ABOUT OSTEOPOROSIS THAT YOU CAN USE IN YOUR COMMUNICATION

- By **2050**, the worldwide incidence of hip fracture in men is projected to **increase by 310% and by 240%** in women.
- Urbanization and **ageing populations** are driving **rapid increases** in the osteoporosis disease burden.
- 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 of subsequent fractures.
- Osteoporosis accounts for **more days in the hospital** than **breast cancer, heart attack, diabetes** & other diseases.
- **1 in 5 women** with a **spinal fracture** will suffer **another one** within one year.
- **Loss** of independence after a hip fracture, approximately **60%** require assistance a year later and **20%** will require **long-term nursing care**.
- **Fracture risk up to 27%** higher than prostate cancer risk.
- **1 fracture** occurs every **3 sec**
- If you've suffered **1 fracture** you're **twice at risk** for another.
- **Aged 50+ 1/3 women 1/5 men**: will suffer an osteoporotic fracture worldwide.
- **9 million** fractures annually.
- **A prior fracture** is associated with an **86%** increased risk of any fracture.
- Only **1/3** of **vertebral fractures** come to clinical attention.
- **80% of people** who have had at least one osteoporotic fracture are neither **identified nor treated** for osteoporosis.
- **In men**, the **risk** of fracture is **up to 27% higher** than the risk of prostate cancer.
- Protect your future! If you're at risk, ask for a **bone health assessment**.

# 2019 CAMPAIGN

---

## THE GOAL ■



**CREATE  
AWARENESS**



**BE MULTI-  
CULTURAL**



**REACH A  
BIGGER  
AUDIENCE**



**FOCUS ON  
THE BURDEN**



**CHANGE THE  
PERCEPTION**

## THE CONCEPT ■

**Osteoporosis is a vastly under-diagnosed and under-treated disease.**

Why? The disease **has no symptoms, until a bone fractures**. Worldwide, millions of people at high risk of fractures, remain unaware of the underlying disease. Often, the **link** between osteoporosis and broken bones, and the severe repercussions of fractures, are poorly understood. As well, the importance of **good bone health is all too often underestimated** (and therefore neglected) by patients and doctors alike. At a public health level, many governments and health authorities remain unaware of the enormous socio-economic burden caused by osteoporosis.

The **'THAT'S OSTEOPOROSIS'** tagline featured in this year's WOD campaign will be used in creative, visual resources designed to improve understanding of osteoporosis and its outcome. Specifically, to:

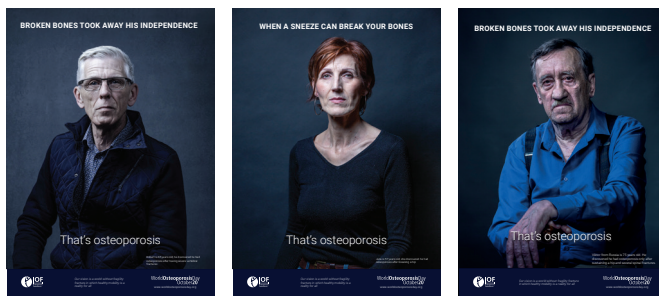
- improve understanding of the **link between osteoporosis and broken bones**
- reveal the **human** and **socio-economic costs** of fractures through impactful patient portraits
- encourage the public to check their personal risk for osteoporosis by driving use of the **new IOF Osteoporosis Risk Check**.

The campaign will make use of powerful, emotionally charged portraits of individual patients from all regions of the world. Shown on posters and social media banners, the portraits will be linked to the individual patient's personal story of life with osteoporosis.

# HOW TO ACCESS THE RESOURCES

---

## POSTERS and SOCIAL MEDIA BANNERS - Main target - General Population



*More posters to be made available representing patients from all regions of the world.*

## FURTHER RESOURCES ■

<p>LEAFLET</p> <p><b>"THAT'S OSTEOPOROSIS"</b> a compact guide to osteoporosis and its prevention and treatment</p>	<p><b>"THAT'S OSTEOPOROSIS"</b> Infographic and video</p>	<p><b>RISK CHECK LEAFLET</b> Patients/HCP's</p>
<p>A wide range of former resources will be available in multiple languages.</p>	<p><b>IOF COMPENDIUM OF OSTEOPOROSIS</b> 2nd edition</p>	

All resources are available to download on:

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

The majority of materials will also be available in Spanish, French, Arabic and Chinese. Upon request, we can also prepare selected material for you, if a translation is provided and **if you are an IOF member society** please feel free to send an email to [iramos@iofbonehealth.org](mailto:iramos@iofbonehealth.org) to get material in your local language.

# SOCIAL MEDIA PLATFORMS

---

Social media is one of the most powerful tools of communication these days! See which channels can be most helpful for your organization, and make sure to use them!

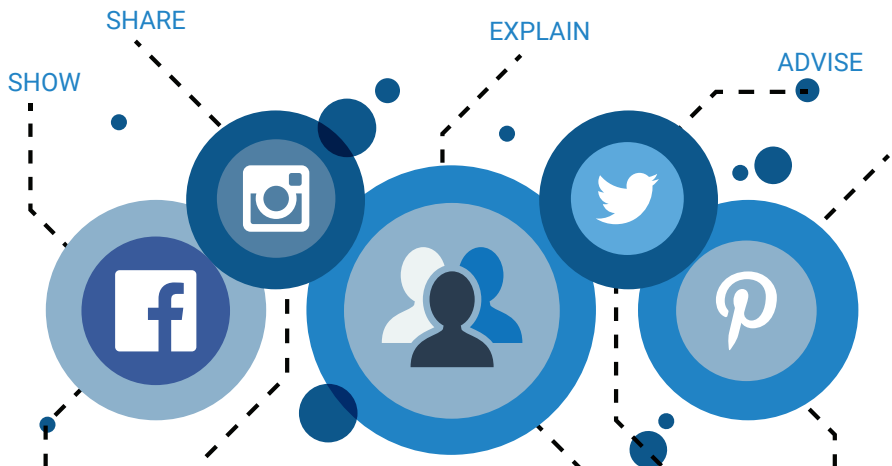
**Facebook** - is the **largest social network in the world**. Joining is **free**, it's **simple to use** and it allows users to connect with friends, family and other people and organizations. Users can share photos, videos, status updates and content from anywhere on the web.

**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.



# SOCIAL MEDIA TERMS

**Share:** Users broadcast content on a social network to their connections, groups, or specific individuals. The more the content is shared the bigger the audience that will access to it. When you share a post all your followers will be able to see it.

**News Feed:** also known as a “homepage timeline”, which shows what a user’s friends and people they follow have shared.

**Timeline:** The timeline captures a user’s own activity, showing the latest content at the top

**Tag:** To create a link back to the profile of the person shown in the picture. Allows users to engage an individual, business or any entity with a social profile when they mention them in a post or comment.

**Follow:** In a social media setting, a follower refers to a person who subscribes to your account in order to receive your updates.

**Hashtag #:** is a word or phrase preceded by the hash or pound sign (#) to identify messages on a specific topic. Users can follow and search hashtags, so, in average you can and should use 2-4 per post.

**Handle:** A username is also identified as a handle, especially when triggered on most platforms by placing an asperand (@) before the profile name.

## TOP HASHTAGS

### #worldosteoporosisday

#### Key hashtags for Discussions

#osteoporosis
#bone
#bonehealth
#Healthybones
#healthtalk
#healthnews
#healthcare
#digitalhealth
#4patient

#### Popular Hashtags

#Workout	#age
#exercise	#doctor
#fitlife	#Womenhealth
#health	#wellnessjourney
#letsmove	#moveyourbody
#VitaminD	#liveinspired
#nutrients	#news
#calcium	#future
#epatient	#hcsm



## SOCIAL MEDIA POSTS



Here are some suggestions of content that you can use for your posts in all social media platforms. **Make sure to add a link to the appropriate resource, your website, or the WOD website ([www.worldosteoporosisday.org](http://www.worldosteoporosisday.org)).**

Could you be at risk of broken bones due to osteoporosis? Take the IOF **#Osteoporosis Risk 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**

Do you have a family history of broken **#bones**? You could be at risk. Take the IOF **#Osteoporosis Risk Check!** **#WorldOsteoporosisDay**

Are you getting shorter? This could be a sign of spine fractures due to **#osteoporosis**. Get tested! **#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**





## TIPS



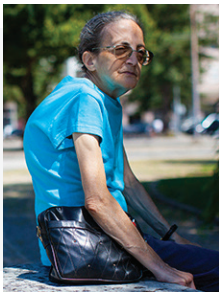
Use the 'THAT'S OSTEOPOROSIS' tagline, with specific patient images and linking to stories to emphasize the human burden of osteoporosis. Use images with an emotional impact.



He suffered a hip fracture - life was never the same after that.

**THAT'S OSTEOPOROSIS**

#osteoporosis #WorldOsteoporosisDay



When you can't bend down to pick up your grandchild.

**THAT'S OSTEOPOROSIS**



He broke his ankle while dressing.

**THAT'S OSTEOPOROSIS**

[Read Peter's story](#)

# EXAMPLES TO INSPIRE YOUR NEXT WOD EVENT

## Organize public information events in malls and hospitals



Kuwait



Malaysia

## Hold events in schools, libraries or sports clubs to reach the young



India



Russia

## Reach the media with a press conference, or be a guest on a talk show



Italy



Spain

# EXAMPLES TO INSPIRE YOUR NEXT WOD EVENT

---

## Launch new videos or resources and disseminate via social media

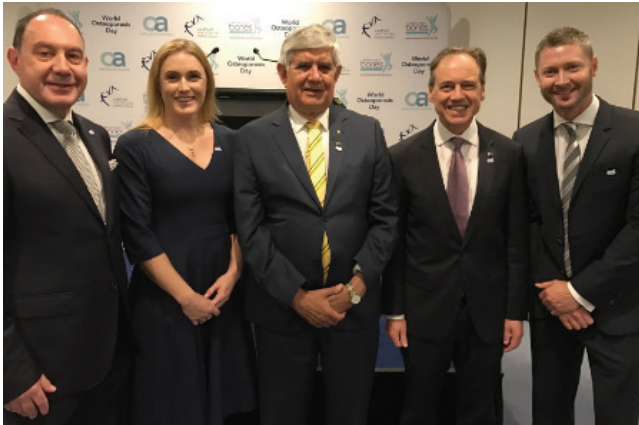


Spain



Japan

## Hold policy roundtables, press conferences, or parliamentary events



Australia

In Australia, the 'Know Your Bones' Community Risk Report was launched for World Osteoporosis Day 2018 at an event at Parliament House Canberra, by the Minister for Health and the Minister for Senior Australian and Aged care.

## MORE IDEAS TO INSPIRE

---

The **World Osteoporosis Day** wouldn't be the same without the numerous activities that all the **240 National Societies** roll out in their countries to help raise awareness. We encourage you to leverage WOD and build on the momentum created by the global WOD campaign. Here are some ideas that can be used as inspiration for this year's events!

- **Partner with celebrities and influencers** with an interest in Health – They can advocate on their platforms. It **will create more awareness** to World Osteoporosis Day at generate **more traffic to your platforms**. (websites, social media)
- Organize **Fundraising events** for your society
- Organize or join a **running/marathon/walk**. This can be a good opportunity to get support from partners.
- Use WOD as an **occasion to announce** the implementation of a new Fracture Liaison service at your local hospital. You don't know what a Fracture Liaison Service is? Check the **Capture the Fracture Program** website to learn more about it! <http://www.capturethefracture.org/fracture-liaison-services>
- Organize a **bone-healthy breakfast**, lunch or dinner and invite local influencers, celebrities, politicians, etc.
- **Launch a social media campaign!** You can use all the resources available on the World Osteoporosis Day website to help with the communication! <http://www.worldosteoporosisday.org/resources>
- Circulate a **petition to collect signatures** for the IOF Global Patient Charter. (It is available as a downloadable document - <https://www.iofbonehealth.org/iof-global-patient-charter>)
- **Contact a local TV Show** and have a patient and someone from your organization discuss about the disease and the meaning of World Osteoporosis Day.
- Release a **news story in your local newspaper** about the World Osteoporosis Day and all the activities in which your organization is involved. There are a few free newspapers that are usually distributed in the public transports that are always available to communicate about these initiatives.

## SHARE INFORMATION ABOUT YOUR EVENTS

---

We would love to be able to showcase all the amazing work that you are doing, whether you are organizing an event or campaign, publication or scientific meeting, make sure you submit the details and gain visibility on the World Osteoporosis Day map.

**Submit here:** <http://worldosteoporosisday.org/events>

## MEDIA: SPREAD THE WORD ON OCTOBER 20

---

**IOF will issue a global World Osteoporosis Day release for October 20th via PRNewswire. The release will be shared in late September 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.
- A direct pitch or outreach to targeted news media or magazines often works – **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.

## 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.**

- IOF Compendium of Osteoporosis', in 5 languages: This landmark publication will be published in a second edition in 2019 -contains many impactful graphs and statistics showing the global and regional burden of disease. Available at <http://www.worldosteoporosisday.org/resources>
- Broken bones, broken lives – the fragility fracture crisis in six European countries. This impactful report and related materials make a strong argument for secondary fracture prevention. Download at <https://www.iofbonehealth.org/broken-bones-broken-lives>

## 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 2017 material is available for use under specific conditions:

- 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 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 directly [ccoolen@iofbonehealth.org](mailto:ccoolen@iofbonehealth.org).

If you have any questions concerning rights to use the WOD logo and materials, please contact: [info@iofbonehealth.org](mailto:info@iofbonehealth.org)

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

## IOF SOCIAL MEDIA ACCOUNTS

---

IOF will have different content for all the social media platforms during October, so in co

 **WOD Facebook** [www.facebook.com/worldosteoporosisday/](http://www.facebook.com/worldosteoporosisday/)

 **IOF Facebook** [www.facebook.com/iofbonehealth/](http://www.facebook.com/iofbonehealth/)

 **IOF Latin America Facebook** [www.facebook.com/IOF.America.Latina/](http://www.facebook.com/IOF.America.Latina/)




 **IOF Twitter** [www.twitter.com/iofbonehealth](http://www.twitter.com/iofbonehealth)

**IOF encourages you to create and/or to keep your social media accounts**

## RESOURCES TIMELINE

MATERIAL TYPE	MONTH AVAILABLE
Posters	<ul style="list-style-type: none"> <li>• June-September</li> </ul>
<b>Brochure THAT'S OSTEOPOROSIS</b> - a compact guide to osteoporosis, its prevention and treatment <ul style="list-style-type: none"> <li>• English</li> <li>• Other language translations</li> </ul>	<ul style="list-style-type: none"> <li>• August</li> <li>• August onwards</li> </ul>
<b>Risk Check Leaflet</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>• July onwards</li> </ul>
<b>Social media banners</b> <ul style="list-style-type: none"> <li>• English</li> </ul>	<ul style="list-style-type: none"> <li>• August</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>• August</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>
<ul style="list-style-type: none"> <li>• WOD press release - October 20</li> </ul>	<ul style="list-style-type: none"> <li>• October (issued Oct 18)</li> </ul>
<b>IOF Osteoporosis Compendium, 2nd edition</b> <ul style="list-style-type: none"> <li>• All languages</li> </ul>	<ul style="list-style-type: none"> <li>• October</li> </ul>

base you want some inspiration, you can see and follow:

- 
**IOF Instagram** [www.instagram.com/iof\\_worldosteoporosisday/](https://www.instagram.com/iof_worldosteoporosisday/)
- 
**IOF YouTube** [www.youtube.com/iofbonehealth](https://www.youtube.com/iofbonehealth)
- 
**IOF LinkedIn** [www.linkedin.com/company/international-osteoporosis-foundation/](https://www.linkedin.com/company/international-osteoporosis-foundation/)

up to date, make sure you have new content, especially during October!










Our vision is a world without fragility fractures  
in which healthy mobility is a reality for all.

## IOF Global Patient Charter

Show your support for fracture prevention and improved care of osteoporosis patients worldwide. Sign the IOF Global Patient Charter at <https://www.iofbonehealth.org/iof-global-patient-charter>

For further information about osteoporosis, consult your local osteoporosis patient or medical society. A list is available at [www.iofbonehealth.org](http://www.iofbonehealth.org)

-  [facebook.com/iofbonehealth/](https://facebook.com/iofbonehealth/)
-  [twitter.com/iofbonehealth/](https://twitter.com/iofbonehealth/)
-  [linkedin.com/company/international-osteoporosis-foundation/](https://linkedin.com/company/international-osteoporosis-foundation/)
-  [instagram.com/worldosteoporosisday/](https://instagram.com/worldosteoporosisday/)
-  [youtube.com/iofbonehealth/](https://youtube.com/iofbonehealth/)

©2019 **International Osteoporosis Foundation**

9 rue Juste-Olivier • 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) • [www.worldosteoporosisday.org](http://www.worldosteoporosisday.org)

World Osteoporosis Day is supported by an unrestricted educational grant from

