

# WORLD OSTEOPOROSIS DAY

## CAMPAIGN TOOLKIT

All you need to know about the **WOD 2020 Campaign**



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



WorldOsteoporosisDay  
October20

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## 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 diseases.

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.

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### 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?

Currently, **osteoporosis is** vastly **underdiagnosed and undertreated**. Worldwide, millions of people at high risk of broken bones (fractures) remain unaware of the underlying silent disease. The huge human and **socioeconomic cost**, and **severe impact** of fractures on patients' independence, is underestimated.

The WOD annual campaign is a unique occasion when individuals and organizations around the world all unite to put the spotlight on the disease and its burden. Together, patient societies, health care professionals, medical authorities, policy makers and patients themselves can all contribute to calling for change.

# 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 compared to 1990.
- 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**.

# 2020 CAMPAIGN

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## THE GOAL



**CREATE  
AWARENESS**



**BE MULTI-  
CULTURAL**



**REACH A  
BIGGER  
AUDIENCE**



**FOCUS ON  
THE BURDEN**



**CHANGE  
PERCEPTIONS**

## THE CONCEPT

Under the tagline **THAT'S OSTEOPOROSIS** the 2020 concept will build on the successful 2019 campaign, with new posters and patient stories added to IOF's existing library of impactful personal stories and portraits. New this year will be an additional focus on intergenerational aspects of the disease (see pages 5-6).

The year's campaign objectives are to:

- improve understanding of the **link between osteoporosis and broken bones**
- reveal the human 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**
- raise awareness of osteoporosis as **an intergenerational disease that concerns the whole family**
- reveal the socioeconomic burden of fractures **through impactful facts and statistics**
- urge health care authorities worldwide to implement **post-fracture care for secondary fracture prevention**

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### THAT'S OSTEOPOROSIS – A FAMILY AFFAIR

Osteoporosis is a 'family affair', in more ways than one. The 2020 Campaign will show the importance of post-fracture secondary fracture prevention and place an emphasis on osteoporosis as a disease which affects the whole family –including the burden of post-fracture care which often falls on family members. Posters and stories will support key messages, putting the spotlight on these facts:

#### Family as caregivers

#### **Patients can be reliant on support and long-term care, placing a heavy burden on family caregivers**

Invalidity results in need for elder care by family members. This is a major burden especially in cultures where family members are expected to take in elderly parents and the burden of care.

We would all like to remain independent as we age, yet invalidity as a result of osteoporotic fractures often means reliance on family caregivers. This is a major burden especially in cultures where the elderly stay with their families rather than in external care homes.

- In a study of six European countries, the annual hours of care by relatives for a family member following hip fracture was found to be as high as 744 and 652 hours of care in Spain and Italy respectively.

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- A UK study found that women are disproportionately affected as caregivers and can expect to take on caring responsibilities for older or disabled relatives more than a decade earlier than men.

Ref: [http://www.carersuk.org/images/News\\_\\_campaigns/CarersRightsDay\\_Nov19\\_FINAL.pdf](http://www.carersuk.org/images/News__campaigns/CarersRightsDay_Nov19_FINAL.pdf)

- A Spanish study of 172 informal caregivers for hip fracture patients finds that the main caregiver is usually a woman (77%), of which 55% were the daughters of the patients, with average age of the caregiver being 56 years of age.

Ref: Patrocino AV et al High perceived caregiver burden for relatives of patients following hip fracture surgery. *Disability and Rehabilitation* 2019 vol 41 /3 / 311-318

- A survey of fracture patients in China (from 2011-2013) which looked at post-fracture burden on families found that lost work time for unpaid family caregivers was an average of 16.4 days.

Ref: Zhao Xie et al. Posthospital Discharge Medical Care Costs and Family Burden Associated with Osteoporotic Fracture Patients in China from 2011-2013. *Journal of Osteoporosis* Vol. 2015, <http://dx.doi.org/10.1155/2015/258089>

- Data from a hip fracture registry in Argentina showed that of 1540 women who sustained a hip fracture, 11.8% required institutional care within an average of 15 months after the fracture. Of those who remained at home, 29.8% required caregiver support. Due to mobility impairments and fear of falling almost 30% have to be accompanied when leaving their homes.

Ref: Data provided by the Institutional Registry of Elders with Hip Fracture of the Hospital Italiano in Buenos Aires

### **1. OSTEOPOROSIS RUNS IN FAMILIES - if your parent has osteoporosis or has broken a hip, you are at higher risk**

If one of your parents has had osteoporosis, or suffered a broken hip, you are at higher risk of osteoporosis and fractures. This is because genetics, together with shared lifestyle and dietary factors,

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will contribute to peak bone mass and the rate of bone loss at older age. The online IOF Osteoporosis Risk Check, available in more than 35 languages, is a risk awareness tool for the public which alerts to family history and other risk factors.

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

### 2. BONE HEALTHY LIFESTYLE IS A FAMILY AFFAIR

Attention to lifestyle factors that promote good bone health is of importance to grandchildren and grandparents alike.

#### **Families should ensure:**

- **calcium-rich nutrition**
- a balanced diet with **bone-healthy micronutrients**
- adequate **vitamin D** levels through daily sun exposure or supplements if needed
- regular **physical activity**
- avoidance of smoking and excessive alcohol intake

Together, these are important factors that contribute to building and maintaining strong bones and muscles at all ages. We encourage use of IOF's resources with focus on bone-healthy nutrition at all ages.

# HOW TO ACCESS THE RESOURCES



More posters will be made available representing patients from all regions of the world, also highlighting the intergenerational theme.

## FURTHER RESOURCES ■

LEAFLET  
**"THAT'S OSTEOPOROSIS"**  
a compact guide to osteoporosis  
and its prevention and treatment

**FALLS & PREVENTION**  
Factsheet (coming soon)

**OSTEOPOROSIS RISK  
CHECK LEAFLET**

**COMPENDIUM OF  
OSTEOPOROSIS**  
a comprehensive report on  
osteoporosis and its burden  
worldwide

**EXERCISE TIPS**  
(coming soon)

**STRONG BONES  
MAKE STRONG WOMEN**  
Updated leaflet - (coming soon)

These and other resources (including from past campaigns) 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 [asoulie@iofbonehealth.org](mailto:asoulie@iofbonehealth.org) to get material in your local language.



# SOCIAL MEDIA PLATFORMS

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Social media is one of the most powerful tools of communication these days! Be sure to use one or more of these channels to support your campaign:

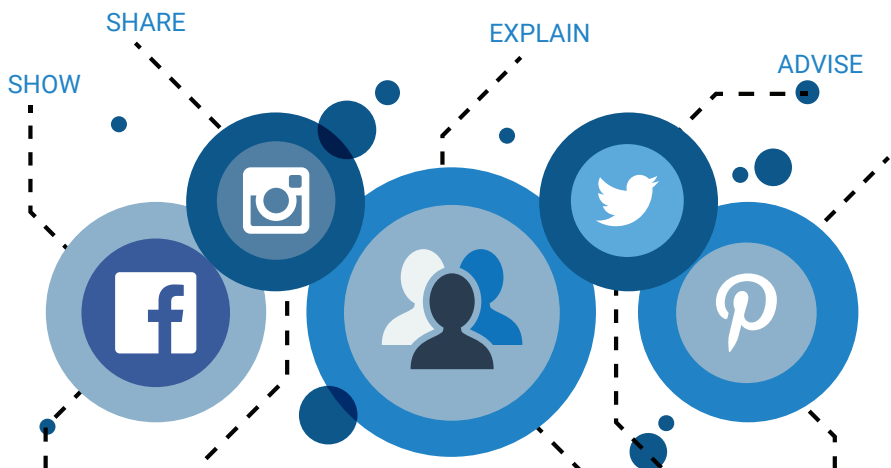
**Facebook** - is the **largest social network in the world**. Joining is **free**, it's **simple to use** and it allows users to connect with friends, family and other people and organizations. Users can share photos, videos, status updates and content from anywhere on the web.

**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	#hscsm

## 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.



### **BROKEN A BONE AFTER AGE 50?**

If you've broken a bone after a minor fall, it may be because of osteoporosis. One broken bone is a major risk factor for a new fracture.

Social media banners reflecting specific risk factors similar to the one above are available in multiple languages. Please contact IOF if you would like to receive the artwork.

# 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

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



Spain



Japan

## Call on politicians, hold roundtables or events in parliament



With Armenian president - Armen Sarkissian



Australia

## MORE IDEAS TO INSPIRE

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World Osteoporosis Day wouldn't be the same without the numerous activities that all the **260 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

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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

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**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

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**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, 2nd Edition: This landmark publication contains many impactful graphs and statistics showing the global and regional burden of disease as well as a blueprint for positive change. 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

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The WOD 2020 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


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


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

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

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

 **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/)

## RESOURCES TIMELINE

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MATERIAL TYPE	MONTH AVAILABLE
Posters - English - Available in other languages	<ul style="list-style-type: none"><li>• June-September ongoing</li></ul>
Strong bones make strong women updated leaflet <ul style="list-style-type: none"><li>• English</li><li>• Selected Other languages</li></ul>	<ul style="list-style-type: none"><li>• May</li><li>• June-July</li></ul>
Falls Prevention Fact Sheet <ul style="list-style-type: none"><li>• English</li><li>• Selected other languages</li></ul>	<ul style="list-style-type: none"><li>• June</li><li>• July-August</li></ul>
Exercise leaflet <ul style="list-style-type: none"><li>• English</li><li>• Selected other languages</li></ul>	<ul style="list-style-type: none"><li>• June</li><li>• July-August</li></ul>
Social media banner <ul style="list-style-type: none"><li>• English</li><li>• Selected other languages</li></ul>	<ul style="list-style-type: none"><li>• August</li><li>• August onwards</li></ul>
Campaign video <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 20</li></ul>








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/)

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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)