

## 8th IOF World Wide Conference of Osteoporosis Patient Societies

Lisbon, Portugal, May 7-8, 2002



**"It is urgent that the necessary steps be taken to curtail this frightening 'silent epidemic'."**

Dr. Maria de Jesus Barroso  
President of the Portuguese Red Cross,  
former First Lady

The IOF World Wide Conference of Osteoporosis Patient Societies (WWC) in 2002 was held in Lisbon Portugal with over 150 participants from some 50 countries.

IOF thanks the Portuguese National Association Against Osteoporosis (APOROS) and its president, Dr. Viviana Tavares, for their warm hospitality and support in co-organising the conference.

The conference was officially opened by a distinguished guest, President of the Portuguese Red Cross and former First Lady Dr. Maria de Jesus Barroso.

Dr. Barroso stated, "in many countries osteoporosis is not given the attention it deserves". She expressed her hope that scientific advance is put into action "for the dignity of humankind" and so that future generations will be healthy in both "body and soul".

Guest speakers, John George of Torre Lazur-McCann Healthcare Worldwide and Beth L. Miller of Campbell Mithun Advertising gave a fascinating presentation on how advertising can support social marketing. The presenters also explained how their agency plans to support IOF and its members in an ambitious international advertising campaign.



President of APOROS Viviana Tavares  
and IOF CEO Daniel Navid.

A regular feature of the patient conferences are the open mike presentations from several IOF member societies which showcase the members' projects and programs.

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Dr. Pongsak Yuktanandana talked about the launch of the new Thai Osteoporosis Foundation.

Presentations were given by Dr. Judit Barna of the Hungarian Osteoporosis Patient Association, Dr. Elias Saba of the Palestinian Osteoporosis Prevention Society, Ms. Melita Daru of Osteoporosis Australia and Dr. Pongsak Yuktanandana of the Royal College of Orthopaedic Surgeons of Thailand.



IOF-Lilly Policy Initiative Grants: Award winners of the Osteoporosis Society of India

After the opening session, five concurrent workshops (see list below) were held on website development, developing partnerships with advertising agencies, lobbying, 'Choices' – an innovative patient support programme, and developing an education campaign for young people.

## List of Workshops

- **Developing Your Own Website**  
Roland Schaub, IOF webmaster and consultant  
  
2-part workshop on how to develop your own website and how to use the soon-to-be-announced member news update system.
- **How to get and make the Best Partnership with an Advertising Agency in Your Country**  
John George, executive vice president, Lori Puleo, Manager, global business development of Torre Lazur-McCann Healthcare Worldwide and Beth L. Miller, senior vice president  
  
How to find and brief an advertising agency. How to prepare a win-win scenario. Introduction on how the workshop leaders' agencies can help at the national level.
- **Lobbying**  
Margaret Austin, Osteoporosis Society of New Zealand  
  
Practical skills and ideas societies can use to lobby for policy change in their countries – how to build on the European and Roundtable Calls to action at the national level.
- **Choices FOR BETTER BONE HEALTH™**  
Deborah T. Gold, associate professor of medical sociology at Duke University Medical School

Choices is an organized learning experience for people with osteoporosis -empowers people to self-manage their osteoporosis so that they can maintain an active lifestyle. How the programme can be adapted to specific country's needs.

- **Developing an Osteoporosis Education Campaign for Young People**  
Dr. Halldora Bjornsdottir, Icelandic Osteoporosis Society

How to plan an effective education campaign. Learning from the experience of others and guidelines on key elements in a successful campaign.



The social highlight of the conference was the "family dinner" at which the IOF-Lilly Policy Initiative Grants were awarded to five societies.

At the final plenary session participants were treated to an informative and entertaining scientific update by IOF board members, Peter Burckhardt, Pierre Delmas, René Rizzoli and Ego Seeman.

IOF thanks the following sponsors for the unrestricted educational grants which made the conference possible:

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