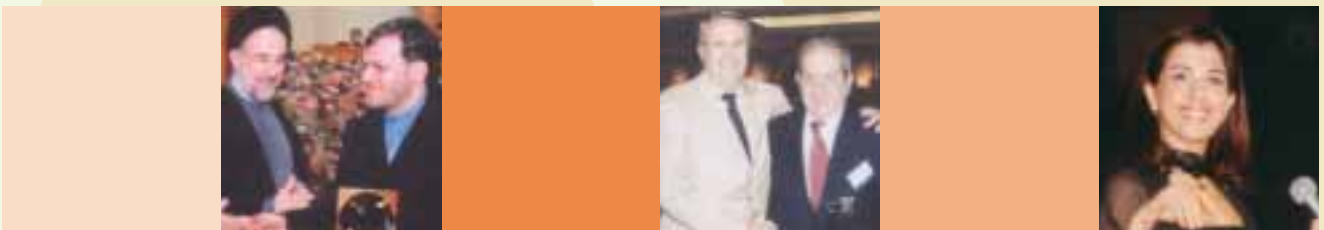


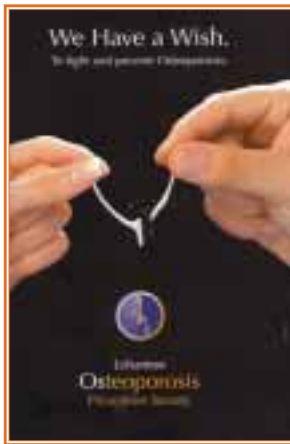
# IOF MENA

## Osteo News

### OSTEOPOROSIS ADVOCACY IN THE MIDDLE EAST & NORTH AFRICA: ACHIEVEMENTS OF 12 YEARS OF MUTUAL COLLABORATION







## OSTEOPOROSIS ADVOCACY IN THE MIDDLE EAST & NORTH AFRICA: ACHIEVEMENTS OF 12 YEARS OF MUTUAL COLLABORATION

We wish to take this opportunity to look back at these twelve groundbreaking years and see how far we have come.

It all began in Beirut in 1994, when Prof. Ghassan Maalouf, in his capacity as an orthopedic surgeon, was asked to assist in the case of a female patient who kept fracturing one bone after another. Appalled by the suffering of this unfortunate lady in a seemingly endless run of bad luck, he took a closer look at the problem and consequently learnt about a disease that at that time had only just begun to receive public attention in the West. He then made the decision to endeavor to bring this little-known disease called 'osteoporosis' to the attention of the people of the Middle East.

In 1994, the Lebanese Osteoporosis Prevention Society was established and shortly afterwards it gained membership to the EFO (which afterwards became the International Osteoporosis Foundation), thereby forming an alliance that has proved of great benefit. Prof. Maalouf then set out to establish contacts with doctors in other countries in the area. Societies were formed and, over the years, invaluable friendships and alliances were made that have led to a remarkable record of achievements.

We wish to thank Prof. Pierre Delmas and his colleagues from the IOF who have given us the support that has allowed us to reach so far. We also wish to offer our sincere gratitude to our friends and colleagues in the MENA countries, and in particular members of osteoporosis societies, who have devoted so much time and effort to fight against this disease and without whom little could have been accomplished.

As you will see from this special issue of Osteonews, we have managed, working together, to achieve so much. Our congratulations to everyone. Keep up the good work.

## 12 YEARS OF MUTUAL COLLABORATION

1995-6

### The New Lebanese Society

1995 saw a flurry of activity as the newly-established Lebanese Osteoporosis Prevention Society (LOPS) set up office and launched itself into various activities.

Awareness events were organized around the country and booklets on osteoporosis were printed and distributed. Many celebrities added their voices to the campaign. Preparations were made for the first osteoporosis meeting: the National Symposium.

The 'Osteonews' also printed its first issue and would eventually cover news of the whole MENA region.



Opening of the National Symposium on Osteoporosis with Mrs. Randa Berry, Mgr. Elias Audi, First Lady, Mme. Mona Hraoui and the Min. of Health, Mr. Marwan Hamade.



Visit of the members of the newly-formed Lebanese Osteoporosis Prevention Society to H.E. Monseigneur Elias Audi.

### National Symposium on Osteoporosis

Held at the St. George's Hospital, Beirut, in April of 1995. Five international speakers attended: Prof. Herbert Fleisch, renowned authority on osteoporosis and bisphosphonates, Prof. Jean-Philippe Bonjour of WHO, Prof. Claude Ribot of CHU, Toulouse, Prof. Pierre Delmas of INSERM Research, Lyon and Prof. Glen Blake of Guy's Hospital, UK.

This Symposium marked the launch of osteoporosis advocacy in Lebanon and was attended by many well-known figures in Lebanese society.

1997

### First International Meeting on Osteoporosis

Held in April of 1997 at the Bustan Hotel in Beit Mery, Lebanon, this successful meeting represented the Lebanese Society's first venture into the organization of international events.



Opening of the First International Meeting on Osteoporosis, with LOPS' Pres. Mrs. Dolly Talhame, Prof. Ghassan Maalouf and Miss Roula Hamade.

Sixteen international guest speakers took part in the Meeting, including Prof. Jean-Philippe Bonjour, (President of Meeting), Prof. Claude Ribot (Chairman of the Scientific Comm.) and Prof. Pierre Delmas.

### Establishment of the Pan Arab Osteoporosis Society

The establishment of the Pan Arab Osteoporosis Society (PAOS), took place during the First International Meeting on Osteoporosis.

Original PAOS members were Egypt, Jordan, Tunisia, Lebanon, and Abu Dhabi (to become UAE Soc. in 2006), but these were soon joined by Syria, Kuwait and Oman (1997), Palestine (1998), Morocco (1999), Bahrain (2000), and Iran, Libya, Pakistan and Saudi Arabia (2003). Several of these members were active before becoming officially registered societies.



Original members of PAOS: Dr. Abdul-Rahim Suhaili (Abu Dhabi), Prof. Ghassan Maalouf (Leb.), Prof. Samir El Baddawi (Egypt), Dr. Basel Masri (Jordan) and Prof. Leith Zakraoui (Tunisia), April 1997.

PAOS would prove to be of immense value in the advance of osteoporosis advocacy in the region. To quote Prof. Ghassan Maalouf: **'Efficiency means working together in harmony and love to achieve great goals for the Middle East people'**.

Indeed, PAOS colleagues have become a very close - knit 'family', as demonstrated on many occasions, not least in 2006 when, despite the dramatic events of the summer in Lebanon, messages of support poured in from all over the region and a surprisingly successful Middle East Training Course on Osteoporosis (METCOP) managed to take place against all odds.



PAOS members in Broumana, January 1999

## 1998

### Osteoporosis in the Lebanese School Curriculum

In March 1998, the Lebanese Society succeeded in gaining the consent of the Center for Educational Research & Development for osteoporosis to be taught to schoolchildren between the ages of 8-16 yrs as a part of the health studies curriculum.

### Abu Dhabi Osteoporosis Events

The Medical Society of the Emirates held a seminar at the Crown Plaza Hotel, Abu Dhabi in May of 1998, presided by Dr. Abdel-Rahim Al Suhaili.

Among those attending were 170 directors and consultants from the Min. of Health, Medical Educational Dept., Nuclear Physics Dept. and Primary Health Care Dept., as well as professors from the Medical Academy and Emirates University. Lectures were given by PAOS member, Prof. Mahmoud El Dessouki as well as numerous other speakers from around the Arab World, and a medical exhibition was held alongside the seminar.

### Awareness Campaigns in Lebanon

Awareness campaigns that had started in 1995 with the birth of the Lebanese Society, steadily grew in number and size, reaching a maximum in 1998, when a record number of events took place.

Lectures and conferences were held in February at the Ste. Famille High School, Jounieh, in Choueir, at the Center for Social Development Services, Ghobeiry, Beirut and in March at the Notre Dame du Liban in Jounieh. Viewing of a film premiere also took place in March.

Two large conferences were held in April. The first, attended by 250 doctors, was at the Century Park Hotel in Kaslik, at which Prof. Jean-Philippe Bonjour and Prof. Maalouf gave



presentations followed by a press conference and the second, entitled 'Osteoporosis Treatment & Prevention' took place at the Marriott Hotel, Beirut, was organized by LOPS, MSD and the Lion's Club, and attended by 200 Lion's Club members.

Other events in April and May took place at the M.E. College, the Child & Mother Care Association of Beirut, the Democratic Women's Forum at the Franciscaines in Badaro, the Armenian Red Cross, the Lebanese University, the Batroun Division of the Lebanese Red Cross, a Health Fair in Sin el Fil sponsored by the Guiragossian Foundation, and the Women's Social Association of Aley.



Prof. Ghassan Maalouf and First Lady, Mona Hraoui at fund-raising lunch in Faqra.

In June, IOF Executive Director, Mrs. Mary Fraser, visited Lebanon during an Osteoporosis Week and attended two major events. The first was a two-day Symposium on Osteoporosis in Zahle, conferring university credits, which attracted around 100 participants. Profs David Hosking and Socrates Papapoulos gave presentations as well as Prof. Maalouf. The second event was a fundraising

and awareness lunch in the mountain resort of Faqra, attended by around six hundred persons including many well-known personalities.

Awareness events also took place in Magdouche, at the Makassad Welfare Assn., Beirut, in Aley, in Sidon and in Zarourieh in the Chouf.

## 1999

### 'Lebanon Walks for Stronger Bones'

Several years of effort to inform the Lebanese public through television interviews, articles in the press, lectures, conferences, lunches, dinners, and, finally, a massive rally, organized by May El Khalil, in downtown Beirut in May of 1999, bore fruit. An 'Ipsos' survey showed that over 70% of the Lebanese public were aware of the disease - at the time, one of the highest awareness levels in the world.



'Lebanon Walks for Stronger Bones', organized by Mrs. May El-Khalil.

### World Osteoporosis Day 'Early Detection'

The year 1999 saw many newly formed or forming societies organize a variety of activities for World Osteoporosis Day, particularly with regard to awareness:

#### The Jordanian Society (JOPS)

The Society held a press conference, which received much coverage, and television interviews were made. Flyers were distributed to hospitals and physicians.

#### Kuwait

Dr. Abdel Nassser Alothman and his colleagues held a press conference and a television interview. Lectures were given and a mini-marathon for the elderly took place.

#### Palestine

A whole range of activities took place: television and radio interviews; conferences; lectures at schools and 50,000 flyers were distributed. Also, a seminar was held attended by more than 300 paramedics and physicians and a meeting took place attended by the Minister of Health, the WHO Representative and many health-related NGO's.

#### Tunisia

Following a visit by Dr. Maalouf and Prof. Zakraoui to the Tunisian Minister of Health, Dr. Mehdi, the Minister agreed that WOD should take place in Tunisia for the first time.

Subsequently, a seminar was organized in Tunis, presided by Dr. Mehdi, who announced his intention to initiate a national policy for the prevention of osteoporosis and to create a society for the prevention of osteoporosis in Tunisia.

## H.M. Queen Rania of Jordan Becomes Patron of IOF

Following contacts initiated by the Lebanese Society, HM Queen Rania of Jordan announced her acceptance to become the Patron of the IOF during an international press conference held in Paris on 17 November 1999. The Queen pledged to generate public awareness and raise funds for research, noting that, 'Unless action is taken today, the number of hip fractures in the Middle East will triple in the next 20 years. Osteoporosis is preventable and can be effectively treated. Osteoporosis is a disease that we can do something about - there's hope.'



Press conference in Paris. Left to right: LOPS' President, Mrs. Maha Makari, IOF Pres. Prof. Pierre Delmas, H.M. Queen Rania, LOPS' Gen. Sec., Prof. Ghassan Maalouf, IOF's Mary Anderson.

Explaining why she took on the role of IOF Patron, Queen Rania said, 'I've been impressed by IOF's approach, which combines a business-like organization with a great spirit of 'let's go out and get things done'. Their member-societies - I'm most familiar with the national societies in Jordan and Lebanon - are very exciting and energetic, and I'm sure we'll have a productive working relationship together.'

## 2000

### Conference at Phoenicia Hotel, Beirut

The Lebanese Society organized a large Conference on Osteoporosis for the general public at the Phoenicia Hotel in June of 2000, attended by many well-known personalities, as an awareness campaign and in collaboration with MSD. Speeches and presentations were made by several members of LOPS' committee: Mrs. Mireille Mady, Dr. Paola Atallah and Dr. Ghassan Maalouf.



Prof. Ghassan Maalouf and Dr. Paola Atallah.

## Lops Awarded IOF/MSD Grant

In June 2000, at the IOF Worldwide Conference of Patient Societies in Chicago, LOPS was awarded the IOF/MSD 'Invest in Your Bones' grant to conduct a 'Nationwide BMD Scanning Program'.



NOS' Pres. Linda Edwards presenting IOF/MSD 'Invest in Your Bones' award to LOPS' Pres. Maha Makari.

This ambitious project, requiring collaboration with the Lebanese Red Cross, aimed at transporting a BMD scanner to various centers around the country in an effort to scan as many needy persons at high risk of osteoporosis as possible.

## First Study of Lebanese BMD

The first study of the BMD of the Lebanese Reference Population was published in Osteoporosis International in September 2000. It showed significant differences in Lebanese norms compared with North American and European norms.

## First Pan Arab Osteoporosis Conference

A huge amount of planning went into the organization of the First Pan Arab Osteoporosis Conference, held at the newly-reopened Phoenicia Hotel in downtown Beirut in October 2000.

This was a highly successful conference, attended by doctors from all over the world, with 30 international speakers giving presentations and more than 2,000 attending scientific sessions.



Opening of First Pan Arab Osteoporosis Conference. Left to right: LOPS' Pres. Mrs. Maha Makari, Mrs. Nazek Hariri, Prof. Ghassan Maalouf, Min. of Health, Dr. Karam Karam and Mrs. Mona Hraoui.

Large numbers of the general public also attended the opening ceremony, a public session with a panel of speakers answering questions, a concert by Magida Roumi and a gala dinner. There was also a bone densitometry course. The event received a great deal of media attention.



Magida El Roumi

### 'The 206: a Bone Fund'

The 206: A Bone Fund' was launched in 2000 at the time of the First Pan Arab Conference. This initiative aims to gather substantial donations internationally, seventy percent of which would be used to help support the IOF in its international activities, with the remainder going to the donor's national society.

Why 206? Because there are 206 bones in the human body and there could ultimately be a maximum of 206 donor-members of this trust.

Mrs. Nazek Hariri is the President of 'The 206' and is the essential element in its development as, until now, the Fund consists almost entirely of philanthropists from Lebanon.



Mrs. Mary Anderson, Prof. Ghassan Maalouf, Mrs. Maha Makari, Mrs. Mona Hraoui, Mrs. Nazek Hariri, Dr. Karam Karam and Prof. Pierre Delmas.

### Lebanese Nationwide Scanning Program

Having won the IOF/MSD 'Invest in Your Bones' Grant, LOPS embarked, in collaboration with the Lebanese Red Cross, on a program to help in the diagnosis and treatment of the needy.

With funding from the Grant and from 'The 206: A Bone Fund', the Lebanese Society purchased scanners, which were transported to various locations around Lebanon in order to facilitate access to those who would otherwise have had difficulty traveling long distances.



A publicity campaign on television urged those at possible risk to take advantage of this offer and check their bones.

2001

## Palestine Osteoporosis Campaign

Originally planned for World Osteoporosis Day (WOD) 2000, a school milk campaign was delayed due to the security situation. Nevertheless, the Palestinian Osteoporosis Prevention Society (POPS) went through with their project to distribute milk to school children and pamphlets were also distributed for the children to take home with them.

**Training courses** for doctors, primary health care workers, nurses, health educators, physiotherapists, social workers and rehabilitation workers also took place.

**Father Ibrahim Iyad**, a well-known figure in the community, who himself suffers from osteoporosis, helped with the campaign.



Father Ibrahim Iyad visiting a school.

## Lebanese Day of Lectures & Workshops

Organized and presided by Dr. Ghassan Maalouf, this event took place in Beirut in March and consisted of a series of lectures and workshops entitled 'Setting New Standards for Osteoporosis Patient Management'.

It was attended by around 100 persons - mostly medical doctors from different specialties dealing with osteoporosis, as well as paramedics, nurses, social workers and densitometry technicians.



LOPS' Dr. Sami Azar and Dr. Nouhad Saliba attending workshop.

## Kuwaiti Osteoporosis Symposium

A two day Osteoporosis Symposium, organized by Dr. Adnan El Eidan, took place at the Sheraton Hotel in Kuwait in March. Amongst other activities, a public lecture attracted around 300 persons. There was also a one-day symposium for doctors of all specialties.

## Lunch Fashion Show, Lebanon

The Lebanese Society held a lunch and fashion show of Versace ladies' wear at Bamboo Bay Beach in Jiyeh, Lebanon, in May 2001, in an effort to raise funds and awareness. Speeches were made by several members of the LOPS committee and the 'One Minute Risk Test' was distributed to the 300 or so ladies attending.



LOPS' Mrs. Liliane Moutran, Dr. Farid Badran and Mrs. Maha Makari with the organizers of the fashion show.

## Open Air Evening in Beirut's City Center

Several hundred doctors and medical professionals attended a press conference, speeches, cocktail and dinner in the open air in Beirut's Ancient City Center, for the launch of MSD's 'Fosamax - Once Weekly'.

Dr. Maalouf gave a short history of the Lebanese Society, LOPS's Pres., Mrs. Maha Makari, spoke about the ongoing LOPS/Lebanese Red Cross 'Nationwide BMD Scanning Program'. and IOF's Prof. Socrates Papapoulos introduced the audience to the new Fosamax.



Open-air conference and dinner at Beirut's ancient city center.

Several other events took place in Jordan during the year, including a workshop dealing with 'Osteoporosis and Mid-Life Challenges Facing Women', an Open Day on Osteoporosis and an educational project for teachers and schoolchildren.



Clown at Open Day.

### Jordanian Society Wins IOF/MSD Grant

Dr. Basel Masri (JOPS Pres.) received the award at the IOF Conference of Patient Societies in Naples on behalf of the Jordanian Society. Jordan was one of 3 winners of the 2001 IOF/MSD 'Invest in Your Bones' grants for their Society's 'National Campaign Against Osteoporosis'.



JOPS' Pres., Dr. Basel Masri, receiving IOF/MSD 'Invest in Your Bones' award.

### Lebanon's Captain Mike School Milk Campaign

The Captain Mike School Milk Program was launched in Lebanon in Sept. 2000 by the Lebanese International Development Association and Tetrapak.

Two large local dairies generously agreed that for every two children whose parents purchase a year's school milk (at \$20 per year), one less-affluent child would receive free school milk for a year. Many other donors also participated in this excellent initiative.



Capt. Mike.

Moreover, Capt. Mike came as a package with a school education program comprising advice for children on environmental awareness, nutritional health, etc. and it was in this context that, in 2001, LOPS joined in by touring schools and holding lectures for the parents.

### Meeting at Jordan's Dead Sea

The Jordanian French Medical Association (JFMA) and JOPS, with the support of H.M. Queen Rania of Jordan and the IOF, organized a meeting on the 1st Oct. 2001 on 'Recent Advances in Osteoporosis' on the occasion of the tenth anniversary of the JFMA.

### Jordan's National Campaign Against Osteoporosis'

JOPS embarked upon a town-by-town awareness and BMD screening campaign, using a densitometer offered to the Society by H.M. Queen Rania.



H.M. Queen Rania at Opening Ceremony of Meeting at Dead Sea.

## 2002

### Jordan's School Milk Campaign

The First Jordanian School Feeding Program, under the patronage of HM Queen Rania and in cooperation with the Future Environment Studies Institute, the Captain Majd Feeding Program and Tetrapak, held a conference in March of 2002 in Amman, with the participation of the Jordanian Osteoporosis Prevention Society (JOPS). This project was similar to Lebanon's Capt. Mike Program.



H.M. Queen Rania attending launch of School Milk Campaign.

JOPS offered free BMD screening tests and literature about osteoporosis and JOPS' President, Dr. Basil Masri gave a lecture on "How to Build Stronger Bones" focusing on the younger population.

JOPS and the School Feeding Program collaborated in helping to introduce milk to schools in Jordan. Doctors from JOPS' committee also gave lectures and distributed cartons of milk with the cooperation of local dairy producers.

### Mrs Nazek Hariri Appointed First IOF Ambassador

The IOF was honored by Mrs. Nazek Hariri's acceptance to become First IOF Ambassador. This appointment took place at the Women Leaders' Roundtable Meeting at the IOF World Wide Conference of Osteoporosis Patient Societies held in May 2002 in Lisbon. The IOF wished to show appreciation of her remarkable dedication to the cause of osteoporosis through her generosity and efforts as President of 'The 206: A Bone Fund'.



IOF's First Ambassador, Mrs. Nazek Hariri and IOF Patron, H.M. Queen Rania.

### Dinner in Honor of Mrs Nazek Hariri

A large dinner was held in Beirut in honor of Mrs. Nazek Hariri, First IOF Ambassador and President of 'The 206: A Bone Fund', and the members of the Fund. It was attended by numerous well-known personalities. Among those giving speeches in appreciation of Mrs. Hariri's contribution were IOF Pres. Prof. Pierre Delmas and LOPS President Mrs. Maha Makari.



Mrs. Mona Hraoui, Prof. Ghassan Maalouf, Prof. Pierre Delmas, IOF First Ambassador, Mrs. Nazek Hariri and Lebanese Prime Minister, H.E. Mr. Rafik Hariri.

A short film was also screened, showing how the funds raised by the Bone Fund were being used and outlining the work of the Lebanese Society.

LOPS used their share of the funds primarily to purchase 'Achilles' BMD scanners for their Nationwide Scanning Program and a large DXA machine for their Beirut office. The evening culminated in a concert given by the famous Iraqi singer, Kazem El Saher.

## World Osteoporosis Day 2002

### Jordan

JOPS gave a presentation on osteoporosis to the women of Wadi Moussa on the occasion of the inauguration of a new hospital in Wadi Moussa by HM King Abdullah and HM Queen Rania,. Free BMD scans were also offered.

Also a seminar in collaboration with the YWCA also took place at which a Palestinian song about bone health was played and the artist, Nabil Sweilha, presented sketches about osteoporosis.

### Palestine

Three hundred volunteer field workers from the Union of Palestine Medical Relief (UPMRC) assured the distribution of the 'One Minute Test' for osteoporosis to 50,000 from all over the Palestinian territories. A statistical analysis of this campaign was to be undertaken.

### Tunisia

The Tunisian Society (TOPS) held a symposium in which Prof. Leith Zakraoui, Pres., gave an account of the Society's achievements. Two studies had been completed and others were underway and the Tunisian reference population was being calculated.

Progress in awareness had also been made by the medical profession, health care workers and the general public. A dozen densitometers were placed at various locations around the country and the subject of osteoporosis was receiving greater media coverage.

## Second Pan Arab Osteoporosis Congress

This Second Pan Arab Osteoporosis Congress took place at the Movenpick Resort in Sharm-el-Sheikh, Egypt from the 22-25 October 2002.

At the Opening Ceremony, Prof. Hazem Abdel Azeem, Sec. Gen. of the Congress, welcomed the more than 200 doctors from Egypt and the Arab World.



PAOS members.

H.E. Mr. Amr Moussa, Sec. Gen. of the Arab League and H.E. Mr. Moustafa Afifi, Governor of the South Sinai gave welcoming speeches and H.E. Mr. Mohamed Awad Tag-El-Din, Min. of Health, spoke about the close collaboration between the Egyptian Osteoporosis Prevention Society (EOPS) and the Ministry of Health in establishing a network of osteoporosis services across Egypt.

## 2003

### Establishment of Iranian Society



Iranian Pres., Mohamad Khatami and EMRC's Prof. Bagher Larijani.

The new Iranian Society - the Endocrinology & Metabolism Research Centre (EMRC) was established with Dr. Bagher Larijani as Director & Chief Scientific Officer. This dynamic new Society launched itself into the following activities:

1. The Iranian Multicenter Osteoporosis Study
2. The establishment of an integrated national osteoporosis research network
3. An osteoporosis educational program
4. Osteoporosis standard services (clinics, strategies in prevention and treatment)
5. Osteoporosis research projects.

## Second Conference of the MSOSD Held in Beirut

The Second International Conference of the Mediterranean Society for Osteoporosis & Skeletal Diseases took place from the 1st-4th October 2003 at the Phoenicia Hotel in Beirut.



Prof. Ghassan Maalouf, IOF 1st Ambassador, Nazek Hariri, H.E. Mgr. Elias Audi and Mrs. Maha Makari.

Mrs. Maha Makari, LOPS President, commenced proceedings with a welcoming speech at the Opening Ceremony. This was followed by speeches by MSOSD Pres., Prof. Gaetano Crepaldi, IOF Pres., Prof. Pierre Delmas, Reg. Dir. of WHO, Prof. Hussein El Gezeiri and HE Mgr. Elias Audi, Metropolitan of Beirut & Its Dependencies. Also attending the ceremony were IOF Ambassador, Mrs. Nazek Hariri and Lebanese Min. of Health, HE Mr. Sleiman Frangieh.



Prof. Ghassan Maalouf and Prof. Gaetano Crepaldi, Pres. of MSOSD.

Twenty-nine international speakers from eleven countries gave presentations in a very busy scientific agenda. Four pharmaceutical companies organized substantial satellite symposia each with several speakers and there was also a large exhibition area. The Conference culminated in a lively Round Table session.

## First PAOS Bone Density Certification Course

This successful initiative, organized jointly by JOPS, PAOS, the IOF and the International Soc. for Clinical Densitometry (ISCD), took place at the Marriott Dead Sea resort in Dec. 2003.

A series of 19 lectures were given and more than 100 physicians attended, 79 of whom sat for the certification exam.



PAOS Committee Members.

## 2004

### Libyan Osteoporosis Prevention Society Symposium

The Libyan Osteoporosis Prevention Society (LIOPS) organized a Scientific Symposium on Osteoporosis at the Tripoli Medical Center in January of 2004. Speakers included Prof. Khaled El Muntaser, President of the Society, Prof. Souad Elwershefani, Prof. Mohamed Meheshi and Dr. Rajab Tarseen.

### Kuwait's Weeklong Osteoporosis Awareness Campaign



Prof. Ghassan Maalouf receiving award from Sheikha Amthal.

A weeklong awareness campaign involving television and radio programs, public lectures and newspaper articles took place in Kuwait in February of 2004.



From left: Adnan Khalifa Al-Rashed, Prof. Ghassan Maalouf, Kuwaiti Min. of Health, Dr. Mohammad Jalala, Dr. Abdelnasser Al Othman and Mrs. Ikbal.

Dr. Abdelnasser Alothman, President of the Kuwaiti Osteoporosis Prevention Society (KOPS) and Prof. Ghassan Maalouf chaired a two-hour prime time television program in which viewers called in live from all around the world.

At a press conference, Sheikha Amthal, sister of the Emir of Kuwait, who had actively assisted in the organization of the week's events, presented Prof. Maalouf with an award in recognition of his work in the field of osteoporosis in the Middle East.

Prof. Maalouf also met with Dr. Mohammad Jalala, Kuwaiti Minister of Health, who promised to prioritize osteoporosis in Kuwait and the cause with regard to the WHO.

### The Lebanese Society Opens a Dispensary



LOPS' Mrs. Mary-Lynne Magdalani.

The Lebanese Society, which had already been offering BMD DEXA scans at greatly reduced prices for some time, went a step further in patient care by opening a dispensary at their offices in Beirut.

### Jordan Hosts Osteoporosis Workshop

A two-day university course on osteoporosis entitled 'Emerging Concepts in Understanding Osteoporosis' was held at the Marriott Hotel at the Dead Sea. The course was held in collaboration with leading physicians in the field of osteoporosis and culminated in four interactive workshop sessions.



Doctors and health-care workers attending course.

### Visit of Prof. Bonjour to New Iranian Society

IOF's Prof. Philippe Bonjour made a five-day visit to Iran's Endocrinology & Metabolism Research Center (EMRC) in Teheran during which he gave lectures and discussed various aspects of osteoporosis. In turn, EMRC Pres. Prof. Larijani, supplied information on the alarming levels of vitamin D insufficiency in Iran.



Prof. Jean-Philippe Bonjour addressing students.

Meetings were held with Dr. Akbari, Undersecretary for Health, and also with the Dir. Gen. of the Center for Disease Control of the Min. of Health & Medical Education.





## Iran: Meeting With Ayatollah Rafsanjani

A meeting was held with Ayatollah Hashemi Rafsanjani, in the context of IOF's 'Targetted Support' initiative. Ayatollah Rafsanjani promised full cooperation for the Iranian Society in their efforts to increase public awareness, promote health nutrition, adequate physical activity and other policies for the prevention of osteoporosis.



EMRC's Prof. Bagher Larijani, Prof. Ghassan Maalouf and IOF's Paul Sochaczewski meeting with Ayatollah Rafsanjani.

In other meetings, the Targetted Support team, consisting of Profs. Bagher Larijani and Eghbal Taheri of EMRC and Ghassan Maalouf and Paul Sochaczewski of IOF, discussed and adopted some 20 recommendations for EMRC.

## Iran's First International Seminar on Osteoporosis



Opening Ceremony at Seminar.

Iran's Endocrinology & Research Center (EMRC) held their First International Seminar on Osteoporosis from 23-24 Sept. 2004.

Prof. Bagher Larijani gave a welcoming speech at the Opening Ceremony, which was followed by speeches from Dr. M.E. Akbari, Dep. Min. of Health & Medical Education, Dr. Zafarghandi, Dean of Tehran's University of Medical Sciences, Pres. of the Seminar, IOF Pres. Prof. Pierre Delmas and IOF ME Rep., Prof. Ghassan Maalouf. In his speech, Prof. Maalouf noted that Iran was, so far, the only country in the region to start to compile a fracture registry, and that such registries were much needed in all countries.

IOF's Profs. Jean-Philippe Bonjour, Rene Rizzoli and John Kanis also gave presentations at the Seminar, along with many other distinguished scientists from Iran and other countries.

## World Osteoporosis Day

### Pakistan's Osteoporosis Seminar

This Seminar was attended by over 400 physicians. A pre-seminar workshop was held earlier in the month on Bone Mineral Density.

### Palestine

As always, POPS consistently holds events for WOD, regardless of the sometimes difficult circumstances. On 20 Oct. they organized a basketball championship with teeshirts, posters and banners about osteoporosis, a public meeting with lectures and a television program.

## 2005

### Launch of First IOF METCOP

2005 saw a new initiative with the launch of the first IOF Middle East Training Course on Osteoporosis, which was held at the Grand Hills Resort in Broumana, Lebanon from 27th-29th May.



International speakers and PAOS members at launch of METCOP.

Intended as an annual event, it afforded participants from the Middle East and North Africa the opportunity to follow, within the area, a comprehensive course, giving all the latest information on osteoporosis and conferring 20 CME credits from Balamand University, Lebanon.

150 or so participants followed a full 2-day agenda of presentations given by ten international speakers. Prof. Jean-Philippe Bonjour presided as Course Leader and also as a member of the teaching faculty. Prof. Maalouf called upon participants from the region to endeavor to set up fracture registries in order to better evaluate levels of osteoporosis in the area.

### Second Pan Arab BMD Certification Course

Following a successful First Course in Amman in Dec. 2003, the Saudi Osteoporosis Society, in cooperation with PAOS, held a Second ISCD Course in Riyadh. Two simultaneous courses took place: one for clinicians and the other for technicians and the event proved to be very successful attracting around 200 participants.



From right: Prof. Mahmoud El Desouki, Prof. Ghassan Maalouf, Dr. Basel Masri, Prof. Riyad Sulaimani, Dr. Mona Fouda, Dr. Zeba Sayed, Dr. Alaya Khan, Dr. Leith Zakraoui and Dr. Jamal Saleh.

### Jordanian International Symposium on Osteoporosis

The results of a study, the First Jordanian National Osteoporosis Record (FiJoNOR) were released at this one-day symposium, held on 30 May 2005 at the Marriott, Amman.

This study of 821 Jordanian women, carried out by the Jordanian Osteoporosis Prevention Society (JOPS), set out to establish the normal values of BMD; the

prevalence of osteoporosis in post-menopausal women and any specific risk factors that could be useful for preventative measures.

Participating at the event were IOF's Pres. Prof. Pierre Delmas, CEO Dr. Dan Navid, Board Member, Prof. John Kanis and Middle East Rep., Prof. Ghassan Maalouf. The main researchers in the study, JOPS' Pres. Dr. Basel Masri, JOPS' Dr. Efteem Azar, Dr. Ahmad Faqih of Jordan Univ. and Dr. Jihad Haddad presented and discussed the data.

### Iranian & Jordanian Societies Win Grants

Both the Iranian and Jordanian Osteoporosis Societies were awarded IOF-Novartis Education Grants at the IOF World Wide Conference of Patient Societies in 2005.



From left: Novartis's Stefan Korte, EMRC's Prof. Eghbal Taheri, and Prof. Ghassan Maalouf.

Iran's 'Constructing Stronger Bones' project targeted Iran's large young population through sports for the prevention of osteoporosis. The EMRC planned to introduce new sports curricula into schools in collaboration with osteoporosis experts and sports coaches. Information about bone health would also be taught to teachers and children.



From left: JOPS' Mrs. Ereeni Awwad, Novartis's Stefan Korte, JOPS' Mrs. Layla Audi and Prof. Ghassan Maalouf.

Jordan's 'Be Good to Your Bones' project proposed making DVD's showing exercises of special benefit for osteoporosis - both for prevention and for those with the disease.

## Third Pan Arab Osteoporosis Congress

The third PAOS Congress took place in Tunis from 7-9 Sept. 2005 with presentations covering a full range of topics. A PAOS committee meeting took place in conjunction with the Congress.



Left to right, front row: Dr. Abdul Rahim Suhaili, Prof. Khaled El Muntasser, Dr. Gemma Adib, Prof. Ghassan Maalouf, Prof. Leith Zakraoui. Middle row: Dr. Wahid El Kharousi, Prof. Samir El Baddawi, Dr. Basel Masri, Dr. Hekmat Abou Samra. Back row: Dr. Sami Salman, Dr. Elias Saba, Dr. Riad Sulaimani.

## World Osteoporosis Day 2005 'Move it or Lose it'



### Iran

A variety of sporting and awareness events for school children were held in a large auditorium in Teheran. Parents and grandparents also joined in and free BMD scans were offered to competition winners. There were films and lectures, the 'One

Minute Risk Test' was distributed and the EMRC team demonstrated exercises. Awareness campaigns also took place after Friday prayers and in shops and BMD and blood tests were carried out for the purposes of studies.

### Pakistan

The Pakistani Society focused on the medical community, for whom a series of seminars were held across the country.



### Palestine

A full day of sporting activities took place with the theme 'Sport and its Importance for People of All Ages, with Special Emphasis on Children with Special Needs'. Many types of team games and competitions took place and flyers and posters were distributed. The day ended with a large dinner invitation for all participants at which Dr. Elias Saba of POPS gave a lecture on 'The Importance of Exercise in the Prevention of Osteoporosis'.



## Mrs Randa Berry Nominated BJD International Ambassador



Mrs. Randa Berry and BJD Pres. Prof. Lars Ladgren.

At a ceremony held at the Ain El Tineh Palace, Beirut, in Nov. 2005, Mrs. Randa Berry was nominated as International Ambassador to the Bone & Joint Decade (BJD). Among those attending were the Lebanese Min. of Health, Prof. Mohamed Khalifah and the Pres. of the BJD, Prof. Lars Ladgren.

Mrs. Berry spoke about her goals for the future and, in concluding her speech, extended her thanks to the BJD for 'their confidence in Lebanon and for the role I am to play as your Ambassador and as a representative of Lebanon'.

## 2006

### Fragility Fracture Repair Project

Upon the initiative of Prof. Ghassan Maalouf, members of the Bone & Joint Decade (BJD) gathered for the Congress of the American Academy of Orthopedic Surgeons in Chicago in March 2006, took the opportunity of holding a meeting to discuss the future cooperation between the IOF, the BJD and the ISFFR on a Fragility Fracture Repair Project.



From left: Stephan Korte of Novartis, Jean Puget of SOFCOT, Marcos Musafir, Pres. of Brazilian NAN, James Wadell, Pres. of Canadian NAN, Kokuban Shoichi, Pres. of Japanese NAN, Ghassan Maalouf, IOF Board Member, Lars Lidgren, Pres. of BJD, Yasser Yaghi, Pres. of Lebanese NAN, Harry Genant, IOF Board Member, Karsten Dreinhofer, Pres. of German NAN, Olof Johnell, IOF Board Member, Alexander Nehme, LOPS.

### Prof. Ghassan Maalouf Awarded 1st IOF President's Award

This new award was presented to Prof. Maalouf at the IOF World Congress on Osteoporosis, which was held in Toronto, Canada, in early June 2006.

'It is truly fitting that the 1st IOF President's Award is being given to Prof. Ghassan Maalouf. He has worked tirelessly to broaden the membership of the IOF. He has been one of the most active members of the IOF Board and is a rare individual able to bring together members of patient societies, scientists and politicians' noted IOF President, Prof. Pierre Delmas,



Prof. Ghassan Maalouf receiving award from IOF CEO Dan Navid and IOF Pres. Prof. Pierre Delmas.

The IOF President's Award recognizes an outstanding individual who has made a significant and unstinting contribution to the advancement of the work of the IOF.

### Second IOF METCOP

This Second IOF Middle East Training Course on Osteoporosis was almost aborted. In the words of Prof. Maalouf, 'I thought all was lost when war erupted in July... and then your messages of support flooded in and brought tears to my eyes'.

Although there were a few understandable cancellations on the part of members of the alumni, Course Leader, Prof. Jean-Philippe Bonjour, was determined to take the 'risk', as were IOF Pres. Prof. Pierre Delmas and Profs. Claus Christiansen and Serge Ferrari.



IOF Pres. Prof. Pierre Delmas, IOF's Prof. Jean-Philippe Bonjour, Course Leader and IOF's Prof. Serge Ferrari.

Together with Prof. Maalouf, a full scientific agenda was presented and attendance numbers from all over the region were even larger than the previous year.



Members of Iranian delegation.

A meeting of the Pan Arab Osteoporosis Society (PAOS) also took place in conjunction with the IOF Metcop.



PAOS Committee Members

2007

## Syrian Society Holds Conference

More than 100 doctors attended a Conference organized by the Syrian National Osteoporosis Society (SYNOS) in Damascus in January 2007. Several presentations were made followed by an animated question and answer session.



Dr. Gemma Adib, Pres. of SYNOS.

## Conference in Egypt

The Egyptian Osteoporosis Prevention Society (EOPS) held a conference at the Hilton Dreamland Hotel in Cairo from 18-21 April 2007, which was attended by more than 180 participants.



EOPS' Dr. Ahmed Rashed and IOF Pres. Prof. Pierre Delmas

IOF Pres., Prof. Pierre Delmas, contributed to many of the scientific sessions and several physicians presented new research articles. EOPS Pres. Prof. Samir El Badawy, also presented an award to Dr. Nouran Abaza for best article entitled, 'Bone Biopsy & Bone Quality'.

## Jordanian Society Holds Conference

The Jordanian Osteoporosis Prevention Society (JOPS) held a two-day conference on the 'Practical Aspects of Bone Health' at the Marriott Hotel in Amman in June 2007.

Presentations were made by six international speakers: Profs. Ferrari, Kanis, Maalouf, Gluer, Purdie and Burckhardt. This was followed up by 'Meet the Expert' sessions.

## Magida El Roumi Accepts to Become Patron to LOPS and the NAN of BJD Lebanon

Magida El Roumi, the great singing star, honored the Lebanese chapters of the IOF and the NAN of BJD Lebanon with her acceptance to become their Patron.

Magida needs no introductions in the Arab World as she is one of the Middle East's most admired and respected singers and is also already a Goodwill Ambassador to the FAO. She has always sung with great feeling and emotion about the events she has witnessed: the terrible fifteen-year civil war in Lebanon, which she lived through, refusing to leave, and also the various conflicts and injustices taking place in the region to this day.



Magida El Roumi

She has been offering her support to the Lebanese Osteoporosis Prevention Society (LOPS) for many years now and gave a memorable performance at a concert held at the First Pan Arab Osteoporosis Conference in 2000.

## Dubai Launch of IOF World Osteoporosis Day 2007

The IOF prepared one of its most far-reaching campaigns for its 2007 World Osteoporosis Day's global launch from Dubai, entitled 'Beat the Break': Know and reduce your osteoporosis risk'.

## Middle East & North Africa Consensus on Osteoporosis

Completed in 2005, this Consensus was finally published by the Journal of Musculoskeletal & Neuronal Interactions (JMNI) in June of 2007 and represents a culmination of many years of studies of Middle East and North African populations.



Numerous contributions from PAOS members were included in this study:

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2. Al Nuaim AR, Kremlı M, Al Nuaim M, Sandkji S. Incidence of proximal femur fracture in an urbanized community in Saudi Arabia. Calcif Tissue Int 1995
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8. Dougherty G, Al Mazrouk N, Bone density measured by dual-energy X absorptiometry in healthy Kuwaiti women. Calcif Tissue Int 1999.
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19. Maalouf G, Wehbe J, Nehme A, Moucharafieh R, Gannage-Yared MH, Chidiac RM, Yaghi Y. Characteristics of hip fracture in Lebanese population. *Osteoporosis Int* 2005.
20. GANNAGE-Yared MH, Chemali R, Sfeir C, Maalouf G, Halaby G. Intake in an adult Middle-Eastern population: food sources and relation to lifestyle and PTH. *International J for Vitamin and Nutrition Research* 2005.
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23. Al Khayarin M, Bener A, Hammoudeh M, Zirie M, Browner BD. Determinants of Bone Mineral Density in Relation to Socio-demographic and Lifestyle Factors for Osteoporosis in Healthy Qatari Women. (submitted)
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14. Osteoporosis in men. Review article by E.Seeman, J.Kofman, J.Belzikian, G.Maalouf. Prof. Maalouf was project director. This is the most elaborate article on the subject. Published in 2004 and introduced to all scientific media in Rio de Janeiro, May 2004.
15. Problems in the definition and management of hypogonadism in men. E.Seeman, G.Maalouf. *Osteoporosis Int.* 2003.

## Achievements in articles & publications

### A. Books: Chapter in a Book

1. Bone Mineral Density of the Lebanese Reference Population. G.Maalouf. July 1996.
2. Osteoporosis: The Silent Crippler .G.Maalouf. 1996, reedited 2002.
3. Nutrition and Osteoporosis. G.Maalouf. 2001.

### B. Scientific

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- 16.** The BMD of the lumbar spine and the contralateral hip does not change following cemented total hip replacement. A.Nehme, G.Maalouf. *European Orthopaedics Journal*. 2003.
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- 18.** Measure the validity of diagnosing osteoporosis based on risk factor assessment. G.Maalouf, A.Nehme, J.Wehebe, G.Adib, G.Farah, N.Maalouf, M.Kenaan. *Osteopor. Int.*, 2003 vol. 14 suppl. 7, page S23.
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- 20.** Action de l'Alendronate sur l'état osseux périprothétique après prothèse totale de hanche cimentée. A.Nehme, G.Maalouf, J-L.Tricoire, G.Giordano, P.Chiron, J.Puget. *Revue de Chirurgie Orthopaedic*, 2003, 89, 593-598.
- 21.** Infantile idiopathic scoliosis factors of poor results after conservative treatment. Joseph W. Wehebe, Ghassan N. Maalouf, Rita Maria A. Chidiac, Alexandre H. Nehme, Christian C. Morin. *Artroplasti artroskopik cerrahi dergisi*. 2004 Vol.15, NO 2, 97-102.
- 22.** Loss of regularity in the curvature of the thoracolumbar spine: a measure of structural failure. G.Maalouf, R.M.D.Zebaze, N.Maalouf, E.Seeman, *JBMR*, 2004. p.1099-1104, Vol 19, no. 7.
- 23.** Osteoporosis a disease for all in Lebanon. G. Maalouf, A. Nehme, J. Wehebe, F. Haddad, G.Farah, J.Habanbo, M-H.Gannage-Yared. *Clinical Calcium*. 2004 Vol.14 No 9-P.116-122.
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- 25.** Bending strength of the femoral neck is determined by the spatial distribution, not the mass, of cortical and trabecular bone. R.M.D. Zebaze, M.Knacksted, A.Jones, G.Maalouf, N.Maalouf, E.Seeman. *Osteoporosis International*, Vol. 16, Supplement 3, 2005.
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- 27.** The Spinal Curvature Irregularity Index (SCII) identifies vertebral fractures. G.Maalouf, R.Zebaze, A.Nehme, N.Maalouf, J.Wehebe, E. Seeman. *Osteopor. Int.*, 2005. Vol. 16, Suppl. 3.
- 28.** Persistent Bladder Entrapment Following Acetabular Fracture with Subsequent Vessical Injury During Total Hip Arthroplasty: A Case Report. A. Nehme, G. Maalouf, D. Oakes, I. Ghantous and R. T. Trousdale. *J of Bone and Joint Surgery Am*. April 2005 87:870-873.
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- 31.** Phalangeal osteosonogrammetry age-related changes and assessment of a Lebanese reference population. J. Wehebe, G. Farah, D. Sawan, Z. Tannous, A. Nehme, R-M. Chidiac, M-H Gannage Yared, S. Jalkh, G. Maalouf. *BONE*.
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- 33.** Pectoralis major tendon ruptures: repair using absorbable anchor sutures. R. Moucharafieh, J. Wehebe, G. Maalouf. Submitted for the *Journal of Shoulder and Elbow Surgery*.
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28. 'Thorax et fonction respiratoire après traitement chirurgicale des scolioses thoracique juveniles.' J.Wehebe, P.Y. Plais, G.Maalouf, B. Geyer, R. Rodrigues, D. Chopin. Revue Medicale Libanaise, 2004.Vol.165 N01, p16-18
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**30.** 'Effects of Levothyroxine Suppressive Therapy on bone mineral density in Pre-Menopausal women.' Larijani B, Gharibdoost F, Bastanhagh MH, Pajouhi M, Sajadi A, Aghakhani S, Eshraghian R, Akrami SM, Maalouf G. *Revue Medicale Libanaise*, Avril 2003. P81-84.

**31.** 'Benign infantile idiopathic scoliosis. Factors of poor. Results after orthopedic treatment.' J.Wehebe, G. Maalouf, R. M.Chidiac, A.Nehme, C.Morin.

**32.** 'Thorax et fonction respiratoire apres chirurgie de scoliose juvenile.' J.Wehebe, P-Y Plais, G.Maalouf, A.Nehme, B.Geyer, R.Rodrigues, D.Chopin. *Revue Medicale Libanaise*, 2004.vol 16 numero 1, p.16-18

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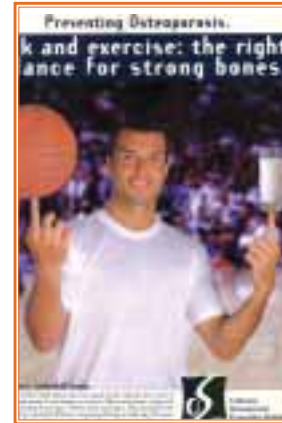


## MEDIA CAMPAIGNS IN LEBANON

Many celebrities have contributed to the Lebanese Society's media campaigns over the years and virtually all publications in Lebanon have, at some time, featured articles and interviews about osteoporosis.



In 1997, this memorable campaign poster featured Miss Roula Hamadeh, a well-known Lebanese actress



In 1999, the popular Lebanese basketball champion, Elie Mchentaf, joined in the campaign for the 'Fun Run' rally in Beirut's Centreville.



Miss Lebanon, Dina Azar, featured in this 1999 poster for the 'Fun Run', along with Elie Mchentaf.



This 'Wishbone' poster was created for the First Pan Arab Conference in 2000, and was later adopted by IOF for WOD 2002.



The television program above featured: Miss Maya Khoury (Nutritionist), Dr. Jihad Ezzedine and Prof. Ghassan Maalouf. Members of LOPS' committees have participated in talk shows, discussions and phone-in sessions on television on many occasions and these programs have often been broadcast throughout the Arab World.

## FUTURE EVENTS

### 3rd IOF METCOP, Grand Hills,

Broumana,  
7-8 Dec. 2007.

#### List of speakers:

- \* Claus Christiansen
- \* Karsten Dreinhofer
- \* Serge Ferrari
- \* Jean-Marc Kaufman
- \* Marius Kraenzlin
- \* Ghassan Maalouf
- \* Basel Masri
- \* Jean-Philippe Bonjour

For reservations and more information kindly contact Mrs Lynn Sauma, lynnmaalouf@gmail.com or Mrs Maud Nakhal maud@nakhal.com.lb .



### IOF World Wide Conference of Osteoporosis Patient Societies

Miami, USA  
11-14 December 2007



### 4th Pan Arab Osteoporosis Congress 1st Emirates Osteoporosis Society Congress

Dubai, UAE.  
2-4 March 2008.

Read more about this exciting upcoming Congress in the first announcement PAOC2008DUBAI.pdf (PDF, 100.5 KB). Call for abstracts: Deadline November 30, 2007

The Congress will be followed by an IOF Osteoporosis Diagnosis Course with Densitometry Certification from March 5-6, 2008.



### IOF Osteoporosis Diagnosis Course With Densitometry Certification

Teheran, Iran.  
8-9 March 2008

Contact the Endocrinology & Metabolism Research Center <http://emrc.tums.ac.ir> or write to [emrc@sina.tums.ac.ir](mailto:emrc@sina.tums.ac.ir)



### IOF World Congress on Osteoporosis

Bangkok, Thailand  
3-7 December 2008



**IOF Patron**  
Her Majesty Queen Rania of Jordan



**IOF President**  
Prof. Pierre Delmas

“Although we have effective treatments for osteoporosis, each year millions of our grandmothers are crippled and disfigured because they don’t have easy and sufficient access to diagnosis and medication”.

## MENA OSTEOPOROSIS SOCIETIES

**Bahrain:** Bahrain Osteoporosis Society, **Egypt:** Egyptian Osteoporosis Prevention Society, **Iran:** Endocrinology & Metabolism Research Center, **Iraq:** Iraqi Society of Osteoporosis **Jordan:** Jordanian Osteoporosis Prevention Society, **Kuwait:** Kuwait Osteoporosis Prevention Society, **Lebanon:** Lebanese Osteoporosis Prevention Society, **Libya:** Libyan Osteoporosis Prevention Society, **Morocco:** Moroccan Society for Rheumatology, **Pakistan:** Osteoporosis Society of Pakistan, **Palestine:** Palestine Osteoporosis Prevention Society, **Saudi Arabia:** Saudi Osteoporosis Society, **Syria:** Syrian National Osteoporosis Society, **Tunisia:** Tunisian Osteoporosis Prevention Society, **UAE:** Emirates Osteoporosis Society.

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