



## PERSONAL BIOGRAPHY

### PEGGY FLEMING

Peggy says her memory of her first day on the ice is one of quiet, effortless movement. She had no way of knowing then that she would soon shoulder much of the responsibility for keeping the sport of figure skating alive in this country.

In 1961, the entire United States Figure Skating team was killed in a plane crash on its way to the Prague World Championships. Peggy Fleming was eleven years old and her coach was one of those killed. With all of her role models gone, it would be up to her to create an image of style and grace that would carry her to five U.S. Titles, three World Titles, and in 1968 to an Olympic Gold Medal

ABC televised the 1968 Winter Games live and in color for the first time ever, and the world watched Peggy's free-skating program that would win her the Gold Medal by 88.2 points over her closest competitor, and it would be the only Gold Medal the United States brought home from Grenoble.

Her career has continued to expand as a star in a total of five TV specials and commercial endorsements. The diversity of Peggy Fleming's marketing development set the standard for today's generations of figure skaters.

In 1999, Peggy was honored at the Sports Illustrated 20<sup>th</sup> Century Awards. She was in an elite group of seven named "Athletes Who Changed the Game", which included Arnold Palmer, Billie Jean King, and Jackie Robinson. She was also one of the honored athletes to carry the Olympic flame into the 2002 Opening Ceremonies in Salt Lake City.

Since 1981, Peggy's career as an on air analyst for ABC Sports has taken her to national, world, and Olympic competitions, and she continues to provide warm and knowledgeable commentary to an ever growing audience.

In January of 1998, Peggy faced another challenge with grace and courage. On the 30th anniversary of her gold medal in Grenoble, France, she was diagnosed with breast cancer. Faced with what she called "another Olympics, a life Olympics", Peggy decided to share her experience with the public so that other women would be strengthened. Promoting breast cancer awareness has become extremely important to Peggy, and her appearances on "20/20", "Oprah", and "The Rosie O'Donnell Show" have given hope to millions of cancer patients.

Today her interests are focused on health issues as well as fitness; balance, she feels, is the key to living a vital and satisfying life. Towards that end she has served on several community project boards, such as



San Jose's Sports Authority and as honorary chairman for Easter Seals and the PTA. She was also a National spokesperson for the National Osteoporosis Foundation.

Of course, her primary source of balance and joy has always been her family. In 1970 she married dermatologist, Dr. Greg Jenkins. They live in the San Francisco Bay Area and have two sons.

## **FACT SHEET UNITED STATES PEGGY FLEMING**

### Prevalence

- Osteoporosis is a major public health threat for an estimated 44 million Americans, or 55 percent of the people 50 years of age and older. In the U.S. today, 10 million individuals are estimated to already have the disease and almost 34 million more are estimated to have low bone mass, placing them at increased risk for osteoporosis.
- Eighty percent of those affected by osteoporosis are women. Twenty percent of those affected by osteoporosis are men.
- Significant risk has been reported in people of all ethnic backgrounds.
- While osteoporosis is often thought of as an older person's disease, it can strike at any age.

### Fractures

- One in two women and one in four men over age 50 will have an osteoporosis-related fracture in her/his remaining lifetimes.
- Osteoporosis is responsible for more than 1.5 million fractures annually. These include 300,000 hip fractures, 250,000 wrist fractures, 700,000 vertebral fractures and 300,000 fractures at other sites.
- A woman's risk of hip fracture is equal to her combined risk of breast, uterine and ovarian cancer. Women with a hip fracture are at a four-fold greater risk of a second one.
- Men over the age of 50 have a greater risk of suffering an osteoporosis-related fracture than developing prostate cancer. Each year, 80,000 men suffer a hip fracture and are nearly twice as likely as women the same age to die in the first year after breaking a hip.
- The consequences of osteoporosis are devastating and painful. An average of 24 percent of hip fracture patients aged 50 and over die in the year following their fracture.
- The most typical sites of fractures related to osteoporosis are the hip, spine, wrist and ribs, although the disease can affect any bone in the body

### Cost

- The estimated national direct expenditures (hospitals and nursing homes) for osteoporotic hip fractures was \$18 billion dollars in 2002, and the cost is rising.
- This cost to the healthcare system associated with osteoporotic fractures is expected to exceed \$60 billion by the year 2030.
- An increase in BMD testing and osteoporosis treatment was associated with a decrease in hip fracture incidence.

### Detection

- Specialized tests called bone mineral density (BMD) tests can measure bone density in various sites of the body. Medicare reimburses for BMD testing every two years.
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### Prevention

- Osteoporosis is not an inevitable part of aging. Building a strong skeleton during childhood, adolescence and young adulthood may help individuals avoid osteoporosis later in life. There are five steps, which together can optimize bone health and help prevent osteoporosis. They are:
  - A balanced diet rich in calcium and vitamin D
  - Weight-bearing and resistance-training exercises
  - A healthy lifestyle with no smoking or excessive alcohol intake
  - Talking to one’s healthcare professional about bone health
  - Bone density testing and medication when appropriate

Medications

- Although there is no cure for osteoporosis, there are medications approved by the FDA for postmenopausal women to prevent and/or treat osteoporosis.

**PERSONAL STATEMENT  
ACHIEVING A BONE FRIENDLY LIFESTYLE  
PEGGY FLEMING**

I am passionate about anything that empowers women to take care of their health. Because of my background as an athlete, and because I’m a breast cancer survivor, women’s health issues have always been important to me. I’m very honored to be invited to take part in this group of women leaders from around the world.

I’ve seen firsthand, through my work with the National Osteoporosis Foundation in the US, and my public appearances on behalf of women’s health, the terrible suffering caused by this disease.

Both my husband and late father-in-law are physicians, and years ago; they attended an AMA convention that discussed bone health. When my husband returned home, he sat me down with all the information and recommended that I look into taking a calcium supplement and that I discuss osteoporosis with my doctor. This was long before routine bone density tests, bone rebuilding drugs, or public awareness about osteoporosis. In 1995, I was invited to represent my country’s National Osteoporosis Foundation to serve as an honorary board member.

As you may know, the National Osteoporosis Foundation – also known as NOF – was established in 1984 and is the leading voluntary health organization in the US solely dedicated to osteoporosis and bone health. The foundation’s vision is to make bone health a reality and a lifelong priority for all individuals.

I was lucky to work with them promoting an awareness campaign. Through that experience, I became very aware of bone density testing and how silent this disease truly is.

The public health threat presented by osteoporosis was noted in the US Surgeon General’s Report on *Bone Health and Osteoporosis* that was published in October 2004. This was the first time such a report had been produced on bone health in the US and it states, “All healthcare professionals ... have the opportunity and responsibility to assist individuals in achieving” strong, healthy bones, but “... much of what we know from research about bone health is not always applied in practice.”

Since no single specialty in the US is focused on this disease, it is important to reach all healthcare professionals. NOF is actively working to increase understanding of osteoporosis with health care professionals and advance awareness with the public. This report has provided a foundation for NOF,

working with federal agencies and fellow leaders in the bone health community, to make the osteoporosis assessment and management an every day clinical practice in the U.S. and to help us to ensure access for diagnosis and treatment for all appropriate individuals.

As the NOF President, Dr. Ethel Siris, has noted, this landmark report legitimizes the significance of osteoporosis as a public health threat. As a result, raising awareness has become particularly critical. The healthcare industry and healthcare professionals around the world need to see the long-term benefits of getting that word out. From a business point of view, preventing this disease will save enormous amounts of money worldwide.

The encouraging news is that I believe awareness is finally happening in the United States. More and more of my friends and women that I meet around the country are telling me about getting their bone density tests. The word does seem to be spreading in North America.

My biggest message today is to encourage women to take charge of their health. Don't be an observer, be a participant, and don't procrastinate about ANY of your checkups, including bone density tests. As we get older, the list of maintenance gets longer, but that's the challenge if you want to live a long and healthy life. Embrace life. Strong women should take the time to ensure that they are staying healthy for themselves and for those they love. Make exercise part of your life, even if it's just a vigorous walk each day. Healthy lifestyle is not just a phrase. It should be our ultimate goal.