



## **PERSONAL BIOGRAPHY**

### **JUSTINE PASEK – MISS UNIVERSE 2002**

She was appointed ambassador for Panama's tourism promotion in 2003-2004 and participated in tourism trade shows in Spain, Italy, and Germany as well as in promotional Panama Weeks in cities such as New York, Los Angeles and Washington DC.

She is a dedicated activist and collaborates with diverse foundations in her own country such as Probidside (Pro Well Being and Dignity of People Living with HIV/AIDS). Justine participated in a PSA for Unicef's 2006 Regional Campaign to battle Pediatric HIV/AIDS 'Unite for children, Unite against Aids'.

She is Panama's Patron for Fosemo (Osteoporosis Foundation), and Sponsor of the Osteoporosis and Metabolic Disease Foundation of Panama. She participated in the Summit 'Beauty and the Bones' within the IOF Worldwide Conference of Osteoporosis Patient Societies held during 2005 in Bangkok; Thailand bringing awareness to young girls and women about the importance of leading a healthy lifestyle.

She was the first female in Latin America to be appointed as a good will ambassador of FAO UN Organization for Food and Agriculture in 2003. She brings media attention and public awareness to the FAO programs in the region. Justine also collaborates with NGO's who battle hunger in her home country, such as Nutrehogar (Rehabilitation Centers for Undernourished Children). Over five thousand children under the age of 5 have rehabilitated in these centers. She has also collaborated with The National Nutritional Service which has sponsored over two hundred farms for families in rural areas and Fundacion Tierra Nueva which sponsors an agro-forestry boarding school in the province of Darien.

Justine has established the Alliance Group, reuniting several foundations and civic clubs and enabling them to collaborate with each other under the local FAO office to produce the Telefood fundraiser.

She has appeared in magazines such as Ocean Drive (Español), Vanidades, Cosmopolitan (Latin America), Islands Magazine, Marie Claire (Mexico), Vogue (Brasil), Hola! (Spain), GQ (Italy), and Caras (Argentina, Brasil and Colombia). She was spokesperson for Christian Dior's Latin American Beauty (Cosmetics and Fragrances) 2004. Justine has hosted TV specials for E! Entertainment Television Latin America and Fashion TV.

A self-described "Citizen of the World," Justine Pasek has since traveled to Japan, Bali, Thailand, Egypt, Aruba, Ecuador, Peru, Cuba, Canada, and the United States. As the first Panamanian Miss Universe, Justine Pasek held the crown and assumed the duties of Miss Universe. She championed the cause of HIV/AIDS and established the first HIV/AIDS prevention center in her country.

**OSTEOPOROSIS FACT SHEET**  
**SOUTH AMERICA**  
**JUSTINE PASEK**

**The Facts**

- It is estimated that Osteoporosis in Latin America and Asia will increase around 400% by 2050
- Currently the majority of hip fractures occur in North America and Europe but demographic shifts over the next 50 years however, will lead to huge increases in the number of elderly in Asia, South America and Africa. Consequently there will be a shift of burden in the disease from the developed to the developing world. Some 75% of hip fractures are expected to occur in the developing world by 2050<sup>1</sup>

There is an enormous amount of work to be done but progress is being made at individual country level. For example, in Panama:

- FOSEMO has launched an OSTEOVAN which will provide osteoporosis information and screening via a wrist sonometer. The OSTEOVAN was inaugurated on 30 June 2005 by the First Lady of Panama
- To celebrate World Osteoporosis Day 2005, in Panama FOSEMO held a "chain of exercises" demonstration with an audience of mostly young people. FOSEMO's patron, former Miss Universe 2002 Justine Pasek, was there to exercise with the students as well.
- At the IOF World Wide Conference of Osteoporosis Patient Societies in Bangkok, Thailand on September 30, 2005 the Fundacion de Osteoporosis y Enfermedades Metabolicas Osteos was awarded an IOF-Novartis Osteoporosis Education Grant to the value of USD 10,000. The award-winning project, called "My Bank of Bones," is a play and learning program designed for pre-school children 5-6 years of age, at 12 day care centers in low income communities. It will help children to recognize foods which are healthy. They will also do exercise and relate this to the importance of bone and muscle strength. The children will be empowered to learn how bones are built by filling their 'Bank of Bones', a plastic jar, with picture cards of the food they eat and the exercise they do. They will take home

Teachers will be given a 3-day seminar and provided with fun educational material, including work books, puppets, food charts, cut out materials, etc.

**PERSONAL STATEMENT**  
**PREVENTING THE SUFFERING**  
**JUSTINE PASEK**

Osteoporosis is now classified as a disabling and painful disease, due to the vertebral and non vertebral fractures it causes which impact quality of life and daily living for millions of people throughout the world. Many people still suffer through back pain, spine deformities (Dowager's hump) and under-diagnosis and under-treatment of osteoporotic fractures – symptoms that in many countries are still viewed by professionals as natural changes due to aging!

Since I became Patron for the Panama Osteoporosis Foundation (FOSEMO), I have become more aware of the importance of taking personal responsibility and action to build healthy bones now for the future. Also as a role-model for young people in fashion and modeling careers, my public advice is to create a balance of nutrition, lots of daily activity and weight bearing exercises as part of ones natural way of life. As a future mother I am aware that my bones are being prepared for that special event and I urge young women to help themselves in this preparation as well.

Actually during my preparation for the Miss Panama contest for Miss Universe, I selected yoghurt for my personal TV message, as that's one of my favorite foods, and plenty of fruits and vegetables, balanced with exercise keep me fit.

Last September I had the opportunity to participate in the IOF Beauty and the Bones Summit in Thailand, where winners from diverse beauty contests around the world, addressed young girls and advised that beauty should never be at the sacrifice of nutrition and healthy habits, particularly at their ages where peak bone mass is developing.

My country, Panama, is located in Central America and has a fairly young population. We have approximately 3 million inhabitants, 49% are women, so FOSEMO is working

choreography contests, outdoor fitness rallies, urging dairy products consumption with nutritional messages on milk packages, conferences for pre and post menopausal women and our OSTEOVAN detection bus, giving women and men the opportunity for bone testing all around the country.

Due to the efforts of FOSEMO, the First Lady of Panama recently donated some software to FOSEMO for the SONOMETER to measure children's bone strength correlated to their height, weight and nutritional profile. This equipment is now helping us to evaluate the impact of the national milk and nutritional biscuit complementary programme in primary schools. A pilot group is being measured at the beginning of the 2006 school period and will be measured again at the end of the year. We hope to collect important information to assist in developing a national bone building program in the future.

Our work with osteoporosis patients has been oriented to helping them make changes in their eating habits, stop smoking, start exercising, attend physical therapy sessions, keep on their medication and, with the help of their family, adapt their homes to prevent falls.

It is estimated that osteoporosis in Latin America and Asia will increase around 400% by 2050, also in the rest of the world in different percentages, so the purpose of this Roundtable is to urge the public, professionals and governments to take action to prevent the suffering from osteoporotic fractures and disability of millions of people throughout the world.