

Letter from the Editor



Dear Readers,

Clinical vertebral fractures cause a nearly 10-fold rise in the risk of premature death and excess mortality of 20% follows hip fractures. More than 50% of such fractures can be prevented, just by treating the underlying osteoporosis.

Refusing therapy turns out to be a killer worldwide, which assaults our population day in and day out. Not to mention the economic burden of the disease for our societies, which have to spend billions of dollars, yen, pesos, guilders, pounds and marks for acute therapy of new fractures.

World Osteoporosis Day needs to be every day, every week, the whole year – until this killer has vanished.

Yours sincerely

Helmut Minne

IOF Vision

The vision of the International Osteoporosis Foundation is a world without osteoporotic fractures

IOF Mission

- To support national osteoporosis societies in order to maximise their effectiveness
- To increase the awareness and understanding of osteoporosis
- To motivate people to take action to prevent, diagnose and treat osteoporosis

IOF Goals

- Nurture and enlarge the IOF network of member societies worldwide
- Promote medical innovation and improved care
- Expand IOF partnerships with organisations working on similar or complementary issues and projects
- Lobby for policy change in all countries through implementation of the recommendations of the Report on Osteoporosis in the European Community – Action for Prevention, and other appropriate policy instruments

VIP SUPPORT FOR WORLD OSTEOPOROSIS DAY



World Osteoporosis Day

October 20th 2000

Invest in Your Bones

A famous face, a prominent individual respected by the public, an important health official whose opinions carry weight: VIPs can be a tremendous help in generating media coverage for the osteoporosis movement. This year, IOF and many of its member societies were fortunate to be able to call upon influential persons to help raise the public profile of World Osteoporosis Day (WOD)-related osteoporosis events and campaigns.



Queen Rania of Jordan shows the 11-nation IOF study, "How Fragile is Her Future?" in her World Osteoporosis Day video message

In a video-taped message created especially for WOD, IOF's patron, Queen Rania of Jordan, encouraged "health ministers around the world to make osteoporosis a priority in their own countries". In Argentina, the country's first lady, Mrs. Inés Pertiné De La Rúa graciously accepted to become Honorary President of the Sociedad Argentina de Osteoporosis' newly founded Patient Society. The Fundacion Hispana de Osteoporosi y Enfermedades Metabolicas Oseas (FHOEMO) held a World Osteoporosis Day Conference chaired by HRH Queen Sofia of Spain. Queen Sophia has lent her support to FHOEMO and has been patron of Spain's Osteoporosis Day since 1994.



Mrs. Inés Pertiné De La Rúa, Argentina's first lady and Honorary President of the SAO's newly founded Patient Society

Many other societies staged WOD events at which elected officials or health ministers participated. Osteoporosis New Zealand organised a morning tea celebration with the minister of health, the Hon. Annette King. Six women members of parliament and their mothers had previously had bone density scans. The results were shown at the parliamentary function together with a presentation in which the need for easier access to bone density scans for those at risk was highlighted. The Czech Society for Metabolic Skeletal Diseases organised a meeting called "milk for schools" and a press conference dealing with food products enriched with calcium – both events were held with the participation of the



Queen Sofia of Spain has been patron of Spain's Osteoporosis Day since 1994

Czech Minister of Agriculture. The health ministers of Denmark, Slovenia and Mexico also participated in various WOD events organised by IOF member national societies in these countries.

MEDIA FOCUS ON WORLD OSTEOPOROSIS DAY

In the weeks preceding October 20th, IOF and its member societies were actively spreading the message of World Osteoporosis Day through numerous community activities and, in particular, by engaging media participation. Following press releases or press conferences arranged by osteoporosis societies in over 20 countries, media around the world have since

carried information about WOD and its theme – “Invest in your bones”.

Advertisements for WOD and articles about osteoporosis appeared in a wide range of consumer magazines and daily newspapers. Examples range from Argentina, where an advertisement for WOD was placed in the country’s leading newspaper, “La Nación”; to

Italy, where a two-page article appeared in a leading women’s magazine, “Marie Claire”; and to China, where WOD was announced in “China Health News”. In many countries (for example, Argentina, Bulgaria, Italy, Romania, Slovenia and New Zealand) interviews with society officials or osteoporosis experts were broadcast on TV and radio.



Are you at risk of osteoporosis?

Courez-vous un risque d'ostéoporose?

Haben Sie ein Osteoporose-Risiko?

Esta usted en riesgo de sufrir osteoporosis?

The “Millennium One-Minute Osteoporosis Risk Test”, newly revised for World Osteoporosis Day, has been translated into many languages and has appeared in various forms on leaflets, brochures and magazine articles around the world. It is available on the IOF web site in English, French and German. A Spanish language risk test, produced by the Argentinean Society of Osteoporosis, is also available.



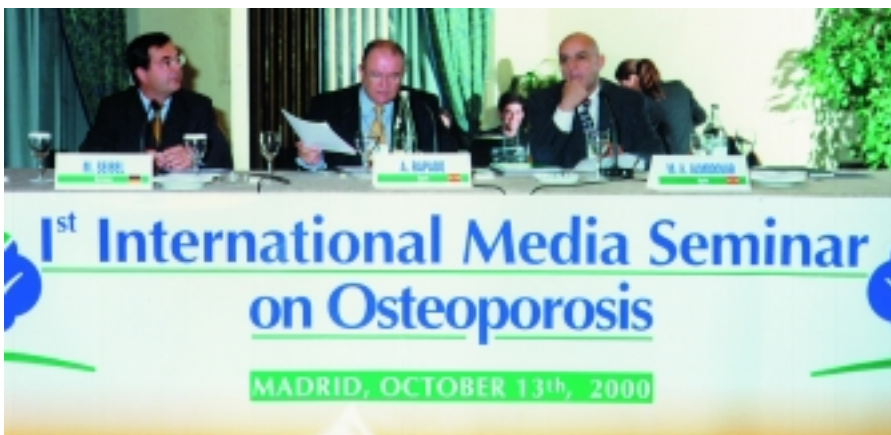
Professor René Rizzoli interviews an osteoporosis patient who, although – typically – diagnosed after fractures occurred, is now receiving appropriate and effective treatment.

IOF staged a press briefing on October 19th, 2000 at the United Nations in Geneva for UN-accredited journalists representing major newspapers, press agencies, TV and radio worldwide. In addition to a tasty and nutritious



breakfast, the journalists were treated to an informative presentation by Professor René Rizzoli, Chair of IOF’s Committee of Scientific Advisors. A patient kindly agreed to speak about her personal experience with osteoporosis and answer questions from journalists. Many of the journalists took advantage of the opportunity to have their bones tested in the Osteo Bus parked outside the UN buildings for this occasion.

FIRST GLOBAL AWARDS FOR EXCELLENCE IN OSTEOPOROSIS REPORTING



Speakers at the seminar included, from left to right: Dr. M. Seibel of the University of Heidelberg, Germany; Dr. Aurelio Rapado, President of the Fundacion Hispana de Osteoporosi y Enfermedades Metabolicas Oseas (FHOEMO); and Dr. M.A. Almodovar, Scientific Journalist

Media seminar held in Madrid

Some 30 journalists from a dozen countries attended the First International World Osteoporosis Day Media Seminar held on October 12th – 13th, 2000 in Madrid, Spain. The seminar

featured presentations by Professor P. D. Delmas, IOF president (who spoke on the results of the 11-nation study “How Fragile is Her Future”) and by Professor G. Gandolini, Dr. M. Seibel, Professor P. Geusens, and P. Sochaczewski. The presentations are available on the IOF website, www.osteofound.org.

A key event at the Geneva press conference was the launch of the **First IOF-Alliance Osteoporosis Media Awards**. These awards, which recognize journalistic excellence in osteoporosis reporting, are co-sponsored by IOF and the Alliance for Better Bone Health. The award will honour two categories of writing – for the general press (popular newspapers and magazines aimed at a general audience) and for the medical press (targeted at health care professionals, but excluding peer-reviewed journals). Further information and entry forms can be found on the IOF website or requested through the IOF secretariat.

IOF FILM GIVES A GLOBAL PERSPECTIVE ON OSTEOPOROSIS

One way to encourage media coverage of Osteoporosis issues is to provide interesting and ready-to-use content. For World Osteoporosis Day, IOF's Communication Advisor, Paul Sochaczewski, prepared a special compilation of short clips which is available to IOF's member national societies and the media. Paul circled the globe in order to get exclusive interviews with China's Vice-Minister of Health, Dr. Yin Dakui; Dr. Jorge Jiménez de la Jara from Chile, Chairman of the Executive Board, WHO (World Health Organization); Dr. Karam Karam, Lebanon's Minister of Health, and Professor Pierre D. Delmas, IOF President. The video includes

Queen Rania's message for WOD, two public service TV spots from the UK and Jordan as well as the "Bone of My Own" WOD song video clip. A personal view of osteoporosis is given in three interviews with patients from

Chile, China and Lebanon. For copies of the video compilation (available in different formats for TV media or home VCR use), please contact the IOF Secretariat in Lyon.



In an interview with Paul Sochaczewski, Dr. Yin Dakui, Vice-Minister of Health of China, revealed his personal connection to osteoporosis – his wife has the disease (and his birthday is on WOD!).



Dr. Jorge Jiménez de la Jara from Chile, Chairman of the Executive Board, WHO



Dr. Karam Karam, Lebanon's Minister of Health

CREATIVE COMMUNITY INVOLVEMENT

The World Osteoporosis Day theme, "Invest in your bones", not only suggests the importance of prevention, early diagnosis and improved treatment of osteoporosis, it also implies that people should take personal responsibility for their own health. To communicate this message, the majority of IOF member national societies staged informative activities such as public talks on osteoporosis, press conferences, free bone density testing, interviews with society officials in the media, and educational meetings for both the public and health professionals. Yet WOD 2000 also fea-

tured a number of interesting projects and events which involved the community in creative ways:

- In **Germany**, a unique "Bone-Plus-Logo" was launched. The logo will appear on calcium-rich food products, and will indicate the number of calcium points contained in the package (10 points represents the recommended daily amount of calcium for the average healthy adult)
- In **Mexico** thousands of leaflets announcing WOD and giving information about osteo-

porosis were distributed through 1150 Rotary Clubs

- In **Pakistan** a fun-filled program called "Milk Mela" for 1000 children aged 10 to 12 was held at Sinbad Children's Park.
- In **Portugal** the WOD song "Bone of My Own" was performed in a ballet and modern dance; a photo exhibit called "three glasses of milk" involved the participation of prominent individuals from the arts.

The above is just a small sampling of the many events which took place. For further information about WOD activities held around the world see the IOF website www.osteofound.org

INFLUENCING YOUNG BONES



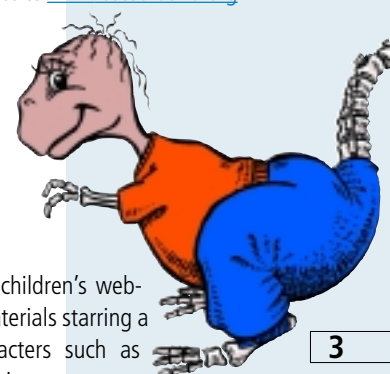
Photo taken from the JOPS TV spot aimed at young girls

It is essential that children and adolescents get adequate amounts of calcium, vitamin D and exercise in order to reach an optimal peak

bone mass – important later in life when bone mass is lost. Yet for many children around the world, milk and dairy products have gone "out of style", replaced by soft drinks and other non-nutritious snack foods. To promote early prevention and awareness of bone health, many of IOF's member societies have focused on youth in their information campaigns. Programmes and projects aimed at youth were held in Bulgaria, Estonia, Finland, Iceland, India, Pakistan, the Philippines and Romania, to name a few.

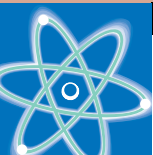
In Finland a three-year school project called "Rolling Bones" was initiated in a pilot study carried out in 21 schools. The project, which is targeted at pupils aged 10 to 15 and their teachers, aims to motivate young people to adopt a healthy and active lifestyle. The pro-

"Osteosaurus" from the Finnish Osteoporosis Society's "Rolling Bones" campaign



ject also features a children's website and teaching materials starring a cast of funny characters such as "Osteosaurus", who is millions of years old but still has strong bones!

The Jordanian Osteoporosis Prevention Society (JOPS) produced and broadcast an awareness-raising TV spot targeted at girls aged 7 to 12. To appeal to this age group a catchy jingle was written and set to music, delivering the key message that drinking milk and eating calcium-rich food is essential for the maintenance of bone strength and to help prevent fracture and loss of height in later years.



VISIBILITY OF MALE OSTEOPOROSIS TO IMPROVE IN FUTURE

Despite the fact that one in eight men over the age of 50 are affected by osteoporosis, the disease has been neglected and under-reported in males. Now, following studies on the effect of alendronate in men, the drug has been approved for male osteoporosis in the USA. This is an important development which throws a spotlight on

the issue of male osteoporosis and should hasten approval of additional safe and effective treatments for male osteoporosis around the world. Also, residronate has been approved for the management of steroid-induced osteoporosis in the USA and the European Community.

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