

Members of the European Parliament, and Health and Consumer Protection Commissioner David Byrne, show their support for the call to action against osteoporosis



Osteoporosis Action

Osteoporosis in Europe – A call to action against a silent epidemic

p. 2 – 5

**Special editorial:
Equal opportunity: a basic human right, for patients too**

p. 5

Osteoporosis advocacy in the Middle East

p. 6 – 7

Vertebral fractures: a common and serious consequence of osteoporosis

p. 7

Launch of the European Osteo-tour and “Osteoporosis: A Photographic Vision”

p. 8

Media award recognises excellence in osteoporosis reporting

p. 9

World Osteoporosis Day 2001 focus on young people and bone health

p. 9 – 10

Around the world

p. 11





Dear Readers

The conditions of life are remarkably varied in different areas of the world; nevertheless osteoporosis is a major problem in the majority of its countries.

Some areas of the world already possess all the resources for early diagnosis and adequate treatment, others are still at the beginning of developing the respective instruments.

But even in countries where everything could be provided, osteoporosis is neglected and its impact underestimated. The newly released EU audit report shows that even in wealthy Europe little has been done and progress has been "disappointing".

Action must be taken. What a shame that it hasn't!

Yours

Helmut Minne

The International Osteoporosis Foundation (IOF) is an independent non-profit umbrella organisation dedicated to the worldwide fight against osteoporosis. IOF's network includes 127 member societies from 68 countries.

IOF's Vision

- A world without osteoporotic fractures

IOF's 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's 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 so that diagnosis and treatment of osteoporosis becomes routine

The International Osteoporosis Foundation's recently published audit report, *Osteoporosis in the European Community: A Call to Action*, reviews the changes that have been made as a result of the recommendations published in the 1998 Report on Osteoporosis in the European Community- Action for Prevention. The audit report shows that there has been "disappointing progress" since 1998 with little having been done to implement the eight 1998 recommendations. Alarming, the report also found that the number of fractures increased by 25% and the cost of hospitalisation by 33% within 4 years!

The report was launched at a well-attended press conference at the European Parliament in Brussels, with the participation of European Commissioner David Byrne – responsible for health and consumer protection at the European Commission. Commissioner Byrne expressed his support for the newly created European Parliament Osteoporosis Interest Group, which is chaired by Imelda M. Read, MEP, and its call to action. Stating that "the key target for policy action has to be to prevent the first fracture", Commissioner Byrne pledged to take action to stimulate the necessary policy response at national level.

Press release issued by the European Commission.



Memo/01/416
Brussels, December 4, 2001

Osteoporosis in Europe – A call to action against a silent epidemic

Health and Consumer Protection Commissioner David Byrne today welcomed the call for action launched by the International Osteoporosis Foundation (IOF) at its conference in Brussels. He emphasised his intention to take action at EU level on policy issues related to preventing and managing the bone-fragility disease which notably affects fast rising numbers of post-menopausal women. One in three women and one in eight men over the age of 50 are affected by an enhanced bone fragility and an increased fracture risk. The European Commission will shortly start a formal review of the follow-up given by national governments to recommendations made at EU-level in 1998 for preventing and managing osteoporosis. According to an IOF report presented today, such follow-up has been largely insufficient in most EU countries.

"This is a disease which is sadly overlooked, under-diagnosed and under-treated. This silent epidemic affects millions of Europeans, causing human suffering and taking a heavy economic toll", David Byrne said. "The key target for policy action has to be to prevent the first fracture. I thank the redoubtable Mel Read and her colleagues in the European Parliament who have championed this cause together with the International Osteoporosis Foundation. We must continue our work together with national governments who are responsible



At a press conference held at the European Parliament, Health and Consumer Protection Commissioner David Byrne pledges his support for action at the EU level on policy issues related to osteoporosis and to stimulate the necessary policy response at the national level.

for the organisation and delivery of health services and medical care. The European Commission will take action in the short term to stimulate this necessary policy response at national level. That includes better monitoring and data collection, and pushing for national measures to make doc-



tors recognise those at risk of osteoporosis and to make healthcare systems pay for appropriate diagnosis and treatment.”

The Health and Consumer Protection Commissioner was speaking at an IOF press conference which focused on national efforts to improve prevention and management of osteoporosis since 1998. Such efforts were evaluated against the background of a 1998 European Commission report. This scientific report included a comprehensive analysis of the underlying pathology of osteoporosis, reviewed the clinical aspects of managing the disease and recommended that preventive action be taken by Member States. The 1998 report also stressed the need for co-ordination of efforts to reduce the burden of osteoporotic fractures across the European Union, pointed to the inequality of access to diagnostics and treatment between EU countries and to the importance of promoting adequate intake of calcium and vitamin D in the diet of at-risk populations.

However, according to the IOF report presented today little improvements have been made in most countries over the past three years in osteoporosis prevention and treatment, even if in some countries promising initiatives have been taken. The IOF says the gaps and discrepancies in the information found for each country reflect the low priority given by national governments and healthcare authorities to deal with the disease. The data obtained nonetheless indicate that the number of osteoporotic hip fractures in the EU has risen by 25% between 1996 and 2000, against the background of a rapidly ageing EU population. Hospital healthcare costs linked to osteoporosis are estimated to have increased by 33% over the past three years alone. Access to hip and spine scan facilities are demonstrated to be still very unequal from one EU country to another. The most urgent challenge to prevent this painful and debilitating disease is, according to the IOF report, full reimbursement of bone density scans and improved access to other proven preventative therapies.

A disease which comes with age

Osteoporosis is a disease developing with age and characterised by a progressive and silent loss of bone mass, leading to fragility of bones and an increased risk of fracture, notably in the spine, hip and forearm. Osteoporosis is particularly frequent in post-menopausal women, leading to hip fractures, multiple vertebral fractures, chronic back pain and loss of independence. The disease affects one in three women and one in eight men over the age of 50. Regular measurement of bone density of at-risk populations and targeted treatment is the best way to prevent serious fractures.

The European Commission already finances a project to develop indicators for monitoring musculoskeletal conditions in the popu-

Audit report: “Osteoporosis in the European Community: A Call to Action”

Key findings

- Little progress has been made on the majority of the eight recommendations published in the 1998 Report on Osteoporosis in the European Community.
- Osteoporosis remains a neglected disease within Europe. No government has made osteoporosis a health priority.
- The number of osteoporotic hip fractures in the European Community has risen to more than 480,000 annually, an increase of more than 25% over four years.
- Osteoporosis now costs more than Euro 4.8 billion annually in hospital healthcare alone (excluding rehabilitation and nursing home costs) – a 33% increase over three years.
- A co-ordinated, dynamic, data collection system to monitor osteoporotic fractures across Europe is urgently needed to document the size of the problem and to monitor changes.
- The development of best practices to produce practical, cost effective strategies with measurable targets for reducing osteoporotic fractures must be implemented.
- Access and payment of bone density scans must be improved for people with osteoporosis risk factors, especially before the first fracture.
- Payment of proven therapies for people with osteoporosis risk factors must be improved especially before the first fracture.
- Improved accessibility to diagnosis and proven therapies alone are not enough. Better education of policy makers, healthcare professionals and the general public is necessary to reduce osteoporotic fractures.



Speakers at the December 4 press conference (right to left): Carmen Sanchez, osteoporosis patient; Dr. Juliet Compston, Co-editor of 1998 Report on Osteoporosis in the European Community; Prof. Pierre D. Delmas, IOF President; Imelda M. Read, MEP and chair of the new Osteoporosis Interest Group; David Byrne, EU Commissioner of Health and Consumer Protection; Nicole Marechal, Minister of Health of the French Speaking Community in Belgium; Prof. J.-Y. Reginster, Director WHO Collaborating Centre for Public Health Aspects of Osteoporosis and Rheumatic Diseases and IOF General Secretary



Mel Read, MEP, Chair of the newly created European Parliament Osteoporosis Interest Group

lation which should deliver key information on prevalence, trends, determinants and consequences of osteoporosis and other similar diseases. Another project aims to develop indicators for dietary intakes and physical activity. These projects will help improve the monitoring of both causes and consequences of osteoporosis.

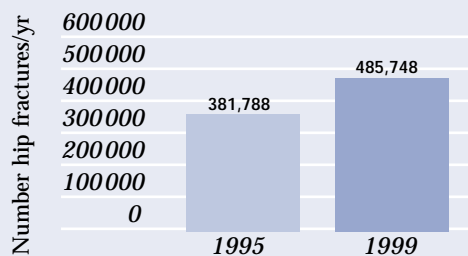
Commissioner Byrne put his words into action by taking the opportunity to have his bone density measured before the press conference.

The IOF report "Osteoporosis in the European Community: A Call to Action - An audit of policy developments since 1998" is available on the IOF website: www.osteofound.org

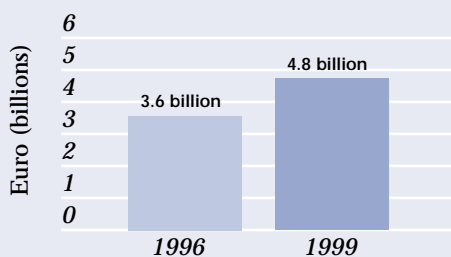
End of European Commission press release.

The number of osteoporotic hip fractures in the European Community has increased by more than 25% over four years.

Increase in the annual number of hip fractures in the EU



Annual direct hospital cost of hip fractures in the EU



The cost of hospital healthcare alone for hip fractures has increased a staggering 33% over three years.

Call to action

The European Parliament Osteoporosis Interest Group (see p.5) calls for the following specific actions to be taken. In order to prevent the unnecessary suffering and costs caused by osteoporotic fractures national health authorities and health insurance agencies must:

- **Improve the availability of bone densitometry resources and pay for bone density scans for people at risk of osteoporosis prior to the first fracture.**
- **Pay for proven therapies for people at risk of osteoporosis prior to the first fracture.**
- **Financially support and participate in educational awareness campaigns in partnership with the International Osteoporosis Foundation (IOF), IOF member societies and other concerned groups and professionals.**

To help member states to develop best practices and to evaluate the results of their actions the European Commission must work in partnership with the IOF to:

- **Bring national and European policy makers together with osteoporosis experts and concerned groups to produce practical, cost effective strategies to prevent osteoporotic fractures. These strategies must include measurable, realistic, time-based targets for reducing osteoporotic fractures.**
- **Create a co-ordinated data collection system to monitor osteoporotic fractures across Europe.**

The voice of the osteoporosis patient...



"I get a new fracture almost every other year"

By 1998 Anna-Maija Nenonen of

Finland, now 69, had had a succession of fractures and lost 4 cm in height. Since then she has had no new fractures although she still has pain in her hands and ankles and cannot walk for long distances.



"Nobody will help you except yourself"

Kjell Fensmann of Denmark, 56, suffered seven vertebral fractures and was shuttled from one doctor to another before he was diagnosed with osteoporosis. Since receiving treatment, Mr. Fensmann's bone density relative to his age has improved and he hasn't had any new fractures.



"My quality of life improved once doctors realised I had osteoporosis"

Carmen Sanchez of

Spain, had shrunk 8 cm and suffered for 5 years before doctors finally diagnosed her osteoporosis and treated it properly. She urges all women who have bone pain to get a bone density scan.



To underline the importance of early diagnosis, thirteen members of the European Parliament (MEPs) and Commissioner Byrne had bone density scans. Here, several of the European Parliament Osteoporosis Interest Group members show the happy results of their bone tests. From left to right: John Bowis (MEP UK), Helle Thorning-Schmidt (MEP Denmark), Karin Joens (MEP Germany); Minerva Malliori (MEP Greece) and Frederique Ries (MEP Belgium)

European Parliamentarians form Osteoporosis Interest Group

As a result of the audit report which shows that since 1998 the suffering and cost of osteoporosis has grown dramatically, a European Parliament Osteoporosis Interest Group has been established to act as ambassadors to help implement the Call for Action over the next three years. At the end of this period, another audit will be performed to determine whether progress has been made.

The chair of the newly-created Interest Group, Imelda M. Read (UK) is a long-standing Member of the European Parliament who helped launch the 1998

European Community Report on Osteoporosis. With more members expected to join in the near future, the founding members include Mary Banotti MEP (Ireland); John Bowis, MEP (UK); Gunilla Carlsson MEP (Sweden); Charlotte Cederschiöld, MEP (Sweden); Proinsias de Rossa MEP (Ireland); Den Dover, MEP (UK); Colette Flesch MEP (Luxembourg); Caroline Jackson, MEP (UK); Karin Jöns MEP (Germany); Minerva Malliori MEP (Greece); Dr. Angelika Niebler MEP (Germany); Giuseppe Nistico MEP (Italy); Elly Plooi van Gorsel MEP (Netherlands); Mel Read,

MEP (UK) Chair; Frederique Ries MEP (Belgium); Catherine Stihler, MEP (UK) and Helle Thorning-Schmidt MEP (Denmark).

Prior to the press conference which launched the audit report, many Interest Group members, as well as Commissioner Byrne, had their bones tested in the "Osteo Bus" parked outside the parliament buildings. By having their bones tested, they helped to show the importance of early diagnosis in preventing osteoporotic fractures before they occur.

SPECIAL EDITORIAL

Equal opportunity: a basic human right, for patients too

The rich and beautiful are privileged; this is true everywhere, not just in poor countries where the average citizen struggles to make ends meet.

The rich countries of the world are privileged. This is in contrast to the majority of countries which still suffer a shortage of income and medical care. But, can we assume that all the citizens of rich countries are privileged? Or is it possible that even in rich countries, many citizens still cannot afford essential medical care?

The sad answer is yes. As far as osteoporosis is concerned, even the citizens of many wealthy countries do not have the equal opportunity to get life-saving treatment.

This means that patients with crippling osteoporosis not only suffer if they live in poor countries, many suffer even if they are fortunate enough to live in rich countries. These people are suffering needlessly because there are still many decision-makers who do not recognise the devastating effects of osteoporosis.

This can be verified: Epidemiological and treatment studies prove that the risk of a future fracture escalates after the first fracture. Treatment studies prove that the remaining risk of a future fracture is higher in patients who experienced a first fracture, even if they are treated effectively.

Bone mass measurement allows us to detect osteoporosis in patients before a first fracture occurs. This allows early therapy, and those who are treated early experience a lower remaining fracture risk than do those who are treated late, after a first fracture has already occurred.

Bone mass measurements are available free of charge in some countries, but have to be paid by the patients themselves in other countries. While therapy of osteoporosis is funded for all patients with osteoporosis in some of the rich countries, in others it is funded only after a first fracture. In these countries osteoporosis patients have to pay for the therapy out of their own pockets if they want to prevent painful and debilitating fractures in the future.

This means that, even in wealthy countries, when it comes to osteoporosis the rich are privileged compared to their average fellow citizens. They can afford to pay for their treatment if the health insurances do not.

Put bluntly: money determines the prognosis. And class medicine is the ugly reality.

Contributed by Professor Helmut W. Minne, board member of the German Green Cross and of the International Osteoporosis Foundation, Editor of Osteoporosis Action, and passionate advocate of osteoporosis patients' rights.

Osteoporosis Advocacy in the Middle East

Editor's note:

Osteoporosis advocacy is relatively new to the Middle East, but there have been significant achievements in a short time. Many of these achievements, including the establishment of numerous osteoporosis societies in the region, are due to the energy and creativity of Dr. Ghassan Maalouf, General Secretary of the Lebanese Osteoporosis Prevention Society (LOPS) and the Pan Arab Osteoporosis Society (PAOS), Board Member of the IOF and the IOF Middle East representative. The following is a short account, written by Dr. Maalouf, of how osteoporosis advocacy has progressed in the area in recent years.

In the Middle East the fight against osteoporosis has made great strides in recent years.

The first society to be formed in the Middle East was the Lebanese Osteoporosis Prevention Society. It was founded in 1994 and promptly gained membership to the IOF. Thus began a partnership that, over the years, has proved to be of immense mutual benefit.



Leading figures in the osteoporosis movement, PAOS members (first row from left): Dr. Zakraoui (Tunisia), Dr. Desouki (Saudi Arabia), Dr. Badawi (Egypt), Dr. Al Othman (Kuwait), Dr. Mufti (Saudi Arabia), Dr. Darwish (Muscat-Oman), (second row from right) Dr. Suhaili (U.A.E), Dr. Abou Samra (Syria), Dr. Saba (Palestine), Dr. Dehni (Syria).

The Society's main focus was on raising awareness of osteoporosis and its prevention within Lebanon where the public had had little knowledge of osteoporosis. However, within a few years, as a result of extensive media campaigns, Lebanon had one of the highest awareness rates of the disease in the world (over 70%). Over the years, LOPS has organised many awareness campaigns: televised interviews and talk shows, lectures, seminars and rallies. The school curriculum now includes osteoporosis, and LOPS intends to collaborate with a recently launched school milk program in giving lectures to parents and children around the country. In 1999, LOPS won an IOF-MSD grant, which enabled the society to embark upon a 'Nationwide BMD Screening Program' in collaboration with the Lebanese Red Cross. This ambitious project aims to

offer BMD testing to any Lebanese at risk for osteoporosis, at greatly reduced rates.

Apart from these events, three significant conferences were organised by LOPS. The first conference, in 1995, launched the society. The second, held in April 1997, was the venue at which PAOS was launched.

Upon its launch, PAOS' founding countries were Lebanon, Egypt, Jordan, Tunisia, United Arab Emirates and Saudi Arabia. Since then, Dr. Samir El Badawi, PAOS president, and I have worked hard to support new societies and acquire new PAOS members. These include Syria (1997), Kuwait (1997), Oman (1997), Palestine (1998), Morocco (1999) and Bahrain (2000). Many of these societies later joined IOF and efforts have been made to reach out to other countries such as Pakistan, Qatar, Libya, Cyprus, Turkey, Iran.

An important forum for the latest news about regional and IOF events is "Osteonews", a LOPS publication. Appearing quarterly, "Osteonews" keeps an audience of more than 7,000 doctors and health professionals throughout the region informed about the latest developments.

Having personally made many visits and contacts in countries throughout the region in support of osteoporosis advocacy, I am happy to say that osteoporosis societies in the Middle East have made great strides since 1997. Below is a briefing on the major events that societies carried out since their establishment.

In Egypt, Dr. Samir El Badawi, has been an enthusiastic and active President of both the Egyptian Society and PAOS. In 1997, a Seminar was organized, and since then two International Egyptian Conferences on Osteoporosis have been held, the last one taking place earlier this year. The Society is also due to host the Second Pan Arab Conference in Sharm El Sheikh in 2002.

In Jordan, Dr. Basel El Masri, President of the Jordanian Osteoporosis Society (JOPS) has proved to be tireless in his efforts for the Society. JOPS was given an added boost by the appointment in 1999 of H.M. Queen Rania as IOF Patron, and also by winning an IOF/MSD Grant for 2001. Consequently, the society has organised an extensive awareness campaign throughout the country with lectures given and BMD scans offered. A high-profile meeting was held at a Dead Sea resort on 1 Oct. 2001, which was attended by H.M. Queen Rania and a host of others active in the field of osteoporosis in the Middle East. Dr. El Masri is due to take over from Dr. Maalouf as Gen. Sec. of PAOS in 2002.



IOF-MSD "Invest in your bones" grants have been awarded to both LOPS (1999) and JOPS (2001). Here, Dr. Basel Masri (left) receives award from IOF's CEO, Daniel Navid

In Tunisia, at a seminar organised by the Tunisian Society for World Osteoporosis Day (WOD) in 1999, the Tunisian Minister of Health announced his intention to set up a national policy for Osteoporosis. Prof. Leith Zakraoui is a very enthusiastic member of PAOS and will take over as its new President next year.

In Syria, the Syrian society organised a series of medical programs in January 1998 and a round table seminar in February 1998. A conference was also organised in November 2000 and another in 2001.

In Kuwait, the Kuwaiti Society organised many events for WOD in 1999: a press conference, a televised interview, a lecture on osteoporosis and walkathon. A symposium was also held in March 2001.

In Palestine, the Palestinian Society has been enthusiastically pushing ahead with its activities until recently. For WOD in 1999, among other things, a seminar and a radio talk show were organised. A training course for BMD-course trainers took place in 2000 and early in 2001, a school milk and information campaign was carried out. The society had planned for large-scale school awareness campaigns for WOD 2001.



A high-profile JOPS-organised meeting "Recent Advances in Osteoporosis" was held under the patronage of Queen Rania of Jordan and gained wide media attention. From left to right:

H.E. Bernard Emié French ambassador in Jordan, H.R.H. Prince Raad Bin Zeid honorary president of the Jordanian French Medical Association, H.M. Rania of Jordan, H.E. Minister of Agriculture (Minister of Health in Interim) Mr. Mahmoud Al dweiri, Mrs. Bernard Emié, (extreme right) Prof Jacques Milliez from France.

In Saudi Arabia this year, and especially for WOD, the Saudi Osteoporosis Society offered free BMD scans to all patients at a King Khalid Hospital ward. An exhibition of photographs also took place and thousands of students attended the event. Milk was offered to all attendees.

In the U.A.E., Dr. Abdel-Rahim El Suhaili held a large seminar in Abu Dhabi in May 1998. For WOD 1999, a seminar entitled

"Protection is Prevention" was organised and a conference was held in Abu Dhabi, at which an "Iftar" and a marathon were attended by over 2,500 persons.

However, the landmark event for the osteoporosis movement of the Middle East was undoubtedly the First Pan Arab Osteoporosis Conference. Held in Beirut in October 2000, it was the first large-scale conference dedicated to osteoporosis in the

Middle East. More than 2,000 doctors attended scientific sessions, and presentations were given on studies conducted in many Middle Eastern countries.

The creation of "The 206: A Fund in Trust" in 2000, whose President (Mrs. Nazek Hariri) and members are mostly Lebanese philanthropists, greatly facilitated LOPS' ability to set up the Nationwide BMD Screening Programme. It was the Society's first real venture into offering medical aid to the population.

In conclusion, much has been accomplished in a short time. This is particularly true in Lebanon, where women are now asking their doctors about osteoporosis and the doctors themselves are increasingly able to give them answers. Thanks to support from the Ministry of Health and insurance companies, BMD scans and medication are reimbursable in Lebanon; schools are teaching about osteoporosis and beginning to enrol in school milk programmes. People, in general, are becoming more calcium-conscious. Few are those who have not heard of osteoporosis and this, after all, is our goal, not just for Lebanon, but for the whole region.

Dr. Ghassan Maalouf, Lebanon

Vertebral fractures: a common and serious consequence of osteoporosis

"I felt this excruciating pain; pain that I have never felt before or since. It shot right down my back and I fell to the floor...it was terrifying because I couldn't stand up"

Anna Peckman, UK

Anna Peckman's experience is shared by the millions of people with osteoporosis who have suffered through the terrible pain caused by vertebral compression fractures. Vertebral fractures occur when bone loses density, becomes weak and collapses. Like Anna, many people who suffer such fractures are told that they have a "slipped disk" and are simply prescribed bed rest. Sadly, the serious consequences of vertebral fractures are underestimated by many doctors. Studies have shown that osteoporotic vertebral fractures are associated with pain, disability, prolonged hospital stays, and even death.

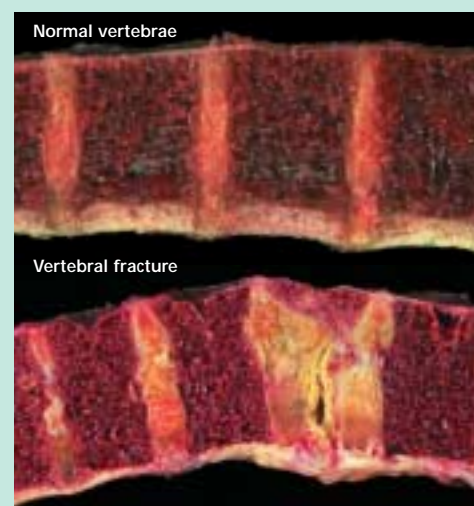
The effects on quality of life are increasingly severe with the increasing number of vertebral fractures. Two or more vertebral fractures result in significant spinal deformation ("dowager's hump"), height loss, and subsequent impairment of quality of life. As the

spinal deformation grows, quality of life decreases due to a dramatic increase in pain, disability, and depression. Nevertheless vertebral fractures remain vastly under reported and it is estimated that less than one third are actually diagnosed (even though they are the most common type of osteoporotic fracture with ca. 20-25% of women over the age of 50 having one or more vertebral fractures¹).

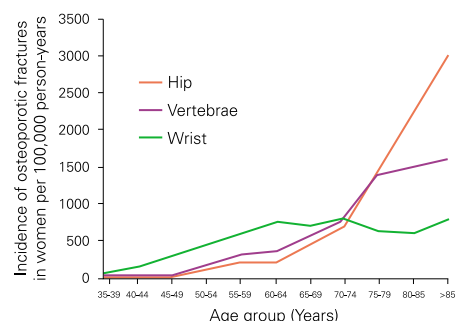
Obviously there is an urgent need to improve diagnosis and treatment of vertebral fractures. This is all the more important because people with existing vertebral fractures, both mild and severe, are at increased risk of additional fractures. One new study found that approximately 20% of postmenopausal women who experience a vertebral fracture will have an additional fracture within the following year². The study, which analysed osteoporosis treatment trials conducted at 383 centres in North American, Europe, Australia and New Zealand, shows how osteoporosis can be a quickly progressing disease once a fracture occurs.

Clearly the prevention of multiple vertebral fractures would save many people from the pain, suffering and disability that these fractures cause.

1. Melton LJ 3rd et al. *Spine* 1997; 22:2S-11S
2. R. Lindsay et al, *JAMA*, Vol. 285, No. 3, 2001



Incidence of Osteoporotic Fractures in Women



Launch of the European Osteo-tour and "Osteoporosis: A Photographic Vision"

The launch of the European Osteo-tour on October 19th in Rome inaugurated a photographic exhibit by world-renowned Oliviero Toscani. The photographic exhibit, together with the "Osteo-Truck" a bone-density testing and information facility, will travel to major cities in Europe in an effort to raise public awareness of the "silent" epidemic.

In Italy, the tour was launched at the Italian Parliament under the auspices of the Ageing and Society International Congress with the patronage of the President of the Italian Republic, European Parliament, Presidenza del Consiglio, Italian Ministry of Health, United Nations Information Centre and other groups, including LIOS-Lega Italiana Osteoporosi, an IOF member. The Osteo-tour and exhibit is endorsed by various governmental institutions, IOF national societies, the Bone & Joint Decade, the International Council of Nurses, and other groups. Originated by Barbara von Stackelberg of the German Green Cross, the exhibit had its world premiere at the Museo Pigorini in Rome from October 20 to December 19, 2001. It will travel to the United Kingdom, Germany, France, Spain, Portugal and Hungary, among other European countries.

Exhibit shows osteoporosis "without camouflage"

"The Toscani exhibition dramatically illustrates how osteoporosis is not about numbers or medical statistics, but is about people," explains IOF Patron Queen Rania of

Jordan. Oliviero Toscani was intrigued by the concept that by photographing people in black and white, "without the camouflage of clothing or props" viewers could better understand the true nature of the disease.

"I believe knowledge is the basis of education," Toscani notes "The people in this exhibition have shown a large amount of generosity by revealing their physical situation in this way. Through the visual effect of the exhibition they will help other people learn if they are also exposed to the risk."

The inauguration of "Osteoporosis: A Photographic Vision" at the Museo Pigorini in Rome was attended by high-ranking Italian officials. (From left to right): Oliviero Toscani, Hon. Cosimo Ventucci, Under-Secretary of State, Hon. Ugo Lisi, parliamentarian and Vice-President of "Ageing & Society" International Congress and Mrs Rosanna Lambertucci - Italian TV personality and President of the Association Femme Santé-Santé Femme.



Visitors queue for the "Osteo-Truck"



Osteo-Truck: information and free bone density-testing for people at risk

People at risk of osteoporosis can learn more about the disease and have their bone density tested in the travelling Osteo-Truck that forms an important component of the IOF European Osteoporosis Tour. Visitors to the Osteo-Truck will be asked to complete a One-Minute Risk Test to determine their risk factors for osteoporosis. A nurse will help interpret the results, and people who are at risk will be offered a free, quick and painless bone ultrasound measurement. People can then use the test results for discussions with their personal doctors. The Osteo-Truck is expected to visit up to nine countries and a total of about 40 cities throughout Europe.

The Osteo-tour was made possible by a major sponsorship from the Alliance for Better Bone Health (Aventis and Procter & Gamble), with additional support from other international and national sponsors.

Award recognises excellence in osteoporosis reporting

Three journalists were awarded international honors for their efforts to raise awareness about osteoporosis. The winners of the IOF-Alliance Osteoporosis Media Award, sponsored by the International Osteoporosis Foundation (IOF) and The Alliance for Better Bone Health (Aventis Pharma and Procter & Gamble Pharmaceuticals) were announced at a World Osteoporosis Day media seminar in Rome, Italy on October 19th.

The winners were Ann Graul and Lisa Sorbera, journalists writing for Drug R&D Backgrounders, a medical publication in Barcelona, Spain and Alma America Torres, a journalist writing for Good Housekeeping, Latin America, a general press publication in Mexico City, Mexico. IOF Chief Executive Officer Daniel Navid. "It is a privilege to present these talented journalists with the award, which is meant to honor the important role the media play in raising awareness about prevention, early detection, and rapid, effective treatment of osteoporosis."

The IOF-Alliance Osteoporosis Media Award

Award entries from 26 countries were evaluated by three expert judges: Professor Rene Rizzoli, chairman of IOF's Committee of Scientific Advisors; Angela Rippon, BBC journalist; and Geoffroy de Rosamel, General Manager of the Alliance. Criteria for winning the award was based primarily on how imaginatively and effectively the journalists stimulated public awareness about osteoporosis. First prizes in both the medical and general press categories include a \$5,000 cash award, all-expense paid trips to the World Osteoporosis Day 2001 and to the May 10-14, 2002 IOF World Congress on Osteoporosis, in Lisbon, Portugal. Application forms for the 2nd IOF-Alliance Osteoporosis Media Award (deadline June 15, 2002) are available on the IOF website www.osteofound.org



Many journalists attended the Second International Media Seminar at which the IOF-Alliance Osteoporosis Media Award presentations were made. Above, Dan Martell, an osteoporosis patient, speaks to the journalists about his personal experience with osteoporosis.

World Osteoporosis Day 2001 focus on young people and bone health

The World Osteoporosis Day (WOD) theme "invest in your bones" underlines the importance of osteoporosis prevention through healthy lifestyle and early detection. National societies and IOF focused on this theme in a variety of ways. IOF published a major youth report, created an education centre on its website, held media seminars and press conferences, and launched the "Osteo-tour" in Rome, Italy.

New report on bone development in youth is launched at press conferences in Mexico and Lebanon

"Invest in your bones – How diet, life styles and genetics affect bone development in young people" is a new IOF report released for WOD. Authored by Professor Jean-Philippe Bonjour, a leading expert in the field, the report presents the latest information on bone development in young people. "This is the first time that such information has been compiled for a general audience," notes IOF Chief Executive Officer Daniel Navid. "We expect to reach important new audiences with the report." The English and Spanish versions of the report were launched in Mexico City by the Comité Mexicano para la Prevención de la Osteoporosis A.C. (COMOP) on November 5th (see below). 200,000 copies of the report will be distributed through the Health and Education



Maha Makari, president of LOPS, and Jean-Philippe Bonjour speaking at the launch of the report in Beirut.

Ministries to schools and hospitals across Mexico and to IOF's National Societies in Latin America. The Arabic and French versions were launched in Beirut by the Lebanese Osteoporosis Patients Society (LOPS) at a press conference attended by Professor Bonjour. A public session organized the same evening, hosted by a TV personality, featured a panel of experts on hand to answer questions from the audience.

The "Invest in your bones" report can be downloaded from www.osteofound.org

Mexican government supports major osteoporosis event

Numerous Mexican officials supported World Osteoporosis Day activities at a joint launch organised by the Comité Mexicano para la Prevención de la Osteoporosis A.C. (COMOP) in conjunction with IOF on November 5-6, 2001. The highlight of the two days of workshops, meetings and press conference was the world release in English and Spanish of the "Invest in Your Bones" report. The events were held with the official patronage of the Mexican government, including the Ministry of Health, the Ministry of Education, the National University and the Mexican Institute of Social Security.

Media representatives from Mexico and other Latin American countries were specially invited to the osteoporosis workshop. Among the speakers were Rubén Durán,



health promotion director, Mexico's Health Ministry; Gregorio Riera, President of UNILIME, Venezuela; and Mexican actress and singer Angelica Maria, COMOP's goodwill ambassador.

Following the workshop some 130 journalists from all over Latin American attended a press conference at which the winners of the 1st IOF-Alliance International Media Awards were presented. The press conference was inaugurated by Mrs. Hortencia Barrio, representing Mexico's First Lady, Mrs. Marta Sahagun de Fox. Thanks are due to the sponsors whose unrestricted support made the activities possible: (Gold): Alpura and Nestlé; (Silver): Aventis, Consejo de Turismo de Mexico, Lemery, Lilly, OsteoSol and Sheraton.



Dr. Juan Tamayo, President of COMOP, addresses the audience.



Government support for the fight against osteoporosis. Dr. Rubén Durán, Health Promotion Director from the Ministry of Health describing the Ministry's programmes.



The IOF World Osteoporosis Day poster was used widely by members around the world, as above, in France.

World Osteoporosis Day: Empowering people to invest in their bones

Every year on and around October 20th, World Osteoporosis Day becomes the focal point of osteoporosis awareness and education campaigns across the globe.

This year, IOF's members (from 68 countries) carried out a wide variety of media and community activities to increase awareness of osteoporosis. Media campaigns often included radio and TV talk shows and press conferences featuring expert speakers, government spokespeople and celebrities. Educational activities ranged from seminars for health professionals to community events for the public at shopping centres, town squares and public parks. A description of national activities can be found on the IOF website www.osteofound.org

Snapshots of several of the World Osteoporosis Day campaigns held around the world...



Austria

Leading restaurants across the country served calcium-rich meals and guests were offered information about osteoporosis and the opportunity to enter a contest.



Brazil

Thousands of people participated in a walk through the most popular park in São Paulo and attended public lectures with free bone testing for those at risk.



Iceland

A calcium-rich lunch was held for the press with the attendance of Ms.

Ingibjorg

Palmadottir, a former minister of health and current patron of Beinvernd, and Dr. Olafur Olafsson, the founder of Beinvernd and former Director General of Health.



Puerto Rico

The Secretary of Health of the Commonwealth of Puerto Rico signed an official proclamation recognising World Osteoporosis Day. From left: Dr. Myriam Allende, President elect, Society of Endocrinology and Diabetes of Puerto Rico (SPED); Dr. Raúl Castellanos, representing the Secretary of Health; Dr. Lillian Haddock, SPED's IOF representative; Ms. Zulma Wagner and Mr. Leonardo Jiménez, representatives of MSD.



Romania

A 2 km community walk and "Music" show with local celebrities as hosts focused public interest in bone health.



Saudi Arabia

An exhibit and series of seminars for students, nurses, and patients was held at King Khalid University hospital in Riyadh.

Queen Rania awarded prestigious Life Award



Queen Rania being presented the Life Award by (from the right) Hon. Ugo Lisi, Vice President (at the Government level) Ageing & Society International Congress; Minister Rocco Buttiglione, Under-Secretary of State; Dr Roberto Messina, Secretary-General, Organising Committee, Ageing & Society Congress.

Queen Rania of Jordan was awarded a prestigious Life Award in recognition of her "international patronage of the IOF and for her voluntary work for the international cause of osteoporosis." The award was given on the occasion of the International Congress "Ageing & Society", held at Salsomaggiore Terme, Italy, on October 27, 2001. The prize was awarded by a group of senior Italian government officials, including the Minister of Health, Dr Girolamo Sirchia. At the same event, photographer Oliviero Toscani was commended for creating "Osteoporosis – A Photographic Vision", Barbara Von Stackelberg of the German Green Cross was awarded for her work, and Professor Herbert Fleisch, IOF's treasurer, was cited for his groundbreaking contribution to the discovery of bisphosphonates, one of the earliest and most effective treatments for osteoporosis.

The Australian Fracture Prevention Summit

Osteoporosis Australia was delighted to host a major initiative with the National Prescribing Service on September 20-21,



From left to right: Dr. Stephen Phillips (Chairman, National Prescribing Service, NPS), Judy Stenmark (CEO, Osteoporosis Australia), Hon. Dr. Michael Wooldridge (Minister for Health), Dr. Lynn Weekes (CEO, NPS)

2001 in Melbourne. The Australian Fracture Prevention Summit was the first time in many years that such a comprehensive group of experts gathered together to discuss the enormous burden of osteoporosis and fractures in Australia.

The event focused on evidence-based medicine with the aim of translating that into practical outcomes for all medical professionals. Presenters included nearly all the leading scientists and clinical professionals from the bone arena in Australia and New Zealand – including; Prof. Ego Seeman, Prof. Philip Sambrook, Prof. Ian Reid, Prof. John Eisman and Prof. Maria Fiatarone-Singh.

The Federal Minister for Health attended the Summit to launch the Osteoporosis White Paper – "The Burden of Brittle Bones in Australia." This is a landmark document, commissioned by Osteoporosis Australia, produced by Access Economics and kindly funded by an independent grant from the Australian Dairy Corporation. It provided new statistics of the burden and costs of disease in Australia that will be of enormous help in lobbying efforts.

A proceedings document, with summaries of the evidence and recommendations will be produced with a leading medical journal in early 2002. To view the summit abstracts and read "The White Paper" – visit our website: www.osteoporosis.org.au

Contributed by Judy Stenmark, CEO Osteoporosis Australia

Latest Australian osteoporosis statistics

- 1.9 million Australians with Osteoporosis and fractures in 2001
- 65,514 Australians hospitalised with osteoporotic fractures in 2001
- every 8.1 minutes in Australia, someone is admitted to hospital with a fracture (by 2021 this will become every 3.7 min.)
- the numbers of fractures are increasing at a rate of 4% per annum
- prevalence increase to 2.2 million in 2006, and 3 million in 2021

IOFB campaign receives positive feedback from health policy officials

The Israeli Foundation for Osteoporosis and Bone Diseases (IOFB) carried out an ambitious osteoporosis prevention campaign in 2001, forming partnerships with business, professionals, patients, medical centres, sponsors and service organisations.



One important focus of the multi-faceted campaign was to achieve parliamentary support for measures against osteoporosis by improving the understanding and knowledge of legislators. An Osteo-bus (which featured comprehensive information about osteoporosis and medical experts on-hand to answer questions) was inaugurated at the parliament by government health policy officials. IOFB received positive feedback from the legislators who showed their awareness for greater action on behalf of people with osteoporosis. The Osteo-bus subsequently travelled the length and breadth of Israel, disseminating information about osteoporosis to the public.

Osteoporosis Patient Society launched in Turkey

IOF's Paul Sochaczewski spoke to some 35 Turkish journalists at the launch in Istanbul of the Osteoporosis Patient Society on September 26th. The launch attracted great media interest, resulting in articles in the leading newspapers and a one-hour programme on osteoporosis in which the president of the society, Dr. Gulseren Akyuz, was interviewed.



Coming soon

IOF World Congress on Osteoporosis

May 10-15 2002
Lisbon, Portugal

see www.osteofound.org



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Her Majesty Queen Rania of Jordan

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Argentina: Asociacion Argentina de Osteologia y Metabolismo (AAOMM), Sociedad Argentina de Osteoporosis;
Australia: Australian & New Zealand Bone & Mineral Society, National Osteoporosis Campaign of Australia, Osteoporosis Australia;
Austria: Austrian Menopause Society, Austrian Society of Bone and Mineral Research,

Dachverband der Österreichische Osteoporose Selbsthilfegruppen;
Bahrain: Bahrain Osteoporosis Society;
Belarus (Rep. of): Woman and Family;
Belgium: Belgian Bone Club, Société Royale Belge de Rhumatologie, Belgian Association for Osteoporosis Patients;
Brazil: Brazilian Society of Osteoporosis;
Bulgaria: Bulgarian League for the Prevention of Osteoporosis, Foundation "Women without Osteoporosis";
Canada: Osteoporosis Society of Canada;
Chile: Chilean Society of Osteology and Mineral Metabolism;
China: China Osteoporosis Foundation, Osteoporosis Committee of China Gerontological Society;
Chinese Taipei: Chinese Taiwan Osteoporosis Association;
Colombia: Asociacion Colombiana de Endocrinologia, Asociacion Colombiana de Osteologia y Metabolismo Mineral;
Costa Rica: Asociacion Costarricense de Climatorio y Menopausia, Fundacion Costarricense de Osteoporosis;
Croatia: Croatian League against Rheumatism, Croatian Osteoporosis Society;
Cuba: Sociedad Cubana de Reumatologia;
Czech Republic: Czech Society for Metabolic Skeletal Diseases;
Denmark: Danish Bone Society, Osteoporoseforeningen;
Dominican Republic: Consejo Dominicano Contra La Osteoporosis;
Ecuador: Sociedad Ecuatoriana de Metabolismo Mineral (SECUAMEM);
Egypt: Egyptian Osteoporosis Prevention Society;
Estonia: Estonian Osteoporosis Society;
Finland: Finnish Bone Society, Finnish Osteoporosis Society;
France: Association des Femmes contre l'Ostéoporose, Groupe Recherche et d'Information (GRIO), Clinical Bone Densitometry French Society;
Germany: Bundesselbsthilfverband für Osteoporose, Deutsche Gesellschaft für Osteologie, Deutsches Grünes Kreuz, German Academy of the Osteological and Rheumatological Sciences, German Society for Endocrinology, Kuratorium Knochengesundheit, Orthopädisch Gesellschaft für Osteologie;
Greece: Hellenic Society of Osteoporosis Patients Support, Hellenic Society for the Study of Bone Metabolism, Hellenic Institution for Osteoporosis;
Hungary: Hungarian Osteoporosis Patients' Association, Hungarian Society for Osteoporosis;
Iceland: Beinvernd;
Iberia & Latin America: Comité Ibero-Americano de Reumatologia (CIAR);
India: Indian Rheumatism Association, Osteoporosis Society of India;
Ireland: Irish Osteoporosis Society;
Israel: Israeli Foundation for Osteoporosis and Bone Disease, Israel Society on Calcified Tissues;
Italy: Italian Society for Osteoporosis Mineral Metabolism and Skeletal Diseases (SIOMMMS), Italian Society for Mineral Metabolism, Italian Society of Rheumatology, Lega Italiana Osteoporosi, Mediterranean Society for Osteoporosis and Other Skeletal Diseases;
Japan: Japan Osteoporosis Foundation, Japanese Society for Bone and Mineral Research;
Jordan: Jordanian Osteoporosis Prevention Society (JOPS);
Korea: Korean Society of Osteoporosis Research;
Kuwait: Kuwait Osteoporosis Prevention Society;
Lebanon: Lebanese Osteoporosis Prevention Society; Société Libanaise de Rhumatologie;
Lithuania: Lithuanian Endocrine Society, Lithuanian Fund of Osteoporosis;
Luxembourg: Association Luxembourgeoise d'Etude du Métabolisme (ALEMO);
Rep. of Macedonia: Macedonian Osteoporosis Foundation;
Mexico: Comité Mexicano para la Prevención de la Osteoporosis, Asociacion Mexicana de Metabolismo Oseo Y Mineral;
Morocco: Moroccan Society for Rheumatology;

The Netherlands: Dutch Society for Calcium and Bone Metabolism, Osteoporosis Stichting, Osteoporose Vereniging;
New Zealand: Australian & New Zealand Bone & Mineral Society, Osteoporosis New Zealand Incorporated;
Norway: Norsk Osteoporoseforening, Norwegian Society for Rheumatology;
Palestine: Palestinian Osteoporosis Prevention Society;
Philippines: Osteoporosis Society of the Philippines;
Poland: Multidisciplinary Osteoporotic Forum, Polish Foundation of Osteoporosis;
Pakistan: Osteoporosis Society of Pakistan;
Portugal: Associacao Nacional contra a Osteoporose (APOROS), Associacao Portuguesa de Osteoporose (APO), SPODOM;
Puerto Rico: Puerto Rico Society of Endocrinology and Diabetology;
Romania: Association for Prevention of Osteoporosis in Romania, Romanian Society of Osteoporosis, Romanian Society of Rheumatology, Romanian Foundation of Osteoarthritis (OSART);
Russia: Russian Association on Osteoporosis, Russian Patient Society of Osteoporosis & Bone Diseases;
Saudi Arabia: Saudi Osteoporosis Club;
Singapore: Osteoporosis Society;
Slovak Republic: Slovak Society of Osteoporosis and Metabolic Disease, Slovak Union Against Osteoporosis;
Slovenia: Slovene Bone Society, Slovene Osteoporosis Patient Society;
South Africa: National Osteoporosis Foundation;
Spain: Fundacion Hispana de Osteoporosi y Enfermedades, Spanish Society of Bone and Mineral Research (SEIOMM);
Sweden: Swedish Osteoporosis Patient Society, Swedish Osteoporosis Society;
Switzerland: Association Suisse Contre l'Ostéoporose, Donna Mobile;
Thailand: Thai Orthopaedic Association;
Syria: Scientific Council for Osteoporosis and Skeletal Diseases;
Tunisia: Tunisian Osteoporosis Prevention Society;
Turkey: Osteoporosis Patient Society, The Society of Endocrinology & Metabolism of Turkey, Turkish Osteoporosis Society, Turkish Rheumatism Society;
UK: Bone and Tooth Society, National Osteoporosis Society, Osteoporosis 2000;
Ukraine: Ukraine Association on Osteoporosis;
Uruguay: Sociedad Uruguaya de Reumatologia;
USA: International Society for Clinical Densitometry;
Venezuela: Fundacion Venezolana de Menopausia y Osteoporosis, Sociedad Venezolana de Menopausia y Osteoporosis;
Yugoslavia: Yugoslav Osteoporosis Society.

Note: Although most member societies are from nations, the IOF membership also includes independent territories, commonwealths, protectorates and geographical areas.

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Acknowledgements

IOF thanks Servier for the generous and unrestricted grant which has made the publication of Osteoporosis Action possible.

