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International
Osteoporosis
Foundation

Osteoporosis Action

World Osteoporosis Day launched at press conference in Berlin

Health authorities worldwide should set up programs that make it easy for people to exercise, noted Professor Dr. Rita Süßmuth. Dr. Süßmuth, former president of the German Bundestag and former Minister of Health, was speaking at the global launch of World Osteoporosis Day (WOD).



Speakers included (from left) Prof. Rita Süßmuth, Paul Sochaczewski (IOF), Dr. Jutta Semler, Daniel Navid (IOF CEO), Wojtek Czyz and Prof. Helmut Minne.

The event, based on the WOD theme of 'Move it or Lose it', was organized in Berlin on October 20, 2005 by the National Initiative Against Osteoporosis (NIO) in Germany with support from the International Osteoporosis Foundation. Speakers also included Dr. Jutta Semler, president of the German society 'Kuratorium Knochengesundheit'; paralympic gold medal champion Wojtek Czyz; IOF CEO Daniel Navid, and Prof. Helmut Minne, author of the new IOF report *'Move it or Lose it: How exercise helps to build and maintain strong bones, prevent falls and fractures, and speed rehabilitation'* who outlined the main messages of the report.

Other leading experts emphasized the importance of exercise for bone health and osteoporosis prevention, and discussed the

specific problems regarding osteoporosis management in Germany. The experts, in addition to Dr. Semler, included Prof. Wolfhart Puhl of the Bone and Joint Decade and Dr. Siegfried Götte of the Berufsverband der Fachärzte für Orthopädie, as well as Prof. Reiner Gradinger, Prof. Wolf Mutschler, and Dr. Hermann Locher. Dr. Süßmuth, who is patron of the NIO, stressed that the theme 'Move it or Lose it' should not just be understood as a call for people to begin exercising for better bone health, but that it is also a call on health authorities to move and take action on behalf of the millions of people who are at risk of, or suffering from, osteoporosis.

The NIO is a German alliance against osteoporosis which was founded by the DVO (the umbrella organization of German scientific osteology-related societies), the DOP (the umbrella organization of osteoporosis self-help groups and patient societies), and the Bone and Joint Decade, with support from IOF. The NIO hopes to raise awareness of the osteoporosis treatment deficit in the country. Up to six million people in Germany are suffering from osteoporosis, making it the most common chronic disease in the country. Yet only ca. 15% of people with osteoporosis receive adequate treatment.



"The motto 'Move it or lose it' is also a call to decision makers to champion those who are at risk of or already suffering from osteoporosis."

Dr. Rita Süßmuth, former health minister and former president of the German Bundestag, speaking at the global launch of World Osteoporosis Day.

EDITORIAL



Dear Readers

Globalization is much more than a slogan. It is not just an economic concept. Globalization is also an expression of responsibilities.

With members in 84 countries, regions and territories around the world, the IOF remains true to its global commitment. This is reflected most recently by the IOF World Wide Conference of Osteoporosis Patient Societies, held for the first time in Asia, and numerous twinning and targeted support activities around the world.

Why is global cooperation required? Osteoporosis is a problem which transcends national frontiers and affects people of both genders, of all nationalities, languages, religions. Imaginative forms of cooperation are required to fight this silent epidemic.

Let's go on globalizing!

Helmut Minne



Move it or Lose it

How exercise helps to build and maintain strong bones, prevent falls and fractures, and speed rehabilitation

A new IOF report in the 'Invest in Your Bones' series was issued on World Osteoporosis Day 2005. The report looks at the important impact of weight-bearing exercise on bone health at all ages, including its role in building bone in youth, in maintaining strong bones in adulthood, and in preventing falls and speeding rehabilitation. Professor Helmut Minne, an IOF Board member and author of the report, noted that, among many dramatic conclusions, in girls the bone tissue accumulated during the ages of 11-13 roughly equals the amount of bone lost during the 30 years following menopause. Also, in one study, the most physically active young girls gain about 40% more bone mass than the least active girls of the same age. "Older people also benefit," he noted, pointing out that "exercising your back during middle-age can help prevent the vertebrae from weakening or fracturing as you get older." He also appealed for more studies and data on the role of exercise in the treatment of osteoporosis patients. The report is available on the IOF website: www.osteofound.org



Personal Story

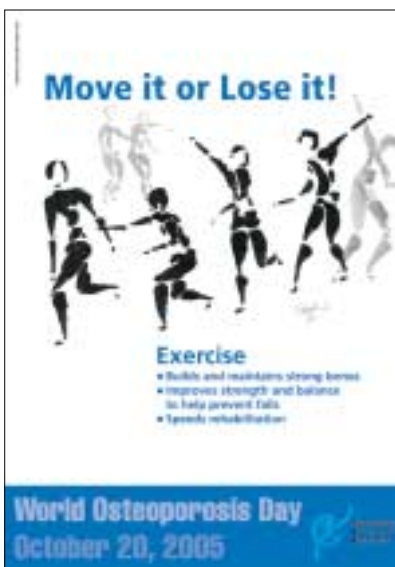
“Sport isn’t just important to maintain a healthy skeleton, sport will enrich your life.”

At the World Osteoporosis Day press conference in Berlin, paralympic champion Wojtek Czyz (gold medal winner in long jump, 200 meters, and 100 meters at the 2004 Paralympic Games in Athens) spoke about his personal experience, in which he lost part of one leg in a football accident in September 2001. Wojtek, who was on the verge of achieving his life-long dream of becoming a semi-professional footballer, lost his leg because the injury was not properly treated in time. He explained how his positive outlook and strong will has helped him overcome tragedy and achieve great success in sport. He called on all disabled people to practice sports and exercise as much as possible. Finally, addressing those young people who scorn exercise and sport, he said, “You don’t know what you’re missing. Sport isn’t just important to maintain a healthy skeleton, sport will enrich your life.”

In a related Public Service Announcement, also released for World Osteoporosis Day by IOF, Wojtek noted that he is at increased risk of osteoporosis due to the medication he has taken as a result of his injury and that he couldn’t have achieved his goals without strong bones.

“Move it or Lose it” – WOD highlights the role of exercise in bone health

This year’s World Osteoporosis Day (WOD) theme of exercise and bone health was the first of a three year ‘lifestyle’ campaign which will subsequently focus on nutrition (2006) and identifying personal risk factors for osteoporosis (2007).



Artwork by Anuschka Dupalo-Loss

health professionals showing exercise recommendations, authored by Dr. Michael Pfeiffer. In addition three specially-designed posters were produced and made available to IOF members for translation.

A series of thirty second public service announcements was also issued. The announcements featured statements by Paolo Rossi (Italy) Football star; Erika Ender (Panama/Brazil) Pop singer; Pilin Leon (Venezuela) former Miss World; Belinda Green (Australia) former Miss World; Kirk Pengilly (Australia) from band INXS; Mark Holden (Australia) singer, songwriter; Trudie Goodwin (UK) actress, “The Bill”; Julie Payette (Canada) astronaut; Wojtek Czyz (Germany) Para-Olympian;

IOF CEO Daniel Navid stated, “We hope that our positive message encourages women and men to realize that they can take responsibility for their bone health and not be victims of osteoporosis later in life.”

Activities that were launched by IOF for WOD include ‘Move it or Lose it’, the new IOF report in the Invest in Your Bones Series (see page 2) and a web-based article for



“Take the IOF One Minute Risk Test and give osteoporosis the red card.”

Paolo Rossi, World Champion footballer, Italy, speaking in the IOF public service announcement

Prof. Rita Süßmuth (Germany) former president of the Deutscher Bundestag; and Ilie Nastase, tennis champion.

Further information about WOD activities is available on the IOF website.

“Un Cuerpo Sano” – a new song for the osteoporosis movement by Erika Ender

Recognizing that dancing is a fun and effective way to build bones, IOF commissioned the world’s first Latin-beat osteoporosis song, Un Cuerpo Sano/A Healthy Body. The song, in Spanish and English, was written and performed by Erika Ender, a leading Latin pop singer. An accompanying music video featuring Erika Ender was produced by leading Miami-based film director Felipe Nino. IOF members are invited to use the song in support of their national events.



WOD activities around the world

IOF members held a great variety of WOD campaigns to inform and educate the general public and policy makers about the prevention of osteoporosis and the role of exercise in bone health. Activities ranged from exercise-related events, scientific meetings, press events and campaigns featuring sport celebrities. Descriptions of member activities are available on the IOF website. Below is a selection of photos from several of the WOD campaigns around the world:



Palestine



Hong Kong



Panama



Serbia



Turkey



Thailand

Patient society representatives meet in Bangkok

IOF World Wide Conference of Osteoporosis Patient Societies, September 27- 30, 2005, Bangkok, Thailand

Held for the first time in Asia, the biennial IOF World Wide Conference of Osteoporosis Patient Societies (IOF-WWC) took place from September 27- 30, 2005 in Bangkok, Thailand. Some 200 delegates from patient-oriented societies in 60 countries attended the three-day conference.

In conjunction with the conference, IOF held an **Asian Media Seminar** which attracted journalists from some 50 media outlets throughout Asia (including TV, radio, and newspaper as well as consumer and health magazines). The result was widespread international coverage, including broadcasts on leading Thai television networks.

IOF also organized a special **'Beauties and the Bones' press conference** at which seven beauty queens from four continents appealed to girls and young women to care for their bone health as a first step towards preventing osteoporosis later in life. The women, from Australia, Austria, Panama, Thailand, Turkey and Venezuela, urged women of all ages to take responsibility for their bone health, and to recognize that

while beauty is partly physical it is also made up of inner beauty that includes respecting one's health and behavior. The conference participants were honored by the presence of **Her Royal Highness Princess Galyani Vadhana KromLuang Naradhiwas Rajanagarindra** (below right) who presided over the official opening. Following welcome speeches by **Prof. Khungying Kobchitt Limpaphayom**, president of the Thailand Osteoporosis Foundation (TOPF) and IOF Board Member

Dr. Ghassan Maalouf, Her Royal Highness spoke eloquently to the delegates, praising the work of the patient societies in their fight against osteoporosis in Thailand and throughout the world.

At the first plenary session, **IOF CEO Daniel Navid** welcomed participants and noted that, "It is particularly important that we are meeting in Bangkok because the number of people suffering from osteoporosis is growing fastest in the Asian region – by 2050 one





out of every two hip fractures worldwide will occur in Asia. **Dr. Khungying Kobchitt Limpaphayom** welcomed participants on behalf of TOPF. In her speech Dr. Kobchitt pointed out that osteoporosis

affects not only the health and quality of life of the patient, but also of the family and society. **Dr. Istvan Marton**, chair of the IOF's Subcommittee of Osteoporosis Patient Societies, reminded the audience that patient societies play an important role in fighting osteoporosis and that it is important to keep in mind that "you are the ambassadors of the patients that we are serving". **Dr. Borworn Ngamsiriudom**, deputy director general of the Thai Department of Health of the Ministry of Public Health, spoke about the steps that his government is taking to improve the diagnosis and treatment of people at risk of osteoporosis in the country. He outlined the health department's existing exercise and nutrition programs as well as the focus on high risk groups such as postmenopausal women and the elderly.

Open mike presentations were given by four speakers. The first two speakers – both prominent women who are personally dedicated to the osteoporosis patient movement in Thailand – spoke about the evolution of a medical society into a patient-oriented organization. **Mrs. M.R. Malinee Chakrabandhu**, president of the TOPF-affiliated patient society, stressed the importance of reaching people in villages to improve understanding of the disease. **Mrs. Pensri Kiengsiri**, a well-known writer and lecturer, stated that people from all walks of life are needed to successfully run a patient society. **Dr. Joan Levin**, president of FOSEMO of Panama, discussed the power of celebrities to open doors to public and government recognition as well as sponsorship. She noted that that clear goals and communication are essential because celebrities may be willing, but they "don't know they can help until you tell them how."

Prof. Lidia Koeva of the Association Women Without Osteoporosis of Bulgaria outlined how her small society has achieved results in regard to partial reimbursement policy before first fracture – a goal not yet achieved in many wealthier countries. Prof. Koeva stated that close collaboration with IOF, and use of the EU 'Action Plan' plan published by IOF, were instrumental in achieving policy change in her country.

Delegates subsequently took part in six concurrent **workshops** which were designed to encourage interaction and communication among participants. Reports of the work-

shop results were presented to all attendees on the final morning of the conference.

The second plenary session featured talks on the latest developments in science given by IOF board members **Prof. Jean-Yves Reginster**, **Prof. Helmut Minne** and **Dr. Ghassan Maalouf**. IOF's World Osteoporosis Day activities and plans (see page 3) were also presented to the delegates by **Paul Sochaczewski**, IOF head of communications.

A highlight of the IOF WWC was the award ceremony in which IOF grants valued at US\$ 126,000 were presented to eleven national osteoporosis societies. Julia Gallagher, one of the award winners stated, "To receive international recognition for a local initiative will add enormous credibility to our efforts at the national level". This sentiment was shared by all the winners, most of whom noted that the recognition afforded by the award was just as important as the financial support.

The **IOF-Novartis Osteoporosis Education Grants**, grants of US\$10,000 each for the most imaginative education projects, were awarded to five societies. The winners were the Indonesian Osteoporosis Society (Indonesia); Endocrinology and Metabolism Research Center (Iran); Jordanian Osteoporosis Prevention Society (Jordan); Fundacion de Osteoporosis y Enfermedades Metabolicas Oseas (Panama); and the Taiwanese Osteoporosis Association (Taiwan).

The **IOF-Roche GSK Communications Grants** consist of three grants of US\$10,000 each for creative communications campaigns. The winners were the Norwegian Osteoporosis Society (Norway); FHOEMO (Spain) and the Uruguayan Rheumatology Society (Uruguay).

The **IOF-Amgen Health Professionals Awareness Grants**, three grants of US\$10,000 each for innovative ways to communicate with health professionals, were awarded to Beinvernd (Iceland); the Indian Society of Bone and Mineral Research (India) and Osteoporosis New Zealand (New Zealand).



Further details of the projects and photos of the winners are available on the IOF website.

Thinking out of the box

In an inspiring keynote address, Mechai Viravaidya, chairman of Thailand's Population and Community Development Association, urged IOF members to be courageous and creative in their efforts to change health care policies. Using examples from successful campaigns to promote family planning in Thailand, Mr. Viravaidya suggested that patient societies should think 'out of the box' in designing campaigns to improve the awareness and management of osteoporosis. He underlined that strategies developed for western industrialized countries are rarely suitable for developing countries, and that following such strategies would be tantamount to "trying to find your way in Bangkok with a map of London".

Slovenia wins IOF Linda Edwards Memorial Award

The Slovene Osteoporosis Patient Society is the winner of the second IOF Linda Edwards Memorial Award which was presented in Bangkok. The award of 20,000 SFr. is given by IOF in memory of Linda Edwards, a pioneer of osteoporosis advocacy both in the UK where she was the director of the National Osteoporosis Society, and within IOF where she spearheaded the international osteoporosis patient movement.

Slovene Osteoporosis Patient Society Chief Executive Dr. Dusa Hlade Zore said, "It was a great privilege for the Slovene Osteoporosis Patient Society and for me personally to receive this award. I am confident that this is a result of the efforts we have put into building our society and designing our activities in Slovenia. When we started osteoporosis was not well known. Today the general public is aware of osteoporosis and its dangers. Due to our activities and media support people are more aware of the importance of prevention and healthier lifestyle. Receiving this award is a huge motivation for us to work even harder on osteoporosis issues. We believe that the activities we are preparing for the future will bring even more knowledge about prevention of osteoporosis among men and women."



Alenka Tavkar (left) and Dr. Dusa Hlade Zore (right) of the Slovene Osteoporosis Patient Society accept the award from Prof. Helmut Minne, Chair of IOF's CNS.

A five-step strategy for policy change

Summary of a policy workshop

Osteoporosis patient societies around the world share one common problem – overcoming governmental neglect of this serious chronic disease. Although osteoporosis is a growing public health burden which in some countries already accounts for more days spent in hospital than many other diseases, (including diabetes, myocardial infarction and breast cancer) it is not perceived as a health priority by most governments.

How can a patient society tackle the difficult task of convincing its national health policy officials to make osteoporosis prevention and management a health care priority? At the recent IOF World Wide Conference of Osteoporosis Patient societies (see page 4), delegates from patient societies around the world participated in a lobbying workshop led by Dr. Istvan Marton at which strategies were discussed.

It is apparent that there is no “one-size fits all” strategy. Hungary for example, has achieved 90% reimbursement of medication, bone education in the school curriculum and a wide network of highly trained osteoporosis specialists due to a unique combination of political and economic factors. The trade-off, which would not be possible in many countries, was restricting prescription rights to some 800 specialists in designated osteoporosis care centres.

There is no “one-size fits all” strategy for lobbying.

The goals of lobbying will also differ from country to county. In economically underdeveloped regions, where communicable diseases and poverty are priority issues, free access to osteoporosis medication for all people at risk is not a realistic goal – but prevention campaigns through increased public awareness and improved health professional training may be achievable goals.

Despite these great differences among countries, the strategy outlined below provides a ‘template’ that could be adapted on a country-by-country basis.

Step 1: Begin by creating your argument

It is important to start by identifying the problems and their magnitude in your country. For example, quantify the costs and burden of the disease through epidemiological data. Governments care most about what impacts their voters (most country have 3 to 4 year election cycle) and where they can save money. Make use of existing authoritative references to support your argument –

such as the EU recommendations or the US Surgeon General’s report. For example, Bulgaria’s ‘Association of Women without Osteoporosis’ have used the EU Action Plan and information on the IOF website as authoritative resources in helping to change the government’s proposed law to restrict reimbursement to patients who have already suffered a fracture.

Governments care most about what impacts their voters and where they can save money.

Step 2: Identify the priority issues

You need to identify the priority issues and then tackle them one step at a time. A government presented with too many issues will be overwhelmed. For each issue develop a one page summary that highlights very clearly and concisely: 1) What the issue is; 2) What the impact is on the community; 3) What needs to be changed to resolve the issue; 4) What government can do to help resolve the issue. And finally, it will help you argue your case if you can demonstrate (maybe using cost-benefit data) that a prevention program will save them money and reduce the social burden to their voters.

Step 3: Identify and approach the right people in government

It is important to look beyond just the key Minister (e.g. Minister for Health or equivalent) since ministers can quickly disappear from the political scene. Search for regional politicians or high level staff in the political offices, or wives or husbands of key politicians. Find those who may have a family member impacted by osteoporosis or those who have shown an interest or made a statement on something that could be related to osteoporosis (e.g. ageing population, productivity of older people, reducing cost burden of health services). Searches can be conducted via media/transcripts from governmental presentations, via meeting reports, discussions or internet.

Once you’ve identified your politicians, find out how osteoporosis impacts in their local community (on their voters) as this will be of more interest to them. Collect hospital data on local prevalence/health costs for hip fractures and case studies of local constituents who suffer from osteoporosis.

Approaching the politicians will not be easy. Some ideas include: getting society members to write to their local politicians to highlight the same issues but with their own personal



story included; setting up a meeting where you present who you are and what the key issues are (present your one page document). Make sure to get them to commit to a follow-up meeting or phone call at the very least!

Use influential people to get you access to government, this may be a celebrity patron (in Panama for example, a beauty queen opened the door to both government officials and sponsors) or a visiting IOF senior representative (as shown in Bulgaria, international organisations have influence!). Approach a member of government to open an event or launch an activity, especially if it involves the media – politicians love the media and positive coverage! Once they are involved use this as an opportunity to also talk to them about your issue – or ask them to champion your cause.

Step 4: Keep up your communication

Present your message in different ways, but don’t over do it and keep it interesting. Find opportunities to talk to ‘your’ politicians via some of your activities, such as the launch of a new report showing the economic/social burden of osteoporosis (event could be held in your local government building), the launch of a new patient ‘charter’, or World Osteoporosis Day. Or invite them to set up an Osteoporosis Parliamentary Interest Group or to be patrons of an umbrella coalition of osteoporosis societies.

Step 5: Get wider support for your lobbying activities

Use media to highlight your issue – politicians take notice of what is in the media. Consider a national advertising campaign. Build up your ‘grass roots’ support! For example, create a base of popular/volunteer support to put pressure on politicians – politicians take notice of what their voters think. Get volunteers to write letters or sign a petition and invite them attend a special event which your government officials attend. Find a partner organisation who might share your issue e.g. women’s group or seniors group.

And finally, don’t give up! Lobbying is a long-term commitment, with success typically measured in small steps, taken one at a time.

Patients and NOF representatives meet with UK royalty during official U.S. Visit

The Duchess of Cornwall (Camilla Parker Bowles) accompanied by The Prince of Wales met with the National Osteoporosis Foundation (NOF) and several of the Foundation's patient champions on November 3, 2005 during a meeting at the National Institutes of Health in Washington. The meeting focused on increasing awareness of osteoporosis, a disease which the U.S. Surgeon General has recognized as a growing public health threat in his landmark report released in 2004. The Duchess serves as president of the National Osteoporosis Society (NOS) in the UK.

"Osteoporosis-related fractures occur in one in two women and one in four men over the age of 50 in the U.S. today, yet we know that this disabling and costly condition is largely preventable," said Dr. Ethel Siris, president of NOF. "We appreciate Her Royal Highness The Duchess of Cornwall's long-standing commitment to raising awareness of this disease."

An estimated 44 million American men and women aged 50 and older either have or are at risk of the disease, according to NOF prevalence statistics.



Dr. Ethel Siris, NOF president and IOF board member, greets Their Royal Highnesses The Prince of Wales and The Duchess of Cornwall

Promoting corporate osteoporosis responsibility

The IOF publication *Osteoporosis in the Workplace*, written by Prof. Jean Yves Reginster for World Osteoporosis Day 2002, estimated that the annual direct costs of treating osteoporosis fractures in the workplace in the EU, Canada and the USA is approximately 48 billion USD per year. These costs do not include the indirect costs such as lost working time or rehabilitation (both of which clearly affect employers most).

IOF recommends several steps that companies should take to become good corporate citizens in the field of bone health. These include: education for staff, which could be achieved by providing education material, lectures or articles in internal newsletters as well as distribution of the IOF One Minute Risk Test; providing bone density testing, either on site or as time off to have testing outside the place of work; ensuring that staff and their families have health insurance which includes access to free BMD testing and treatment; serving bone-friendly food in the corporate canteen; and promoting exercise by having,

for example, a fitness center available to staff, or subsidies for membership in external centers, shower/changing room facilities for staff who exercise outdoors and company-supported sports teams. Safety for falls prevention should also be considered – with non-slip surfaces and hand rails where appropriate. Finally, corporate commitment and community involvement could be shown in a variety of ways, including featuring osteoporosis in appropriate corporate presentations, supporting national patient societies and holding community awareness programs.

World Osteoporosis Day (WOD) is an ideal occasion to begin osteoporosis awareness at the corporate level. On the occasion of WOD 2005 several members of IOF's Committee of Corporate Advisors, including Fonterra Brands, Novartis, Tetra Pak and Weber Shandwick, carried out internal activities with a focus on exercise. IOF encourages other companies to follow suit in 2006 when WOD will focus on nutrition as an important lifestyle factor in osteoporosis prevention.



In Basel Switzerland, Novartis varied World Osteoporosis Day activities included on-site BMD tests. Due to high demand, testing was restricted to female employees over fifty years of age with risk factors.

Fabulous for Life

Calendar celebrates seniors who don't surrender to osteoporosis

Osteoporosis Canada, the Active Living Coalition for Older Adults and Canada's Association for the Fifty-Plus (CARP) have created the first ever Fabulous for Life calendar in a national campaign to raise awareness of osteoporosis and promote healthy active living.



The calendar portrays men and women from across the country who have not given in to their condition or age, showcasing their personal testimonials for a fabulous life. Each month also includes useful tips to improve bone and overall health. "In the Fabulous for Life calendar, we portray men and women in their sixties, seventies and older, who are active in spite of osteoporosis," says Karen L. Ormerod, President & CEO, Osteoporosis Canada. "We would like to inspire other Canadians who suffer from osteoporosis or are at risk of the disease to take steps so they too can be fabulous for life!"

The calendar was unveiled in November 2005 during Canada's Osteoporosis Month.

IOF Agencies receive recognition for osteoporosis campaigns

McCann Erickson and Weber Shandwick, which provide extensive pro bono advertising and public relations services to IOF and its members, were recognized by their peers as having produced exceptional campaigns that help people worldwide reduce their risk of breaking their bones due to osteoporosis. Both agencies are members of IOF's Committee of Corporate Advisors.

McCann Healthcare, based in Singapore won an Award of Excellence for the New York-based 2005 Rx awards, which recognize global creative achievements in the healthcare field, for the international osteoporosis campaign "Mannequin". The awards were given in separate events during 2005 to Torre Lazur McCann/McCann Healthcare, which is IOF's advertising agency, and to Weber Shandwick Worldwide, IOF's public relations agency.

In addition, McCann Healthcare Singapore won the Singapore Health Promotion

Board's open bid to develop a nation-wide osteoporosis education campaign, beating six other agencies. Their year-long campaign, "Strong Bones for a Strong Future", targets young adults and parents with the key message that achieving high peak bone mass is important in preventing osteoporosis later in life.

Weber Shandwick's campaign, "The Independence Thief" was one of only three campaigns short-listed for the Best International Campaign at the 8th annual Communiqué awards held in July 2005 in London. The campaign, which focused on the theme prevention through exercise and appropriate nutrition, had great media impact, reaching nearly nine million people through the press, and interviews on CNN and CNBC reaching some 50 million households. In addition, the global healthcare team, from multiple Weber Shandwick offices on three continents, won an internal 'Making a Difference' award for its pro bono efforts on behalf of IOF.



Developed and shot in Mumbai, India, the Mannequin TV spot urges women to take responsibility for their bone health.



International Osteoporosis Foundation



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IOF membership is composed of three separate committees. To contact an osteoporosis society in your country visit the IOF website: www.osteofound.org

IOF Committee of Scientific Advisors (CSA)
Chair: R. Rizzoli, 76 members

IOF Committee of National Societies (CNS)
Chair: H. Minne, 172 members in 85 countries, territories and regions

IOF Committee of Corporate Advisors (CCA)
Chair: Y. Tsouderos, 34 members

IOF Scientific Publications
Osteoporosis International (the only international scientific journal devoted entirely to osteoporosis); Progress in Osteoporosis (summaries and critical analyses of the current literature)

IOF is proud to be a partner of the Bone & Joint Decade 2000-2010

The International Osteoporosis Foundation (IOF) is an independent non-profit umbrella organisation dedicated to the world wide fight against osteoporosis. IOF's network includes 172 member societies in 85 countries, territories and regions.

IOF's Vision

- A world without osteoporotic fractures

IOF's Mission

- To increase the awareness and understanding of osteoporosis
- To support national osteoporosis societies in order to maximize their effectiveness
- 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 organizations working on similar or complementary issues and projects
- Lobby for policy change in all countries so that diagnosis and treatment of osteoporosis becomes routine

Distributed by:

Acknowledgements

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



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