What is Osteoporosis?

Osteoporosis is a disease in which the density and quality of bone is reduced, increasing the risk of fracture. As the bones become more porous and fragile, there is an increased risk of fracture – even after a minor bump or in the course of normal daily activities. There are usually no symptoms until the first fracture occurs.

Fractures, particularly those of the hip and spine, cause untold suffering, lasting disability, and a greatly diminished quality of life. Not only do a high percentage of patients who experience hip fractures require permanent nursing care, these fractures are also a significant cause of mortality in elderly people.

Aside from its personal and human cost, osteoporosis is a major public health problem which has enormous social and economic impact. Around the world, it is estimated that one out of every three women and one out of five men over the age of 50 will sustain an osteoporotic fracture. Although osteoporosis can be easily diagnosed and treated, studies have shown that it remains seriously under diagnosed and under treated.

More facts about osteoporosis:

- Approximately 1.6 million hip fractures occur worldwide each year, by 2050 this number could reach between 4.5 million and 6.3 million.
- In women over 45, osteoporosis accounts for more days spent in hospital than many other diseases, including diabetes, myocardial infarction and breast cancer.
- It is estimated that only one out of three vertebral fractures comes to clinical attention.
- Women who develop a vertebral fracture are at substantial risk for additional fracture within the next year.

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2008 will be remembered as a turbulent year, and above all, one marked by sadness upon the death of IOF’s Founding President Pierre D. Delmas on July 23rd.

As President of IOF, Pierre Delmas presided over a 10 year-period of growth and success for the Foundation. His inspiring vision and vigorous leadership helped to guide and shape IOF so that it was able to develop into the strong organization that it is today. I was honoured to be elected as President by IOF’s Board of Trustees in April, after Pierre Delmas declined to run for re-election due to poor health. It is both a privilege and a challenge to follow in his prodigious footsteps.

Due to a convergence of occurrences, one could, unfortunately, describe 2008 as an ‘osteoclastic’ year. A major set back was the cancellation of the IOF World Congress on Osteoporosis in December 2008. The decision to cancel was unavoidable and only taken when it became apparent that it would be impossible to hold the congress due to the closure of airports and political uncertainty in Bangkok. The scientific organizers and IOF staff were all greatly disappointed after having invested so much time, effort and funding in the organization of this important event. I would like to especially thank the corporate sponsors who have shown their support and understanding in the face of these unprecedented turn of events.

Another unforeseen event was the resignation of IOF’s long-term CEO, Dan Navid. Dan, who successfully headed IOF’s operations since 2001, made substantial new contributions to the development of IOF programmes over this period of time. We thank him for these contributions and wish him well in his future endeavours.

Needless to say, the departure of the CEO, accompanied by other staff changes, resulted in a period of increased responsibility and workload for members of the Executive Committee as well as key staff members. I would like to thank all involved for their great personal commitment and invaluable assistance during this difficult period.

Looking forward, 2009 promises to be a positive, ‘osteoblastic’ year – a year in which IOF will grow in strength and increase its effectiveness on all fronts. We will begin the year by welcoming two new senior officers, CEO Patrice McKenney and COO Judy Stenmark to IOF. With these two experienced professionals at the helm, I am confident that IOF will continue to build upon past success, while ‘remodeling’ itself to meet future challenges and expand its important role in the fight against osteoporosis.

John Kanis
President, International Osteoporosis Foundation

“The disease you are fighting has few visible symptoms. There are no rashes, no coughs, no headaches – which is why so many people take strong and healthy bones for granted until it is too late; until bones break, pain cripples, disability limits daily life.”

Queen Rania of Jordan, IOF Patron
The Organization

The vision of IOF is a world without osteoporotic fractures.

IOF’s mission is to:
- increase awareness and understanding of osteoporosis;
- motivate people to take action to prevent, diagnose and treat osteoporosis;
- to support national osteoporosis societies in order to maximize their effectiveness.

Its goals are to:
- nurture and enlarge the IOF network of member societies worldwide;
- promote medical innovation and to improve care;
- expand 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 standard.

IOF, registered as a not-for-profit, international non governmental foundation in Switzerland, functions as a global alliance of patient, medical and research societies, scientists, health care professionals and corporate partners across many fields. IOF was founded in 1998 following a merger of the European Foundation for Osteoporosis and the International Federation of Societies for Skeletal Diseases.

IOF headquarters are in Nyon, Switzerland with a second secretariat, IOF France, located in Lyon. Regional representations have also been established in Argentina, Hong Kong, Jordan, and the USA.

IOF membership is comprised of three committees:

Committee of National Societies (CNS) composed of patient and medical societies dedicated to osteoporosis and bone health. At the end of 2008 there were 191 members societies in 91 countries, territories and regions.

Committee of Scientific Advisors comprising 90 osteoporosis specialists, both researchers and medical doctors, elected to the committee on the basis of merit.

Committee of Corporate Advisors representing 35 companies from different fields.

Announcement of new IOF Senior Officers

In November 2008 IOF was pleased to announce the appointment of Patrice McKenney as Chief Executive Officer (CEO) and Judy Stenmark as Chief Operating Officer (COO). Together they will manage and head IOF’s operational, strategic and representational activities beginning in 2009. Patrice McKenney, has been the Executive Director of the International Bone and Mineral Society (IBMS) since 2004. Judy Stenmark has been an active member of the IOF family in her role as CEO of Osteoporosis Australia and as the elected Chair of the IOF Committee of National Societies. IOF is privileged to have two such dynamic and experienced professionals at the helm of IOF. The Foundation will profit from their proven leadership qualities, valuable international experience and solid record as results-oriented managers in the bone health field.

Resignation of CEO Daniel Navid

It was with regret that the IOF announced the resignation of IOF CEO Daniel Navid on October 1, 2008. Dan contributed greatly to the growth and success of IOF during his eight years as CEO. His skills in bringing to life the vision of IOF are reflected in the activities which are today the basis of IOF’s many and varied programs. Dan contributed to ensuring World Osteoporosis Day is celebrated around the world and was instrumental in overseeing the expansion of IOF’s work in Latin America, Asia and the Middle East, with a number of new projects being undertaken over the past few years. In Europe, under his guidance, a number of new projects were implemented, including important science and policy programs under the umbrella of the Invest in Your Bones Campaign. Although leaving to pursue other interests, Dan has left IOF well placed to meet its global commitments and build on its solid reputation for scientific expertise and credibility.
IOF is governed by a Board which includes 21 elected members from six regions of the world as well as ex-officio members.

The Board and the three membership committees typically meet twice a year at IOF business meetings. An Executive Committee meets on a regular basis and delegates day-to-day responsibility to the CEO who manages the staff in the IOF secretariat offices.

The IOF organizes its programs, projects and activities in five program areas – science, the IOF family, policy, outreach and education, and administration and finance. Brief descriptions of the activities that fall under these program areas are included in this annual report beginning on page 10.

### Board Members (2008)

#### Asian Region:
- Edith Lau (Hong Kong, China)
- Hajime Orimo (Japan)

#### European Region:
- Silvano Adami (Italy)
- Juliet Compston (U.K.)
- John A. Kanis (U.K.)
- Uri Liberman (Israel)
- Helmut Minne (Germany)
- Socrates Papapoulos (Greece/Netherlands)
- Jean-Yves Reginster (Belgium)

#### Middle East and African Region:
- Basel Masri (Jordan)

#### North American Region:
- Jonathon Adachi (Canada)
- John Bilezikian (USA)
- Steven Cummings (USA)
- Bess Dawson-Hughes (USA)
- Harry K. Genant (USA)
- Paul D. Miller (USA)
- Ethel S. Siris (USA)

#### Oceania Region:
- Ego Seeman (Australia)

#### South and Central American Region:
- Rubem Lederman (Brazil)
- Gregorio Riera-Espinoza (Venezuela)
- José Zanchetta (Argentina)

### Executive Committee

- Cyrus Cooper, Chair, CSA
- Bess Dawson-Hughes, General Secretary
- John Kanis, President
- René Rizzoli, Treasurer
- Judy Stenmark, Chair, CNS

### Ex-Officio Board Members

- Elected Chairs of the CNS, CSA, CCA:
  - Cyrus Cooper (U.K.), Chair, CSA
  - Marcel LeChanteur (USA), Chair, CCA
  - Judy Stenmark (Australia), Chair, CNS

The Vice-Chairs of the CNS, CSA and CCA are invited to participate at Board meetings as observers. These are:
- Stephan Korte (Switzerland), Vice-Chair, CCA
- René Rizzoli (Switzerland), Vice-Chair, CSA

### Board Elections

Board elections took place in January 2008. At the first meeting of the newly elected Board, held in Istanbul on April 8-9, 2008, a vote to determine the new IOF Officers for the term 2008-2012 was held with the following results:

- Pierre D. Delmas and Jean-Yves Reginster announced that they would not seek re-election as IOF President and General Secretary, respectively.
- John Kanis (U.K.) was elected IOF President.
- Bess Dawson Hughes (USA) was elected General Secretary.
- René Rizzoli (Switzerland) was elected as Treasurer.

Other changes to the Board included:

- Jonathan Adachi (Canada) was elected as the seventh Board member from the North American region.
- Ghassan Maalouf (Lebanon) stepped down from his long-time position as IOF Board Member for personal reasons.
- Basel Masri (Jordan) was co-opted as Board member from the Middle East.

IOF extends its thanks to Dr. Ghassan Maalouf for his services to IOF since 1999. Dr. Maalouf, who resigned from the IOF Board in April 2008 for personal reasons, previously served IOF in many capacities, including as IOF Representative to the Bone & Joint Decade. Presented with the IOF President’s Award in 2006 for his long-time commitment to IOF, Dr. Maalouf has been instrumental to the growth of the osteoporosis movement in the Middle East.

New board members:
- Jonathan Adachi, Canada (left);
- Basel Masri, Jordan

#### Governance

Bess Dawson-Hughes, General Secretary
It was with great sorrow that IOF announced the death of Pierre D. Delmas on the 23rd of July 2008 at the age of 58. Pierre Delmas, Professor of Medicine and Rheumatology at the University of Lyon, France, was president of the IOF from its launch in 1998 to April 2008.

Many moving tributes have been written in Pierre’s memory. Colleagues and friends in the bone health field and at IOF have honoured his achievements as an outstanding investigator and educator, an incisive thinker, a role model and mentor, a man of great charisma, and a devoted father, husband and friend. His important research achievements, particularly in the area of bone turnover markers and in clinical trials in osteoporosis, have paved the way for progress in the field.

The contribution of Pierre Delmas to IOF alone cannot be overstated, and indeed we could not do it justice in just a few short paragraphs. Although Pierre’s death represents the end of an era for the Foundation, his vision – that of a truly global organization that unites national and regional societies in the common fight against osteoporosis - is the vision that will continue to guide IOF. He was a driving force whose tireless dedication and intelligent leadership helped IOF to thrive and grow so that in 2008, only ten years after its foundation, IOF membership almost tripled to 191 members societies in all continents and in some 90 countries, regions and territories. Thanks to his vision, osteoporosis, a disease with low recognition in 1998, is now acknowledged in most countries as an important healthcare issue.

The memory of Pierre Delmas will be honoured and cherished by all at IOF.

“Perhaps no one has done as much in the worldwide struggle against osteoporosis as has Pierre Delmas”
B Laurence Riggs and Ego Seeman, Journal of Bone and Mineral Research

“His global legacy, the very daunting force of his personality and organizational vision shall long be missed throughout our field”
B. Lindsay, Osteoporosis International

“Pierre was so much a centerpiece in the world of bone research and osteoporosis”
R. Baron, Bone
The Committee of National Societies

The 191 member organizations of IOF’s Committee of National Societies (CNS) which represent 91 countries, regions and territories are at the core of the global osteoporosis movement. Since the launch of IOF in 1998 the number of CNS member societies has almost tripled, reflecting the growing importance of osteoporosis as a health issue in most regions of the world. Ranging from large, professional organizations to small, volunteer-run groups – the CNS as a whole has made tremendous progress in raising awareness of the disease and in improving diagnosis and treatment options for people with osteoporosis.

The annual meetings of the CNS and its Patient Societies Sub-Committee permit the member societies to share information and benefit from synergies, as well as to plan awareness campaigns, including World Osteoporosis Day. An important forum is also the IOF World Wide Conference of Osteoporosis Patient Societies (IOF WWC) which is held every two years.

In a CNS election held in September 2008, Famida Jiwa (Canada) was elected as Chair of the Patient Societies Subcommittee.

As either Full or Associate CNS members, societies may take advantage of the many benefits and services offered by IOF, including:

- Free participation (registration, accommodation) in the IOF World Wide Conference of Osteoporosis Patient Societies every two years.
- Eligibility for targeted support or participation in a twinning program
- Participation in international events such as World Osteoporosis Day
- Free artwork and text for local adaptation of international publications, presentations and posters
- Use of IOF public service announcements, videos and TV spots created for international advertising campaigns
- Use of IOF communication channels such as the IOF website, Osteoporosis Action, press releases and news services
- Eligibility for valuable awards, including awards such as the IOF-Novartis Strong Bones Academy, IOF-Amgen Health Professionals Awareness Grants, and IOF-Linda Edwards Memorial Award
- Possibility to receive grants and/or IOF endorsement to support training courses and conferences (limited number offered on case-by-case basis)
- Travel grants to attend IOF business meetings (limited number offered on a case-by-case basis)
- Discounted registration fees to attend the IOF World Congress on Osteoporosis
- Discounted subscription to Osteoporosis International
- Opportunity to meet key researchers and opinion leaders in the osteoporosis field
- Use of the IOF logo (subject to guidelines).

Growth of the Committee of National Societies

In 2008 IOF welcomed several new members to the CNS, raising the number of member societies to 191 members from 91 countries, regions or territories. The new members are: Armenia, Armenian Osteoporosis Association, Brazil, Brazilian Society for Clinical Densitometry; Cyprus, Cyprus Society for Osteoporosis; Germany, Umbrella Organisation of German Speaking Scientific Societies of Osteology (Dachverband Deutschsprachiger Wissenschaftlicher Gesellschaften für Osteologie); Iraq, Iraqi Osteoporosis Prevention Society (IOPS); Korea South, The Korean Society of Bone Metabolism; Singapore, Endocrine and Metabolic Society of Singapore; Spain, Spanish Society of Osteoporotic Fractures (Sociedad Espanola de Fracturas Osteoporoticas).
Members of the Committee of National Societies (December 2008)

Note: Although most member societies are from nations, the IOF membership also includes independent territories, commonwealths, protectorates and geographical areas. See the IOF website for contact details: www.iofbonehealth.org

Argentina: Argentinian Ass. of Osteology & Mineral Metabolism (AAAMMM); Argentine Society of Osteoporosis (SAO); Ibero-American College of Rheumatology (CIAR); Ibero-American College of Bone & Mineral Sciences (CIBO); Ibero-American Bone & Mineral Metabolism Society (IBOIMM); Public Ass. “Fight Osteoporosis Together”

Belgium: Belgian Ass. for Osteoporosis Patients; Belgian Bone Club; European Society for Clinical & Economic Aspects of Osteoporosis and Osteoarthritis (ECSO); The Belgian Royal Rheumatology Society

Bolivia: Bolivian Ass. of Osteology & Mineral Metabolism

Brazil: Brazilian Osteoporosis Patient Society (SOBRAO); Brazilian Society for Clinical Densitometry (SBID); Brazilian Society of Osteoporosis (SBO) RAMCAO; National Federation of Osteoporosis Patients Associations (FENAPCO)

Bulgaria: Association of Women without Osteoporosis; Bulgarian League for the Prevention of Osteoporosis (BLOP); Bulgarian Society for Clinical Densitometry; Bulgarian Medical Society of Osteoporosis & Osteoarthritis

Canada: Osteoporosis Canada

Chile: Chilian Osteoporosis Foundation; Chilian Society of Osteology & Mineral Metabolism

China: China Health Promotion Foundation (CHFP); Osteoporosis Committee of China Gerontological Society

China-Hong Kong: China Osteoporosis Foundation (COF); Hong Kong Osteoporosis Foundation; Osteoporosis Society of Hong Kong

Chinese Taipei: Taiwanese Osteoporosis Association

Colombia: Asociacion Colombiana de Endocrinologia; Asociacion Colombiana de Gastroenterologia y Metabolismo Mineral (ACOGMM); Colombion Osteoporosis Foundation

Congo: Congolese Osteoporosis Society

Costa Rica: Costarican Ass. of Clincimetric and Menopause (ACCYM); Costarican Osteoporosis Foundation

Croatia: Croatian League against Rheumatism; Croatian Osteoporosis Society

Cuba: Cuban Society of Rheumatology

Cyprus: Cyprus Society for Osteoporosis; Cyprus Society against Osteoporosis & Myoskeletal Diseases

Czech Republic: Czech Osteoporosis League; Czech Society for Metabolic Bone Diseases (SMOS)

Denmark: Danish Bone Society; European Calcified Tissue Society; National Osteoporosis Foundation Denmark

Dominican Republic: Consejo Dominicano contra la Osteoporosis; Dominican Society for Climacteric and Menopause Study; Dominican Menopause & Osteoporosis Society (DOMOMS); Dominican Osteoporosis, Menopause & Metabolic Disease Foundation (FUNDEMOS)

Ecuador: Sociedad Ecuatoriana de Endocrinologia y Metabolismo; Sociedad Ecuatoriana de Metabolismo (SECUAMEM)

Egypt: Egyptian Osteoporosis Prevention Society

Estonia: Estonian Osteoporosis Society

Finland: Finnish Bone Society; Finnish Osteoporosis Association

France: Association des Femmes Contre l’Osteoporose; Women Forever; Research & Information Group on Osteoporosis (GROI); French Society of Orthopaedic & Trauma Surgery (SOFCOT); French Society for Clinical Densitometry (SOFCOC)

Georgia: National Association of Osteoporosis

Germany: Committee for Healthy Bones; German Academy of the Osteological & Rheumatological Sciences; German Osteoporosis Research Group; German Osteoporosis Patient Society; German Society for Endocrinology; Orthopädische Gesellschaft für Osteologie (OGG); Umbrella Organisation of German Speaking Scientific Societies of Osteology

Greece: Hellenic Endocrine Society – Panhellenic Ass. of Endocrinologists; Hellenic Society of Osteoporosis; Hellenic Society for the Study of Bone Metabolism; Hellenic Society of Osteoporosis Patients Support

Hungary: Hungarian Osteoporosis Patients Association (HOPA); Hungarian Society for Osteoporosis & Osteoarthritis

Iceland: Beinverð – The Icelandic Osteoporosis Society

India: Arthritis Foundation of India Trust (AFI); Indian Rheumatology Ass.; Osteoporosis Soc. of India (OSI); Indian Society for Bone & Muscle Research (ISMMR)

Indonesia: Indonesian Osteoporosis Society – Perhimpunan Osteoporosis Indonesia (PEROS); PERWA-TUS – Indonesian Healthy Bone Foundation

Iraq: Iraq Osteoporosis Prevention Society (IOPS)

Iran: Endocrinology and Metabolism Research Center

Ireland: Irish Osteoporosis Society (IOS)

Israel: Israel Society on Calcified Tissue Research & Metabolic Diseases; Israeli Foundation for Osteoporosis & Bone Diseases (IFOB)

Italy: European Women-Handsavers’ Federation; Int. Society for Chisan Osteoporosis (ISOS); Italian Osteoporosis League (IOLS); Italian Ass. of Osteoporosis Patients; Italian Soc. for Osteoporosis Mineral Metabolism & Skeletal Diseases (SIOMMMS); Italian Soc. of Rheumatology; Mediterranean Soc. for Osteoporosis & Other Skeletal Diseases (MOSOD); Italian Foundation for Research on Osteoporosis & Musculoskeletal Diseases Louis Avili (FIROMMS)

Jamaica: Jamaican Osteoporosis Society

Japan: Japan Osteoporosis Foundation (JOF); Japanese Society for Bone and Mineral Research (JGBMR)

Jordan: Jordanian Osteoporosis Prevention Society (JOPS)

Korea, South: The Korean Society of Bone Metabolism; The Korean Society of Osteoporosis

Kuwait: Kuwait Osteoporosis Prevention Society

Latvia: Latvia Osteoporosis Patient and Invalid Association; Latvian Society of Osteoporosis

Liberia: Liberian Osteoporosis Society

Lithuania: Lithuanian Ass. of Osteoporosis & Bone Diseases Incorp. in Lithuanian Endocrine Society; Lithuanian Osteoporosis Foundation

Luxembourg: Association Luxembourg Osteoporose (ASLO); Association Luxembourgeoise d’Étude du M étabolisme Osseux et de l’Osteoporose (ALEMO)

Macedonia (FYRO): Macedonian Osteoporosis Association

Malaysia: Malaysian Osteoporosis Society

Malta: Malta Osteoporosis Society

Mexico: Mexico Ass. contra la Osteoporosis, S.C.; Mexican Association of Bone & Mineral Metabolism (AMMOM); Mexican Committee for the Prevention of Osteoporosis (CMO)

Moldova, Republic of: Association of Prophylaxis of Osteoporosis from Moldova

Morocco: Moroccan Society for Rheumatology

The Netherlands: Dutch Osteoporosis Society

New Zealand: Osteoporosis New Zealand Inc.

Norway: Norwegian Osteoporosis Society

Pakistan: Gujranwala Osteoporosis Patient Society; Osteoporosis Society of Pakistan

Palestine: Palestinian Osteoporosis Prevention Society (POPS); Pan Arab Osteoporosis Society

Panama: Osteoporosis & Bone Metabolic Disease Foundation (FOSEMO)

Peru: Peruvian Soc. of Osteoporosis & Bone Diseases (SPEDOM); Sociedad Peruana de Reumatologia

Philippines: Osteoporosis Society of the Philippines Foundation Inc.

Poland: Healthy Bone Enthusiasts Society (STENKO); Multidisciplinary Osteoporotic Forum; Polish Foundation of Osteoporosis; Polish Osteoarthritis Society

Portugal: Portuguese Osteoporosis Association (APO); National Association Against (APORSO); Portuguese Society of Osteoporosis & Other Metabolic Bone Diseases (SPDROM)

Puerto Rico: Puerto Rico Society of Endocrinology & Diabetes (SPED)

Romania: Association for Prevention of Osteoporosis in Romania (ASPOR); Romanian Federation of Osteoarthritis (ROAT); Romanian Society of Osteoporosis; Romanian Society of Rheumatology

Russian Federation: Russian Association on Osteoporosis; Russian Patient Society “Towards a Life without Osteoporosis and Fractures”

Saudi Arabia: Saudi Osteoporosis Society

Serbia: Serbia Osteoporosis Society

Singapore: Asian Pacific Osteoporosis Foundation (APOF); Endocrine & Metabolic Society of Singapore; Osteoporosis Society (Singapore)

Slovakia: Slovak Osteoporosis Society & Metabolic Bone Diseases; Slovak Union against Osteoporosis

Slovenia: Slovene Bone Society; Slovene Osteoporosis Patients Society

South Africa: National Osteoporosis Foundation of South Africa (AFSOS)

Spain: Hispanic Foundation of Osteoporosis & Metabolic Bone Diseases (PHOEMEO); Spanish Association Against Osteoporosis (AECOS); Spanish Society for Osteoporotic Fractures; Spanish Society for Research on Bone & Mineral Metabolism (SEIMMM); Spanish Society for Rheumatology

Sri Lanka: Osteoporosis Society of Sri Lanka

Sweden: Swedish Osteoporosis Patient Society (ROP); Swedish Osteoporosis Society

Switzerland: Osteosuisse; Swiss Association Against Osteoporosis

Syrian Arab Republic: Syrian National Osteoporosis Society (SYNOS)

Thailand: Thai Osteoporosis Foundation (TOPF)

Tunisia: Tunisian Osteoporosis Prevention Society

Turkey: Osteoporosis Patient Society of Turkey; Rheumatism Society; The Society of Endocrinology & Metabolism of Turkey (SEM); The Society of Life with Osteoporosis (SLO); Turkish Joint Diseases Foundation; Turkish Osteoporosis Society

Ukraine: Ukraine Association on Osteoporosis

United Arab Emirates: Emirates Osteoporosis Society (EOS)

United Kingdom: National Osteoporosis Society (NOS); The Bone Research Society

Uruguay: Sociedad Urugua de Reumatologia; Uruguayian Society of Osteoporosis & Mineral Metabolism

USA: International Society for Clinical Densitometry (ISCD); National Osteoporosis Foundation (NOF)

Venezuela: Venezuelan Menopause & Osteoporosis Foundation (FUVEOMO); Venezuelan Society of Menopause & Osteoporosis (SOVEMO)

Vietnam: Vietnam Rheumatology Association (VRA)
Corporations are a part of IOF’s unique tripartite membership structure. In 2008 the Committee of Corporate Advisors was comprised of 35 members across all sectors of industry, including leading companies in pharmaceuticals, medical diagnostics, consumer products, food and nutrition, banking, and advertising.

Not only is the corporate community’s financial support essential to help IOF carry out its important programs and projects, many members of this group are among the leaders in providing new therapies, diagnostic tools and nutritional supplements. Experienced in these areas and non-medical fields such as banking and advertising, the CCA members are able to make a significant contribution towards the work of IOF. The CCA has established working groups which share their expertise with IOF on the following target areas: Improving access – diagnosis, prevention, and treatment; being pro-active on environmental shifts; developing positive themes relevant to all members; promoting awareness; considering “primary care” targets.

IOF welcomes applications from corporations that would like to support through their membership in the CCA. Through their membership these companies manifest their commitment to IOF’s work in fighting a serious global health problem. Member companies pay a one-time entry fee and yearly dues which are put toward IOF’s general operation and program costs.

### Members of the CCA (December 2008)

- Alpro NV
- AMGEN (Europe)
- Asahi Kasei Pharma Corporation
- Bayer Schering Pharma
- Danone Research
- EffRx
- Eisai Co.
- Eli Lilly
- F. Hoffman-LaRoche
- Fonterra Brands
- Friesland Foods
- GE Healthcare
- GlaxoSmithKline
- Hologic NV
- IPG Healthcare Development
- Juvent Medical
- KIT
- Meda Pharma
- Medtronic
- Merck & Co.
- Nestlé SA
- Novartis Pharmaceuticals
- Nycomed Pharma
- Procter & Gamble Pharmaceuticals
- Roche Pharma Division
- Sangemini S.p.A.
- sanofi aventis
- Servier
- Takeda Pharmaceutical
- Teijin Pharma
- Tetra Pak International
- Teva Pharmaceutical Industries
- Tongjitang Pharmaceutical
- Weber Shandwick
- Wyeth Pharmaceuticals

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**IOF Corporate Responsibility Program for Bone Health**

The IOF Corporate Responsibility Program for Bone Health recognizes companies for having promoted good bone health to their staff, often through specific activities and programs to further osteoporosis awareness around World Osteoporosis Day. Members of the Program include: GSK, Kyphon, Lilly, MSD, Novartis, Roche, Sanofi-Aventis, Servier, Tetra Pak and Wyeth.
The Committee of Scientific Advisors

The CSA is one of IOF’s core membership committees. It consists of expert members in the field of osteoporosis from the medical and scientific community who are elected to the committee on the basis of scientific merit. The objectives of the CSA are to:

- Advise the Board in all scientific matters related to the Foundation;
- Further the clinical and basic research objectives of the Foundation;
- Support national policy changes;
- Provide recommendations for practice in the care of osteoporosis on a global dimension.

Members of the CSA (December 2008)

Cyrus Cooper (UK), Chair
René Rizzoli (Switzerland), Vice-Chair

Full Members
Jonathan D. Adachi (Canada)
Silvano Adami (Italy)
Donato Agnusdei (Italy)
Kristina Åkesson (Sweden)
Claude Arnaud (USA)
John P. Bilezikian (USA)
Jean-Philippe Bonjour (Switzerland)
Steven Boonen (Belgium)
Fredrik Borgström (Sweden)
Mary L. Bouxsein (USA)
Maria Luisa Brandi (Italy)
Peter Burckhardt (Switzerland)
Jorge B. Cannata-Andia (Spain)
Daniel Chappard (France)
Roland Chapurlat (France)
Juliet Compston (UK)
Steven Cummings (USA)
Bess Dawson-Hughes (USA)
Marie-Christine de Vernejoul (France)
Hong-Wen Deng (USA)
Jean-Pierre Devogelaer (Belgium)
Manuel Diaz-Curiel (Spain)
Adolfo Diez-Perez (Spain)
Hans Peter Dimai (Austria)
Richard Eastell (UK)
John Esman (Australia)
Ghada El-Hajj Fuleihan (Lebanon)
Dieter Felsenberg (Germany)
Serge Ferrari (Switzerland)
Ignac Fogelman (UK)
Harry K. Genant (USA)
Piet Geusens (Belgium)
Claus Glüer (Germany)
Franz J. Jakob (Germany)
Robert G. Josse (Canada)
John A. Kanis (UK)
Jean-Marc Kaufman (Belgium)
David Kendler (Canada)
Marius Kraenzlin (Switzerland)
Edith Lau (China)
Mickael Lewiecki (USA)
Uri A. Liberman (Israel)
Robert Lindsay (USA)
Paul Lips (Netherlands)
Roman S. Lorenc (Poland)
George P. Lyritis (Greece)
David Marsh (UK)
Toshiro Matsumoto (Japan)
Eugene Mccloskey (UK)
Osvaldo D. Messina (Argentina)
Paul D. Miller (USA)
Ambirsh Mithal (India)
Jorge Morales-Torres (Mexico)
Toshitaka Nakamura (Japan)
Karl Obrant (Sweden)
Sergio Ortolani (Italy)
Eric S. Orwoll (USA)
Alexandra Papaioannou (Canada)
Socrates E. Papapoulos (Netherlands)
Nick Pocock (Australia)
Gyula Poor (Hungary)
Jonathan Reeve (UK)
Jean-Yves Register (Belgium)
Ian R. Reid (New Zealand)
Johann Ringe (Germany)
Philip Sambrook (Australia)
Ego Seeman (Australia)
Stuart Silverman (USA)
Ethel S. Siris (USA)
Jan Stepan (Czech Republic)
Nelson B. Watts (USA)
Ling Xu (China)
Noriko Yoshimura (Japan)

Corresponding Members
Aurelio Borelli (Brazil)
Narong Bunyaratavej (Thailand)
Martina Dören (Germany)
Erik F. Eriksen (Switzerland)
Jose Luis Ferretti (Argentina)
Shi-fu Guo (China)
Michael McClung (USA)
Pierre J. Meunier (France)
Mario Passeri (Italy)
Christian Pouliart (Belgium)
Markus J. Seibel (Australia)
Alan J. Silman (UK)
Christian Wüster (Germany)

In order to ensure that the CSA remains an active body, the membership has been divided into full and corresponding membership groups. Corresponding members have no voting rights and do not attend CSA meetings. They can however participate in working groups and receive written correspondence from IOF.

Members of the CSA have been invited to join working groups (see page 12) based on their different areas of expertise.
Science
IOF furthers scientific advances in the field by running or supporting world-class scientific conferences, supporting innovative research, and by expanding professional awareness and training in osteoporosis.

IOF World Congress on Osteoporosis

Every two years, IOF holds the leading global congress devoted to osteoporosis. Previous congresses have been held in Toronto (2006), Rio de Janeiro (2004), Lisbon (2002), Chicago (2000) and Berlin (1998).

It was with great regret that IOF announced the cancellation of the 2008 IOF World Congress on Osteoporosis scheduled for December 3–7, 2008. Political unrest and the closure of Bangkok International airport made travel to Bangkok in the days preceding the Congress impossible. Concerned about the safety of delegates and staff, IOF had no option but to cancel the Congress. The unavoidable decision to cancel was met with great disappointment by all, not the least by the organizing and scientific committee, our Thai hosts, as well as IOF staff – all of whom had invested considerable time and effort over two years of planning. In order to mitigate the impact of the cancellation, and thanks to generous offers by the European Society for Clinical and Economic Aspects of Osteoporosis and Osteoarthritis (ESCEO) and the International Society for Clinical Densitometry (ISCD), registrants and abstract presenters were given the possibility to participate at meetings to be held in March 2009. Special thanks is also given to the corporate sponsors for the consistency of their support.


Plans are also underway to hold the 2012 IOF World Congress on Osteoporosis in Buenos Aires, Argentina.

CSA Working Groups and Research Projects

The objectives of the different CSA working groups are to:
- Formulate global policy guidance, scientific guidelines and general statements to update IOF positions as appropriate.
- Develop educational and research projects of international relevance.

Below is a brief description of the six CSA working groups established in 2008:

Bone Imaging
Co-chaired by Mary Bouxsein and Harry Genant
Vision: To explore surrogate endpoints for osteoporosis and fragility fracture
Aim: To define, facilitate and enable the use of bone imaging/biomechanical markers as surrogate endpoints for osteoporosis clinical trials and eventually to expand their application to clinical practice as valid measures of disease status and response to therapy.

Epidemiology/Quality of Life
Co-chaired by Cyrus Cooper and John Kanis
Vision: To characterise the epidemiology and impact of osteoporosis and its related fragility fractures.
Aim: To establish projects which aim to estimate the epidemiology of osteoporosis around the world, to evaluate the impact of fragility fractures on health-related quality of life and finally to measure the direct and indirect cost of osteoporotic fractures worldwide.

Nutrition
Co-chaired by Ambrish Mithal
Vision: To understand the global nature of the problem of vitamin D deficiency and insufficiency.
Aim: To highlight the status and reasons for low levels of vitamin D across the world, and to further explore its interaction with parathyroid hormone (PTH).

Orthopaedics/Fracture
Co-chaired by Kristina Åkesson
Vision: To investigate orthopaedic and medical aspects of treatment.
Aim: To improve the standard of care and primary management of fracture patients suffering from osteoporosis by creating interdisciplinary partnerships and projects.

Pathophysiology
Co-chaired by Serge Ferrari
Vision: To investigate the poorly understood pathophysiology of osteoporosis in young adults.
Aim: To understand the causes of low bone mass in young adults and to identify its genetic factors.
Training and Education

IOF Osteoporosis Diagnosis Course, with Densitometry Certification

Working in partnership with national or regional osteoporosis societies, IOF has developed a nonprofit-training course for physicians and other health professionals to better equip them for the growing epidemic of osteoporosis. The two-day course, with optional 2-hour certification exam, covers the latest knowledge on clinical aspects of osteoporosis as well as technical aspects such as radiation safety, quality control, interpretation of the results and fracture risk assessment. The teaching faculty is comprised of opinion leaders, primarily members of the CSA.

In 2008 the course attracted more than 1,000 participants in seven locations. Courses held in 2008:
- United Arab Emirates, Dubai, March 5–6, 2008
- Iran: EMRC, Tehran, March 8–9, 2008
- Germany: Hanover, April 5–6, 2008

Unfortunately, a course planned in Mumbai, India for December 2008 was cancelled as a result of the tragic events which occurred at that time. Courses in 2009 will be held in Australia, China, Poland, Singapore, Syria, and Turkey, among other locations as yet to be confirmed.

IOF Pediatric Bone Health Training Course

A new IOF educational program, this course provides a concise overview of diagnostic issues, endocrine and non-endocrine causes, and osteoporosis treatment in children. It aims to increase awareness and knowledge of the importance of educating children and families about bone health. The course material is designed for pediatricians (practitioners, nephrologists and endocrinologists), nutritionists, pediatric and physical therapists. Discussion periods, roundtable sessions and case reports are included to encourage direct interaction between registered participants and faculty members. Although currently held exclusively in Latin America, the intention is to extend the course to other regions. Past courses have been held in Buenos Aires, Argentina in June 2008 and in Montevideo, Uruguay in October 2008. Future courses are scheduled in Medellin, Colombia on May 3, 2009 and in Buenos Aires, on June 5, 2009.

IOF Advanced Training Course on Osteoporosis, Lyon

This training course, held annually since 1991 in Lyon, France, is regularly attended by more than 200 participants from around the world. Taught by a renowned international faculty, the course covers a broad spectrum of subjects and includes “roundtable” and “meet the professor” sessions to allow for informal discussion. IOF offers up to 20 grants to healthcare professionals working with IOF member societies.

The 17th IOF Advanced Training Course on Osteoporosis, which took place from January 29–31, 2008, was the first to be granted accreditation from the European Accreditation Council for Continuing Medical Education (EACCME). The EACCME credits are also recognized by the American Medical Association (AMA) with one EACCME credit being equivalent to one AMA credit. Each course participant will be granted 15 European CME credits for attending the entire course. The 18th IOF Advanced Training Course on Osteoporosis is planned for February 3–5, 2009, again with EACCME accreditation.

Regional IOF Advanced Training Courses on Osteoporosis

As a result of the popularity of the annual IOF Advanced Training Course on Osteoporosis in Lyon, IOF has developed similar courses in different regions of the world in conjunction with its member societies, permitting more and more health professionals to benefit from these comprehensive educational courses. In 2008 an IOF Advanced Latin American Training Course (Curso de Capacitación Avanzada en Osteoporosis América Latina) was held in Buenos Aires, Argentina, from October 30 to November 1, 2008.

IOF regional scientific conferences

IOF supports and co-organizes regional scientific conferences in cooperation with regional or national member societies. In 2008, IOF was involved in the following regional conferences:

- The 11th University of Melbourne/ IOF South East Asian Regional Training Course on Osteoporosis - The Pathophysiology of Osteoporosis and Bone Disease Melbourne, Australia, November 28–30, 2008
- Joint Asian Pacific Osteoporosis Foundation and International Osteoporosis Foundation Symposium “Osteoporosis in Asia: Challenges and Controversies” Hong Kong, China, August 10, 2008

Support and sponsorship of other scientific conferences

Each year IOF supports a number of meetings and conferences held by its member societies. Involvement may be through endorsement, provision of speakers and/or funding. To receive IOF endorsement, the meeting’s scientific program must be approved by IOF’s Executive Committee. If the meeting is financed by industry, there must be at least three independent sponsors. Meetings endorsed or supported by IOF in 2008 included:

- 3rd National Osteoporosis Congress of the Turkish Osteoporosis Society
Radiological Imaging and Osteoporosis in the United States
• National Osteoporosis Foundation (NOF), USA. Special subscription rates are offered to IOF members.

Scientific Publications

Osteoporosis International
This monthly scientific publication is the leading international journal that focuses specifically on the diagnosis, treatment, epidemiology and management of osteoporosis. In addition to original research papers, Osteoporosis International publishes position statements and guidelines and includes frequent supplements containing the abstracts of major osteoporosis meetings. It is co-edited by John Kanis and Robert Lindsay and published by Springer. One of the most cited publications in the bone field, Osteoporosis International is a joint initiative of IOF and the National Osteoporosis Foundation (NOF), USA. Special subscription rates are offered to IOF members.

Progress in Osteoporosis
Summaries and Critical Analyses of the Current Literature.
In April 2008 the IOF journal Progress in Osteoporosis was re-launched as a free online publication that allows unrestricted access to researchers from around the world. Appearing quarterly, the review journal provides summaries of the most important articles published in the preceding three to four months as well as insightful editorial comment and review by the editor, Professor Ego Seeman. Since its launch the journal has steadily acquired new readers, with some 5200 already registered. Visit: www.iofbonehealth.org/pio

International Costs and Utilities Related to Osteoporotic Fractures Study (ICUROS)
To carry out health economic analyses of osteoporosis, accurate estimates of costs and health effects of osteoporosis-related fractures are essential. However, the empirical data on individual costs and health effects in relation to fractures are very scarce, especially when it comes to the consequences of vertebral and wrist fractures. The ICUROS study attempts to fill some of these gaps by investigating the consequences of osteoporosis-related fractures in terms of costs and health-related quality of life (QoL) in an international perspective. Specifically, its objective is to estimate the cost and QoL following hip fracture, vertebral fracture and wrist fracture in various countries. ICUROS has been endorsed by IOF and implemented in several countries through IOF patient societies.

Invest in Your Bones Campaign
The Invest in Your Bones Campaign, initiated in 2002, entered its fourth phase for 2008-2009. It supports projects aimed at improving access to, and reimbursement of, diagnosis and proven therapies in individuals at high risk of fragility fracture. In 2008 the campaign was supported by a consortium of seven corporate sponsors – the Alliance for Better Bone Health (Sanofi-Aventis and Procter & Gamble), Eli Lilly, MSD, Novartis, Roche/ GlaxoSmithKline, Servier, and Wyeth.

Key ongoing projects supported by the campaign include the Osteoporosis Education Program to Improve the Recognition and Reporting of Vertebral Fractures by Radiologists; an initiative involving orthopaedic surgeons aimed at optimizing the care of fragility fracture patients; the development of health economics studies in osteoporosis; and support for the development of new guidelines for assessing fracture risk in individuals. For the first time, French pharmacists were invited to attend trainings which aimed at improving their knowledge of osteoporosis prevention and treatments. The campaign also helps the IOF to support the “Call for Action” at the EU, through various policy activities. In 2008, coordination meetings were held in France, Italy, Spain and the United Kingdom.
Awards

IOF Medal of Achievement
The IOF Medal of Achievement honours individual researchers who have significantly advanced the field of osteoporosis through their original and outstanding scientific contributions. Awarding USD 3,000 in prize money, the Medal is presented every second year on the occasion of the IOF World Congress on Osteoporosis. Due to the cancellation of the IOF World Congress on Osteoporosis in Bangkok, the award presentation will be postponed to the joint ISCD/IOF meeting in Orlando in March 2009.

Pierre Delmas Award
IOF members are invited to nominate candidates for this award which is named after Pierre Delmas, the late Founding President of IOF (the award was formerly known as the “IOF President’s Award”). It is presented every two years on the occasion of the IOF World Congress on Osteoporosis and honors an individual who has made a significant and unstinting contribution to the advancement of the work of the IOF by furthering one or more of the mission statements and/or goals of the Foundation. The winner is presented with a statuette, plus USD 5,000 in prize money. Due to the cancellation of the 2008 IOF World Congress on Osteoporosis, the 2008 Award presentation has been postponed to March 2009, where it will be presented at the ECCEO-IOF meeting in Athens in March 2009.

IOF-Servier Young Investigator Research Grant
The IOF-Servier Young Investigator Research Grant, valued at Euro 40,000, has been offered by Servier in partnership with IOF every two years since 2002. The Grant, for scientists under the age of 40, supports original osteoporosis-related research of international relevance. Due to the cancellation of the IOF World Congress on Osteoporosis in Bangkok, the award presentation will be postponed to the ECCEO-IOF meeting in Athens in March 2009.

IOF-Amgen Health Professionals Awareness Grants
The IOF-Amgen Health Professional Grants support innovative and cost-effective projects by IOF member societies directed to doctors and other health professionals. The aim is to raise awareness and improve knowledge of osteoporosis among professionals so that patients receive the best possible care. In 2007, five grants of USD 10,000 each, were awarded to the best awareness programs developed for health professionals by IOF member national societies. The next grants will be awarded in 2009 at the upcoming IOF Worldwide Conference of Osteoporosis Patient Societies in Beijing.

Launch of FRAX® – WHO Fracture Risk Assessment Tool
The launch of the FRAX® tool in February 2008 was an important milestone for the clinical management of osteoporosis. As a result, better targeted osteoporosis management could soon be a reality worldwide. The new tool has been developed by Professor John A. Kanis and colleagues from the WHO Collaborating Centre for Metabolic Bone Diseases at the University of Sheffield Medical School in the UK and is underpinned by the WHO Technical Report entitled “Assessment of Osteoporosis at Primary Health Care Level”.

The tool aims at assessing the ten-year risk (absolute risk) of fracture of an individual, based on his/her clinical risk factors, which include an individual’s age, sex, weight, height, prior fracture, parental history of hip fracture, smoking, long-term use of glucocorticoids, rheumatoid arthritis and alcohol consumption. Bone mineral density (BMD) values can be input into the calculation to better refine the result, but this is no longer the sole criteria used to determine fracture risk.

The great potential advantage of the tool is a better allocation of healthcare resources towards patients at higher risk of fracture. All risk factors are weighted depending on their relative risk for fracture, with, for example, age and low BMD being higher risk factors compared to alcohol consumption. The online tool provides easy access to the evaluation of a patient’s fracture risk (hip and other osteoporotic fractures) and is of particular importance in countries where densitometry scans are not necessarily available. Professor Kanis commented, “The incorporation of the WHO Fracture Risk Assessment Tool into practice guidelines around the world will help improve patient management and avoid unnecessary treatment in men and women at low risk.” The tool, which is freely available to all, will be adopted worldwide as the determination of fracture probability becomes more country-specific.” The tool is already adapted for use by 12 countries: Austria, China, France, Germany, Italy, Japan, Spain, Sweden, Switzerland, Turkey, UK, and the USA. By the end of 2008, FRAX® was already integrated into new clinical guidelines for the management of osteoporosis in the U.K. and in the U.S.A. It has also been adopted by the European Society for Clinical and Economic Aspects of Osteoporosis and Osteoarthritides in new guidelines issued in 2008.

FRAX® workshop of the Groupe de Recherche et d’Informations sur les Ostéoporoses (GRIO)
On October 17th, a FRAX® workshop was held in Lyon, France. Five speakers, Professors Chapurlat, Durand-Zaleski, Orcel, Thomas and Roux, were invited to present this new concept, underpinned by the WHO Technical Report entitled “Assessment of Osteoporosis at Primary Health Care Level”. The program was composed of theoretical lectures, followed by clinical cases. The objectives of this workshop were the following:

- To present the various risk factors of osteoporosis and osteoporotic fractures
- To explain the concept of intervention thresholds with a specific focus on French regulations and practices
- To present the results of the epidemiological studies which have contributed to build the algorithm of the FRAX® tool
- To discuss how to integrate the FRAX® tool into clinical practice
- To discuss how useful the FRAX® tool is from a pharmaco-economical perspective

The audience was composed of 86 osteoporosis French specialists, whose clinical activity mainly focuses on osteoporosis diagnosis, management and treatment. Their feedback on the FRAX® tool and its application formed the basis of discussions based on clinical cases. Whereas FRAX® should not be considered as a diagnostic instrument, the participants and speakers concluded that FRAX® is the first reliable tool made available for the assessment of fracture risk and will assist French specialists in their daily practice.
The IOF Family
IOF mobilizes the global osteoporosis movement and the IOF network around the world and provides services to assist its members in their important work at the national level.

IOF World Wide Conference of Osteoporosis Patient Societies

The IOF World Wide Conference of Osteoporosis Patient Societies (IOF-WWC), held every two years, is an important forum for the development of the global osteoporosis patient movement. Representatives of IOF member patient societies are invited to share information about successful national programs, exchange valuable experience, and participate in skill-building workshops. The workshops focus on a wide range of themes, including communication, fundraising, lobbying, organizational structure, and educational programs. In addition, the IOF-WWC offers informative lectures, typically presented by IOF’s Board members, about the latest in treatment and other clinical developments of interest to patient societies.

IOF provides free registration, hotel accommodation, social activities and meals for two representatives from each IOF CNS member society. The last IOF-WWC was in December 2007, hosted in Miami by the National Osteoporosis Foundation. Previous conferences, the first held in 1999, took place in Bangkok, Istanbul, Lisbon, Naples, Chicago and Toronto. Planning is underway for the next IOF-WWC, to be held in Beijing, China from September 22–25, 2009.

Regional Program Development

To better serve its wide global membership, IOF has promoted regional planning and development programs targeted to the specific needs of each region. The regional representations which have been established in Buenos Aires, Argentina (for Latin America) as well as in Hong Kong, China (for Asia) and Amman, Jordan (Middle East) help further program development in those regions, particularly in facilitating national society development, fundraising, and health professional education and training programs. In Europe, regional development has focused on osteoporosis health policy advocacy through support of the EU Osteoporosis Consultation Panel and in health professional education through various programs under the Invest in Your Bones umbrella.

Asia

A consultative meeting of the IOF with its Asian regional membership was held in Bangkok in January 2008 to further development of the IOF Asian Program launched in December 2006. The objectives of this meeting were to establish program priorities and decide on implementation as well as to discuss the development of Asian guidelines. More than 35 representatives attended from IOF member societies in China, Hong Kong, India, Indonesia, Pakistan, the Philippines, Singapore, Taiwan, Thailand and Vietnam.

A legal representation in Asia was also established, with an office opened officially on July 1, 2008 in Hong Kong. IOF Board member Professor Edith Lau was appointed as IOF Representative for the Asian region.

A second Asian regional meeting was held in July 2008 in Ho Chi Minh City, Vietnam. It was followed by a Strong Bone Asia Meeting, held in conjunction with IOF and the Ho Chi Minh City Medical Association on July 25–26, 2008.

Middle East

The IOF representative for the Middle East, Basel Masri, attended the Board meeting of the Pan Arab Osteoporosis Society (PAOS) held on November 13–14, 2008 in Amman-Jordan. At the meeting a suggested plan of action for the IOF Regional office and PAOS activities in the region for the year 2009-2010 was discussed and various committees were established, particularly in reference to scientific activities such as the PAOS Congress 2010, METCOP 2009 and
Bone Density Training Courses.
A second meeting of the Executive Board of PAOS and the IOF Middle East representative was held with regional sponsors.

Latin America
Directed by IOF Latin America’s (IOF LA) regional office in Buenos Aires, the IOF Latin American program focuses on fundraising, health professional training, public awareness, and communication. For example, the IOF LA regional office prepares Spanish language translations of IOF publications and maintains a subsection of the IOF website which is popular with the 30 national societies in the region. Available since 2006, the IOF LA website has doubled the number of visitors in the past year and is increasingly used by health professionals to keep track of programs in the region (ca. 15% of the IOF LA Training Course attendees learned of the course through the website). To further public awareness, the office participated in the “Nutri Salud Forum and Expo”, the first joint conference in Argentina to be targeted to both health professionals and the general public. The aim of this international meeting was to educate the community and their healthcare providers on the importance of good nutritional habits. IOF and participating sponsors worked intensively throughout four days in April 2008 to prepare and participate at this event, holding bone health workshops which focused on the importance of good nutrition in building strong bones in childhood. Furthermore, the IOF Latin American regional office continues to build up its network of dedicated volunteers (the ‘IOF Angels’) which assists the IOF LA regional office to carry out fundraising activities and awareness events (see information about the calendar launch on page 24).

IOF Bone Health Academy Project
As one of the three winners of the IOF-Novartis Strong Bones Academy grants that were awarded in 2007, the Vietnam Rheumatology Association successfully hosted its training session on May 16–19, 2008 in Hanoi. Some 30 physicians participated at the training, as did a representative of the Ministry of Health. Various training modules focused on topics such as developing an organization, influencing decision-makers, fundraising techniques and opportunities, changing policy, and communications. There was also a scientific session on the challenges in the osteoporosis field for Vietnam and the region. Speakers included IOF officers Judy Stemman, chair of CNS; Edith Lau, IOF board and regional representative for Asia; and Daniel Navid, former IOF CEO. Two other winners of this grant in 2007, the Israeli Foundation for Osteoporosis and Bone Diseases and the National Federation of Osteoporosis Patients Associations (FENAPCO), Brazil are planning training sessions in the first quarter of 2009.

Awards

IOF-Amgen Health Professionals Awareness Grants
The IOF-Amgen Health Professional Awareness Grants, awarded for the first time in 2005, aim to help IOF member societies increase awareness and knowledge of osteoporosis among health professionals in their countries. Five grants of USD 10,000 each were presented at the IOF World Wide Conference of Osteoporosis Patient Societies in Miami, December 2007 to societies from France, Hong Kong-China, Italy, USA and Venezuela. The next set of awards will be presented in December 2009.

IOF-Linda Edwards Memorial Grant
The IOF-Linda Edwards Memorial Grant is an award of CHF 20,000 given every two years by IOF to a dynamic young member society in memory of the late Linda Edwards, one of the founders of the global osteoporosis patients’ movement and former director of the UK’s National Osteoporosis Society. The unrestricted award is intended to help osteoporosis societies carry out their work in raising awareness, preventing osteoporosis, and improving the care of patients at the national level. Selected by an IOF jury, the winning society must be a member of IOF’s CNS and exemplify characteristics like “thinking big”, practical and effective project development, devoted staff, creativity, scientific credibility. The society should also have a financial need for the award, show a likelihood of success, and agree to report on how the funds were used by the society. Presented at the biennial IOF World Wide Conferences of Osteoporosis Patient Societies, the awards have been received by societies from Greece (2007); Slovenia (2005); and Romania (2003). The next award will be presented in December 2009.
IOF Professional Skills Training

In order to raise its members’ expertise in dealing with media and in public speaking, IOF has offered intensive skills training sessions since 2003. Formerly focused solely on media training, the scope of the sessions has been expanded to include presentation skills and training in chairing and facilitating meetings. The training is given by professional media experts who provide one-on-one analysis and valuable feedback to help participants develop a clear and effective communication style when speaking to the media or a large audience. To date 215 members of the IOF family have participated in the sessions. As a result of the cancelled Bangkok business meetings, the 2008 training courses have been postponed to March 2009.

Targeted Support and Twinning

One of IOF’s main objectives is to support national societies in their growth and development. As an extension of the capacity-building workshops held during the IOF World Wide Conferences of Osteoporosis and the IOF Business Meetings, IOF has offered targeted support and ‘twinning’ to one or more member societies each year. Workshops or consultations are given by IOF officers in a visit to the member society’s own country and targeted to the specific problems and needs of that society, country or region. With the “Twinning” program, IOF provides support to member society representatives who wish to visit another society, usually in order to learn about a specific program or project that has proven successful and/or to exchange general experiences.

Osteoporosis Platform of Turkey

The Turkish Osteoporosis Platform is an ambitious initiative launched at the end of 2006 with IOF participation under the ‘targeted support’ program. The platform brings together the main osteoporosis-related societies in the country to cooperate on a broad range of activities. These include the training and education of specialists and other health care providers, the promotion of research projects, and the organization of teacher seminars and various public and media activities, including World Osteoporosis Day campaigns.

Two years after its launch, the Turkish experience has proved successful, showing how multiple osteoporosis-related national organizations can work together to enhance their effectiveness as well as their influence vis-à-vis health policy makers.

In 2008 three main events were organized for the Osteoporosis Platform. These included a training program for physicians, GPs, specialists and government representatives, which took place in Cyprus. The aim was to raise knowledge and awareness of osteoporosis, and to provide an update on treatment options. As a result of the meeting, a proposition arose to make vitamin D fortified milk available in the country. In addition, a training session for osteoporosis patients and the general public was held in Adana, Turkey. The aim of the session was to provide education about the disease, its outcome, risk factors, prevention and treatment. This event included a Roundtable which attracted considerable media coverage in local newspapers. A further training session for health professionals was held in in Antakya, a southern region of Turkey. The aim was to educate the participating health professionals (primarily orthopaedic surgeons and physiatrists) about the recent advances in osteoporosis.

IOF Business Meetings

The IOF family gathers annually, typically twice a year, to participate in one to two-day business meetings. Separate sessions of the Executive Committee, Board, CNS, CSA and CCA as well as general sessions for all members are held. The latter allows the decisions made at the separate committee and board meetings to be shared and discussed with the entire membership. The business meetings are also an opportunity for regional and specialized working groups or subcommittees to meet for planning purposes. Following the IOF Business meeting of Istanbul Turkey on April 8-9, 2008, IOF had planned December meetings to be held in Bangkok in conjunction with the IOF World Congress on Osteoporosis. Although these meetings and the Congress had to be cancelled (see page 12), meetings of the Board of Governance and Executive Committee were consequently held per conference call on December 3, 2008.
Promoting Policy Change

IOF seeks to reduce the burden of osteoporotic fractures by raising awareness among policy makers and health authorities, and by calling for improved access to diagnosis and treatment prior to the first fracture.

European Union Policy Project

The central objective of IOF’s policy work in Europe has been to further implement the eight recommendations published by the European Commission in 1998 to make the prevention of osteoporosis and related fractures a governmental health care priority in all European Union Member States.

In 2002 IOF initiated the launch of the European Union (EU) Osteoporosis Consultation Panel. The group brings together policy makers and osteoporosis experts from the member states, and mandates them to work with stakeholders at both national and EU levels to implement practical, cost-effective strategies that will improve access to diagnosis and proven therapies before the first fracture. IOF supports the activities of the EU Osteoporosis Consultation Panel and organizes their annual meetings, often held in conjunction with the European Parliament (EP) Osteoporosis Interest Group.

Following a meeting in April 2008, the EU Osteoporosis Consultation Panel and IOF staff worked intensively towards the publication of the latest of six reports since 2002. These reports have called for specific action in making osteoporosis a healthcare priority in Europe and have compared and measured progress among the EU member states. The latest report Osteoporosis in the European Union in 2008: Ten years of progress and ongoing challenges (see below) was presented at a Consultation Panel meeting held on October 13, 2008.

Copies of all EU policy-related reports are available on the IOF website at www.iof-bonehealth.org/publications.html.

Osteoporosis in the European Union in 2008: Ten years of progress and ongoing challenges

To better evaluate current standards of care across Europe, an EU-wide report, among the improvements:

- Shorter wait times for bone mineral density testing has been achieved in many countries, resulting in more efficient diagnosis and treatment;
- A wide range of proven treatments is now available.

However, ongoing challenges continue:

- Only 6 of 27 EU governments have declared osteoporosis a healthcare priority;
- Hip fracture costs have doubled or tripled in several countries over 10 years;
- More than 40% of EU member states have fewer than the recommended number of bone mineral density scanners;
- Full reimbursement for these scans is provided in only 9 of 27 member states;
- Osteoporosis is part of national public health programs in only 10 of 27 countries.

During the presentation of the report, IOF President John Kanis noted, “Definite progress has been shown in many countries since our 2001 EU report, but there are still major gaps in care that deny many people the opportunity for timely and appropriate management to prevent fractures.” He added that “Today we know that without intervention the first fracture is associated with an 86% increased risk of a subsequent fracture, yet the great majority..."
of those who do fracture are neither identified as being at high risk nor treated.”

The Chair of the EU Osteoporosis Consultation Panel, Prof. Juliet Compston urged, “All scientists, physicians, policymakers, advocates and patients and their families should use the information in this report to identify issues that need attention now. The active support of all EU citizens and their governments is essential if the important goals which remain outstanding are to be realized.”

IOF thanks the members of the EU Osteoporosis Consultation Panel for their support and for providing national information to enable the publication of this new report.

**Third Women Leaders Roundtable**

The Third Women Leaders Roundtable was held on October 14, 2008 in Brussels in conjunction with the European launch of World Osteoporosis Day. This Roundtable followed on from the previous Roundtables organized by IOF – the first in Lisbon, Portugal in 2002, and the second in Toronto Canada in 2006.

The 2008 Roundtable event was moderated by IOF Board Member and Chair of the Committee of Scientific Advisors, Professor Cyrus Cooper. Four invited speakers were asked to share their personal and professional insights into the World Osteoporosis Day theme ‘stand tall and speak out for your bones’. Each participant reflected on her early understanding of osteoporosis, and all shared the same observation, namely, that there was insufficient information about the importance of diet and exercise in their youth and that only as adults did they become aware of the importance of bone healthy lifestyle.

European Union Commissioner for Health Androulla Vassiliou, stated that “healthcare in the EU is complex and challenging. Among the Commission’s key priorities in improving healthcare are to foster good health in an ageing Europe; to reduce health inequalities inside the European Union; and to support dynamic health systems by encouraging cross-border cooperation and the creation of centres of excellence. Today’s meeting is a very positive step in identifying how we achieve these goals.”
Among the Commission’s key priorities in improving healthcare are to foster good health in an ageing Europe; to reduce health inequalities inside the Union; and to support dynamic health systems by encouraging cross-border cooperation and the creation of centres of excellence.

European Union Commissioner for Health Androulla Vassiliou

Mrs. Barbara Miklic Türk, First Lady of the Republic of Slovenia, acknowledged that as the wife of the President of Slovenia she was in a position to help increase the visibility of osteoporosis and offer support to the Slovenia Osteoporosis Patient Society, for which she is patron. Mrs. Türk works hard to “raise widespread awareness about the importance of preventing osteoporosis as well as preventing its most serious consequence, bone fractures.” She especially targeted her message to the young and middle aged since “health is one of our most important values.”

Many in the audience were familiar with Susan Hampshire’s roles as an actress in television, film and theatre in the UK. She took on a different role in 2002 as a patron for the National Osteoporosis Society (NOS), only then discovering that she herself had osteoporosis. “As the world’s population lives longer, one of the great aims is for us all to retain our quality of life. We all want to be independent, to stay mobile, and to be able to look after ourselves and the people we love.” Her final message was strong, clear and simple: “Your bones are for life. Look after them and they will carry you far.”

Maggie Philbin, a renowned UK journalist, admitted that while a student at university she dieted continuously, but was never made aware of the damage she was doing to her bones. Only when she began working on a television program about health did she learn about osteoporosis and began to realize that her bones could be at risk of fracture, a fact that was later proven with a test that showed she had poor bone density. Since then, exercise programs and improved diet have replaced her old habits and Maggie has volunteered as a patron for the National Osteoporosis Society in the UK. She is now working to spread the word, saying “…we have to change attitudes, knowledge and preconceptions.”

At the conclusion of the Roundtable, all speakers signed a ‘Call to Action’ (see box below) urging European citizens of all ages to stand tall and speak out for their bones.

Call to Action
3rd Women Leaders Roundtable
Brussels, October 14, 2008

We have gathered to recognise that osteoporosis is a serious public health problem worldwide, and to issue this Call to Action to citizens of the European Union. We encourage healthcare professionals, policymakers, advocates, patients and their families as well as concerned EU citizens to all Stand Tall, and Speak Up For Their Bones!

We call on all EU citizens to:

- Make bone-healthy choices through diet, exercise, lifestyle;
- Learn about risk factors for fracture;
- Advocate for full reimbursement for bone mineral density tests;
- Insist on your government improving reimbursement for the most effective treatments before the first fracture;
- Speak out, as taxpayers and voters, to ensure that government officials make osteoporosis a priority on their health agendas;
- Support your national osteoporosis patient society

Summary of document signed by the participants.

Women Leaders Roundtables around the world.

A Women Leaders Roundtable can generate substantial visibility for osteoporosis and bone-health related policy issues. Following successful Roundtables held by IOF in 2002 and 2006, many IOF members showed interest in organizing similar roundtables in their countries. As a result a resource document was created by IOF to provide ideas and assistance in the planning, development and delivery of a successful Women Leaders Roundtable. In 2008 Beinvernd (Icelandic Osteoporosis Society) organized a successful Women’s Roundtable on April 22, 2008. The Roundtable featured eight participants from various fields, including an MP and media personality. In Brazil (see photo left), FENAPCO (National Federation of Osteoporosis Patients Associations in Brazil) held a Roundtable in conjunction with World Osteoporosis Day. The invited Roundtable participants were leading women from diverse fields, who, as a result of the Roundtable, committed to working together with FENAPCO to increase the awareness of osteoporosis in Brazil.
Osteoporosis Action

The IOF newsletter ‘Osteoporosis Action’, published since 1999, appears three times annually with a print run of more than 25,000. The newsletter showcases the activities and events, and particularly the policy-related projects, of IOF and its member societies. The aim is to highlight the importance of global osteoporosis movement and to motivate health policy officials and other decision-makers to place osteoporosis on the health agenda. In order to continue the publication in 2009, IOF is seeking interested sponsors.

White Papers

Increasingly, IOF’s more than 190 national member societies see the need to lobby health officials to make osteoporosis a priority health issue, with the goal to ensure access, and ultimately reimbursement of approved diagnostic techniques and medication for people at high risk of osteoporosis before the first fracture occurs. ‘White Papers’ are an important tool to help convince skeptical and/or financially-challenged health officials that investment in osteoporosis prevention and treatment is worthwhile. These reports typically show the economic costs and social impact of osteoporotic fractures, as well as future projections based on epidemiological data for an individual country. While some global or regional data are available through scientific publications, it is of greater impact to provide relevant national information, based on current statistics.

These may come from government or private databases, scientific publications, IOF data, and/or other local sources.

In 2008, following the success of such reports in several countries (Australia and Canada for example), IOF has assisted seven of its member societies to compile White Papers for their countries or regions. Final publication is intended in 2009 for Argentina, China, Indonesia, Mexico, Philippines, and Thailand. Also expected is a report for the Middle East to be compiled by the Pan Arab Osteoporosis Society.

Asian Osteoporosis Audit

With projections indicating that more than 50% of all osteoporotic hip fractures will occur in Asia by the year 2050, the prevention and treatment of osteoporotic fractures has become a major health concern in the region. In 2008 IOF commissioned CSA Member Dr. Ambrish Mithal (Indian Society of Bone and Mineral Research) and IOF Board Member Prof. Edith Lau (Hong Kong Orthopaedic and Osteoporosis Center for Treatment and Research) to author a new IOF report on the status of osteoporosis and its prevention and management in Asian countries. Following the cancellation of a media event to introduce the report at the IOF World Congress on Osteoporosis in Bangkok, a launch event is now planned in 2009.

Slovenian petition to Ministry of Health

The Slovene Osteoporosis Patient Society, in cooperation with national osteoporosis specialists and the Slovene Pensioners’ Association, submitted a petition that had been signed by 15,000 people to the Ministry of Health on the occasion of World Osteoporosis Day 2008. The Petition for the Reimbursement of Bone Density Scans for Individuals at High Risk of Osteoporosis-related Fractures stated:

“In 1998 the European Commission recommended that all EU members should ensure cost-free bone density scans for people with a high risk of osteoporosis. Ten years have elapsed since that recommendation was made. During that period, Slovenia has become a full member of the European Union, yet because of inadequate access to bone density scans, numerous elderly people are still unnecessarily being exposed to the increased risk of osteoporotic fractures.

With the provision of timely and appropriate diagnosis, it is possible to prevent fractures of the wrists, vertebrae and hips, which may leave elderly persons bed-bound, and which for many may prove even to be fatal. That is why this petition is supported by the members of the Slovene Osteoporosis Patient Society, numerous osteoporosis specialists, and the Slovene Pensioners Association.

We, the undersigned, are calling upon the Ministry of Health of the Republic of Slovenia to ensure, in conjunction with the recommendation of the European Commission and in conformity with the prevailing practice in countries of the European Union, cost-free bone density scans for persons with a high risk of osteoporosis, and for women after the age of 65.”

IOF Policy Tool Kit

IOF actively supports its member societies’ efforts to advance policy initiatives that help raise the priority accorded to osteoporosis within national healthcare systems. In 2008, in conjunction with the World Osteoporosis Day health advocacy theme, IOF distributed to its members a ‘Policy Toolbox’ which provides advocacy tips and useful advice in the preparation and delivery of key osteoporosis messages.

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Participants of a World Osteoporosis Day media event in Slovenia included (from left) Mira Janzek, President of the local osteoporosis society; Dusa Hlade Zore, M.D., President of the Slovene Osteoporosis Patient Society; Barbara Miklic Türk, First Lady of Slovenia and Patron of the Slovene Osteoporosis Patient Society; Milan Petek, Mayor of Radenci.
Outreach and Education

Much of IOF’s work focuses on public awareness and education. Through its activities and support to members at the national level, IOF helps raise awareness and improve knowledge about osteoporosis among the public, health professionals and policy makers.

World Osteoporosis Day

World Osteoporosis Day 2008, celebrated on October 20th, launched a two-year bone health activism campaign which seeks to mobilize public opinion to generate change and improvement in osteoporosis healthcare policies in government and private health care systems around the world.

The objectives of the ‘Stand Tall – Speak out for your bones’ campaign are to call on government health officials across all regions to:
- Recognize osteoporosis as a health priority;
- Spread the message that more needs to be done by national governments and health insurers to promote early detection and offer reimbursement of much needed therapy for those with osteoporosis;
- Call on individuals to take responsibility for their bone health while supporting the work and advocacy efforts of their national osteoporosis societies.

To support its members’ national World Osteoporosis Day activities IOF issued a thematic report, a Policy Tool Kit, Fact Sheet, a selection of seven posters; and a measuring tape to symbolize ‘Stand Tall’.

As in previous years, all CNS member societies received the complete artwork for these communication tools and were invited to translate and print them for use in their national campaigns as needed.

Furthermore, because of the increasing number of elderly people in the population, the number of fractures due to osteoporosis is set to increase two- to three-fold over the next few decades. This imminent increase in the number of people affected poses a major challenge to healthcare systems throughout the world. The report reminds us that, despite significant advances in science and medicine, the reality today is that:
- Between twelve to twenty percent of people die within one year following a hip fracture.
- It is estimated that 80% of those who are at high risk of osteoporosis, and have suffered at least one fracture, have neither been identified nor treated for the disease.
- Many national governments do not treat osteoporosis as a major health priority and fail to provide adequate resources for its detection and treatment.
- Many health insurance schemes will not cover diagnosis and treatment prior to the first fracture – even when it is cost effective to do so.

IOF World Osteoporosis Day Launches

European launch in Brussels
The European launch of the IOF 2008 World Osteoporosis Day campaign was held in Brussels, Belgium on Tuesday October 14, 2008. IOF and the Belgian Bone Club (BBC) marked World Osteoporosis Day by hosting a press conference and a Women Leader’s Roundtable (see page 18) at which Members of the European Parliament, Members of the European Osteoporosis Consultation Panel, special guests and journalists were invited. For their national campaign, the BBC also organized ‘Bone Health Villages’ which were set up in downtown Brussels to invite citizens to obtain information on.
osteoporosis, identify risk factors for fracture, and receive information on prevention.

**Asian launch in China**

IOF and the China Health Promotion Foundation hosted the Asian World Osteoporosis Day 2008–2009 launch at an informative media conference held in both Chinese and English. They jointly presented the work being carried out for the first China Osteoporosis White Paper. IOF President John Kanis noted that China has the largest population and the largest elderly population in the world - therefore it has the largest osteoporosis-affected population. Given the enormous impact of the disease in the country, China is of great importance in the world’s efforts to solve the global health problem of osteoporosis. CHPF Chairman Bai Shuzhong briefed the press about the major activities to be held in China as part of the worldwide ‘Stand Tall, Speak Out for your Bones!' campaign. He said that the CHPF, as a partner of IOF, will conduct osteoporosis surveys in the country. In total more than 40 media institutes covered the event, including the largest Chinese news agency Xinhua, the government paper People’s Daily, and China Radio International. As a result more than 26 newspaper and magazine articles were published. Messages were also sent to more than 1 million people via SINA.COM and via electronic mobile system.

In addition, IOF spokespersons attended several member national World Osteoporosis Day events, including those which took place in Austria, Brazil, India and Thailand.

**World Osteoporosis Day Around the World**

Many of IOF’s 191 member national societies around the world held national events and activities as well as major media campaigns to draw public and official attention to osteoporosis. Given the great number of events, only a selection is briefly described here below. More detailed, country-by-country information is available on the IOF website.

**Argentina** Launch of new calendar at televised fundraising event, launch of Spanish language IOF World Osteoporosis Day publications

**Australia** Exercise and Fracture Prevention Guide issued by Osteoporosis Australia at event attended by sporting celebrities and the Federal Minister for Ageing

**Austria** Media conference hosted by ‘Action for Healthy Bones’ in cooperation with IOF

**Belgium** Belgium Bone Club co-hosted the European launch of World Osteoporosis Day and staged an informative “Bone Health Village” in Brussels

**Brazil** 1st FENAPCO Women Leaders Roundtable held in Rio de Janeiro; Annual World Osteoporosis Day ‘Walk for your bones’ held on Copacabana beach with some 1000 participants; annual gala dinner with IOF participation

**Bulgaria** With the support of the Ministry of Health, five Bulgarian societies joined forces to hold event featuring educational lectures and demonstrations for patients, as well as information for general practitioners

**Canada** 3rd Annual WOD Bone Appétit Chef Challenge was once again a successful fundraising event

**Czech Republic** Press conference focused on new report “Osteoporosis in the European Union in 2008” with special emphasis on the situation in the Czech Republic; Information booths set up in Prague shopping centers and signatures gathered for petition to members of parliament; A Round Table was organised by the Czech National Osteoporosis Forum.

**Egypt** Information booth at one of Cairo’s largest shopping malls

**France** GRIO organized ‘open days’ for the public in 12 cities throughout the country, featuring expert speakers, exhibitions and information on bone health

**Germany** Patient information days in Essen and Mannheim

**Greece** Large advertisement on back of public buses in Athens, the first ‘osteoporosis’ stamp is issued; press event and full day public informational conferences held in Athens and Thessaloniki, extensive media activities

**Iceland** The Icelandic Osteoporosis Society teamed up with the National Women’s Soccer Team to promote bone health awareness, placing ads in leading newspapers

**India** Press event organised by the Arthritis Foundation of India (AFI) with IOF participation; AFI called for the establishment and implementation of a national program on osteoporosis; a ‘signatures’ campaign was supported by a number of well-known personalities and celebrities

**Indonesia** Indonesian State Television broadcasts widely-viewed television talk show on osteoporosis.

**Iran** Launch of new publication about osteoporosis and poster campaign

**Israel** Original play about osteoporosis is launched

**Japan** Poster distributed to health centers in 2600 cities and villages nationwide

**Jordan** Informational open day for the public is preceded by extensive publicity campaign

**Macedonia** Famous opera singer speaks at one of two large public information events, preceded by a national media campaign

**New Zealand** Osteoporosis New Zealand and Nordic Walking Academy held a nordic walking event in Wellington’s waterfront park to highlight the benefits of exercise for bone health

**Palestine** WOD celebrated at SOS Children’s Village

**Panama** FOSEMO held a conference and fundraising event as well as a seminar aimed at GPs, nurses, therapists and nutritionists; exhibits held in major malls and the bus terminal of Panama City; visit to the Panama National Assembly and media campaign

**Republic of Belarus** Informational events and brochures distributed to clinics; meeting of health professionals and WHO representatives to discuss main problems facing osteoporosis management in the country; education in schools

**Romania** Public events across the country and health professional conference

**Singapore** Well attended public forum held in English and Mandarin

**Slovenia** Petition signed by 15,000 people is submitted to Ministry of Health
Spain Successful press event (59 published articles reaching a readership of seven million) was followed by all-day information event for the public

Sweden Broad range of educational activities throughout Sweden as well as a full-day meeting of the country’s Expert Group for Osteoporosis and the Swedish Osteoporosis Society

Syria A full day public education program included meet-the-expert sessions, exercise demonstrations and free BMD testing for those at risk

Thailand Major public awareness event in one of Bangkok’s largest shopping malls attracted VIPs and extensive media coverage, with IOF participation

Vietnam Celebration event draws 400 osteoporosis patients to learn about osteoporosis
Stop the Stoop

The Stop the Stoop survey of women with post-menopausal osteoporosis showed that almost three quarters (73%) of the women questioned would be very self-conscious if they developed a curved spine. Despite their concern about developing a stoop (kyphosis) and shrinking in height, many also believed that it is just part of getting old. The survey, conducted in spring 2008 by Steel Magnolia with sponsorship from Roche and GSK, interviewed a total of 622 post-menopausal women who are diagnosed with osteoporosis in six European countries: France, Germany, Ireland, Italy, Spain, and UK.

In conjunction with the survey and to help raise awareness of vertebral fractures, a new visual guide called “Stop the Stoop” was launched on June 11, 2008 in cooperation with the IOF and Professor Dieter Felsenberg, a world-leading expert on osteoporosis. The visual guide (shown above) is available on the IOF website.

Timeless Women Campaign

The traditional view of osteoporosis patients as frail and vulnerable women was shattered by an international survey of 500 doctors and 1,000 women in five countries. This survey found that 93% of respondents are determined not to let their osteoporosis prevent them from living life to the full. The survey forms the cornerstone of a new campaign “Timeless Women” which was launched by IOF and the Medical Women’s International Association (MWIA) and aims to challenge outdated stereotypes and educate women about osteoporosis. The launch event in Brussels was attended by actress and iconic ‘Bond Girl’ Ursula Andress who said, “I am excited to support the ‘Timeless Women Campaign’ because it is intended for independent women like me who live active, full lives and don’t want osteoporosis to lessen our lust for life or hold us prisoner.” Full survey results are available in a report entitled ‘Timeless Women: The Campaign for Stronger Bones’ available at: www.fortimelesswomen.com

IOF Latin America Fundraising Calendar

The 2009 Calendar ‘Every month think of your bones’ is a joint project of IOF Latin America and its volunteers, the IOF Angels. Each month shows a volunteer identifying with an activity that highlights their everyday life, showing that it is possible to be active and at the same time fight osteoporosis. Launched on 27th October at an evening cocktail event in Buenos Aires, the calendar attracted much media interest. In fact, a well known Argentinian TV show dedicated to showcasing the work of not-for-profit organizations covered the event. The video is available from the IOF website.

IOF Website

The extensive IOF website, www.iofbonehealth.org, continues to attract an increasing number of visitors, with some 52,000 unique visitors each month and almost 19 million hits per year.

In addition to a broad range of information about osteoporosis, the website includes these unique features:
- contact information for more than 190 osteoporosis societies around the world
- the interactive IOF One-Minute Osteoporosis Risk Test in several major European languages and available for download in 15 different languages
- a calcium calculator and a ‘bone healthy recipes’ database
- an extensive list of facts and statistics based on peer-reviewed scientific literature

The health professionals section was expanded in 2008 to include the free online journal ‘Progress in Osteoporosis’ (see page 12), information about the new FRAX® tool including references and downloads, and more detailed information about the work of the Committee of Scientific Advisors.
Administration and Finance
The IOF secretariat carries out varied tasks related to the management of IOF. In addition to the tasks associated with the daily running of the organization, fundraising and congress/meeting organization are among the most significant ongoing activities.

Message from the Treasurer

In his message on page two of this report, IOF President John Kanis appropriately described 2008 as an osteoclastic year. Just months following the tragic loss of IOF Founding President Pierre Delmas, the cancellation of the IOF World Congress on Osteoporosis in Bangkok in December 2008 was an additional blow to IOF and a great disappointment for everyone concerned. The cancellation naturally had a serious organizational and financial impact on IOF.

On behalf of IOF as a whole, I would like to extend my thanks to the corporate sponsors and exhibitors who, through their consistent support and understanding, have helped reduce the cancellation’s financial impact on IOF. As a result, IOF continues to be a stable and fundamentally strong partner in the osteoporosis community. I would also like to give my heartfelt thanks to the entire IOF staff which has faced these unprecedented challenges with devotion, strength and efficacy.

We look optimistically towards a positive financial situation in the near future. The next IOF World Congress on Osteoporosis, a joint meeting with ECCEO10 that is just around the corner in May 2010, is expected to be a great success from both a financial and scientific standpoint. We also see a trend towards a broader fundraising base as IOF attracts increased interest from non-pharma corporate sponsors.

This optimism is also based on far reaching organizational changes that are taking effect as of 2009. We will start the year with two dynamic new senior officers who have a proven track record in strategy, fundraising, and operations. Under their guidance, IOF operations are being streamlined, with an emphasis on reduction of expenses and optimization of staff resources.

I would like to take this opportunity to thank our new accounting firm, AMS (Accounting & Management Services SA) in Geneva and our auditors, the Geneva branch of BDO, for their expert and timely services.

We head into 2009 with confidence. Notwithstanding temporary setbacks, IOF is well placed to meet the financial and organizational challenges ahead while continuing to play an integral role in the global osteoporosis movement.

René Rizzoli,
Treasurer, International Osteoporosis Foundation

“The 206: A Bone Fund”

IOF thanks the individuals who have contributed generously to IOF as the first members of “The 206: A Bone Fund.” IOF also thanks Mrs. Nazek Hariri, the Fund’s president and first IOF ambassador, who has shown great personal commitment to the fight against osteoporosis in her work on behalf of the Fund. In 2007, the first Asian “bone” of the IOF 206 Bone Fund (in the name of Mrs Alice Chiu) was established.

The aim of „The 206: A Bone Fund“ is to find 206 committed individuals who each will donate USD 50'000 to support research and public awareness efforts that are vital in the fight against osteoporosis. Seventy percent of each gift will be used by IOF for highpriority international efforts while thirty percent will be reserved for national efforts and will be transferred to the national society of the donor’s choice.
# Financial Statements

## OPERATING ACCOUNT 2008 (in CHF)

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## DETAIL ‘THE 206: A BONE FUND’

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Financial Statements for the year ended December 31, 2008 (in CHF)

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Year 2008 financial statements were audited by BDO Visura.
Notes to the financial statements as at December 31, 2008

Statement of expenses (with summarized information for the year ended December 31, 2007) (in CHF)

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</tr>
<tr>
<td><strong>Total</strong></td>
<td>1’069’392</td>
<td>598’405</td>
<td>211’994</td>
<td>1’879’791</td>
<td>1’714’947</td>
</tr>
<tr>
<td><strong>The IOF Family</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expand the Network</td>
<td>23’053</td>
<td>21’200</td>
<td>7’051</td>
<td>51’304</td>
<td>100’421</td>
</tr>
<tr>
<td>Service Members</td>
<td>298’911</td>
<td>73’863</td>
<td>23’793</td>
<td>396’566</td>
<td>849’339</td>
</tr>
<tr>
<td>Total Internal meetings and conferences</td>
<td>210’720</td>
<td>341’915</td>
<td>115’510</td>
<td>668’145</td>
<td>698’844</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>532’684</td>
<td>436’978</td>
<td>146’354</td>
<td>1’116’016</td>
<td>1’648’603</td>
</tr>
<tr>
<td><strong>Promoting Policy Change</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Convincing decision makers (publications, meetings)</td>
<td>499’800</td>
<td>219’135</td>
<td>73’377</td>
<td>792’312</td>
<td>872’985</td>
</tr>
<tr>
<td>Increase ability of IOF network to lobby for policy change</td>
<td>64’570</td>
<td>24’850</td>
<td>14’974</td>
<td>95’394</td>
<td>95’780</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>564’369</td>
<td>243’986</td>
<td>79’075</td>
<td>887’430</td>
<td>968’765</td>
</tr>
<tr>
<td><strong>Outreach and Education</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assisting IOF members to raise public awareness</td>
<td>250</td>
<td>1’122</td>
<td>330</td>
<td>3’002</td>
<td>6’351</td>
</tr>
<tr>
<td>Assisting IOF members to provide the public energy</td>
<td>204’840</td>
<td>139’485</td>
<td>45’404</td>
<td>399’733</td>
<td>591’153</td>
</tr>
<tr>
<td>Assisting IOF members to develop education programs</td>
<td>4’076</td>
<td>0</td>
<td>0</td>
<td>4’076</td>
<td>115’362</td>
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<tr>
<td>Fundraising materials</td>
<td>103’798</td>
<td>44’047</td>
<td>14’974</td>
<td>162’819</td>
<td>166’284</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>312’965</td>
<td>184’653</td>
<td>60’709</td>
<td>558’326</td>
<td>879’150</td>
</tr>
<tr>
<td><strong>Supporting Services</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management and Administration</td>
<td>730’266</td>
<td>559’499</td>
<td>-537’839</td>
<td>719’926</td>
<td>919’396</td>
</tr>
<tr>
<td>Raising money from existing and new sources (fundraising)</td>
<td>33’699</td>
<td>110’575</td>
<td>39’707</td>
<td>183’982</td>
<td>93’187</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>763’965</td>
<td>670’073</td>
<td>-498’132</td>
<td>935’908</td>
<td>1’013’123</td>
</tr>
<tr>
<td><strong>Total Program &amp; Projects</strong></td>
<td>2’479’410</td>
<td>1’464’022</td>
<td>498’132</td>
<td>4’441’563</td>
<td>5’211’465</td>
</tr>
<tr>
<td><strong>Management and Administration</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raising money from existing and new sources (fundraising)</td>
<td>33’699</td>
<td>110’575</td>
<td>39’707</td>
<td>183’982</td>
<td>93’187</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>763’965</td>
<td>670’073</td>
<td>-498’132</td>
<td>935’908</td>
<td>1’013’123</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>3’243’375</td>
<td>2’134’095</td>
<td>0</td>
<td>5’377’471</td>
<td>6’224’588</td>
</tr>
</tbody>
</table>

**Depreciation costs**

The depreciation costs are included in the supporting services expenses 100’161 103’620

**Employee costs**

The employee costs, included in the operating expenses, are allocated by programs and projects in the statement of expenses. 2’134’095 1’992’438

**Fire insurance value of tangible fixed assets**

<table>
<thead>
<tr>
<th>Property</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Furniture and equipment</td>
<td>376’040</td>
</tr>
<tr>
<td>Property</td>
<td>1’531’960</td>
</tr>
</tbody>
</table>

**Pledges on assets to secure own liabilities**

| Property (value in the books) | 2’310’000 |
| Mortgage certificates (nominal) | 2’372’000 |
| of which possession as owner | 1’589’000 |
| to secure mortgage | 1’589’000 |
| Actual mortgage | 1’561’000 |

| Cash and Cash equivalents | 1’531’960 |
| Marketable securities and deposit accounts for loan Banque Piguet & Cie S.A. | 670’000 |

**Amounts due to pension fund**

Liabilities due to pension fund 36’206 10’936

**IOF France**

In order to establish a legal presence in France, “IOF France” was established on April 12, 2000, as an association pursuant to the French law of July 1, 1901. In practice, IOF France is treated as a unit of IOF. The transactions of IOF France form an integral part of IOF’s accounting and reporting.

**International Osteoporosis Foundation – USA, Inc.**

In order to establish a legal presence in North America “International Osteoporosis Foundation – USA, Inc.” was established on December 2, 2004, as a non-for-profit corporation organized under the Not-For-Profit Corporation Law of the State of New York. In practice International Osteoporosis Foundation – USA, Inc. is treated as a unit of IOF.

**Representation Office in Beyrouth**

In order to establish a presence in Middle East “IOF Lebanon” was established in 2006. This representation office is part of the IOF legal entity and is treated as a unit of IOF.

**Representation Office in Buenos Aires**

In order to establish a presence in Latin America “IOF Latin America” was established in 2006. This representation office is part of the IOF legal entity and is treated as a unit of IOF.

**Post balance sheet date events**

During the IOF Board meeting of March 18, 2009, the board members approved the closure of the French office. As of July 1st, 2009, the activities previously deployed by the French office will be moved to the Swiss office.

**Risk assessment**

No risk evaluation has been performed by the board. The risks analysis will be done for 2009.

**Departure from consistency of presentation**

Certain items from 2007 have been reclassified to conform to the presentation of 2008.
Corporate Sponsorships

IOF thanks the many corporate sponsors who have provided unrestricted educational grants for the following IOF programs and projects in 2008:

**Conferences, Conferences and Training Courses**

**IOF World Congress on Osteoporosis (Bangkok, 2008):**
- Platinum sponsors: Eli Lilly and Co.
- Gold sponsors: Novartis, Servier
- Silver sponsors: Alliance for Better Bone Health (ABBH), AMGEN, Medtronic, MSD, Wyeth
- General: Roche/GSK

**IOF Worldwide Conference of Osteoporosis Patient Societies (Beijing, 2009):**
- Gold sponsors: Novartis and Eli Lilly
- Silver sponsors: ABBH
- General sponsors: AMGEN

**Health Professional Education/Research**

**Invest in Your Bones Campaign:**
Alliance for Better Bone Health (Procter & Gamble Pharmaceuticals and Sanofi-Aventis), Eli Lilly and Co., MSD, Novartis, Roche/GSK, Wyeth, Servier

**Bone Imaging Working Group:**
Roche/GSK

**Special projects**

**Staying Power Campaign**
Roche/GSK

**Stop the Stoop Survey/Visual Guide**
Roche/GSK

**Timeless Women Campaign**
Novartis

**Website development**
Amgen, Tetra Pak

**Grants, Awards and Fellowships**

**IOF-Servier 2008 Young Investigator Research Grant:**
Servier

**Publications**

**IOF Annual Report 2008**
Banque Piguet & Cie

**Osteoporosis Action**
Servier

**World Osteoporosis Day**

**Global Gold Sponsors 2008**
Fonterra Brands, Lilly, Novartis, Tetra Pak
IOF thanks Banque Piguette & Cie for the unrestricted grant which has made this publication possible.