IOF invites companies to become part of the IOF Corporate Responsibility Program for Bone Health and to join in the fight against osteoporosis.
About the International Osteoporosis Foundation

The International Osteoporosis Foundation (IOF) is a non-governmental umbrella organization dedicated to the worldwide fight against osteoporosis, the disease known as “the silent epidemic”.

IOF’s members – committees of scientific researchers, patient, medical and research societies and industry representatives from around the world – share a common vision of a world without osteoporotic fractures.

The IOF was launched in 1998 as the result of a merger between the European Foundation for Osteoporosis (EFFO, founded in 1987) and the International Federation Of Societies on Skeletal Diseases (IFSSD, founded in 1995).

Membership today is composed of a Committee of National Societies (CNS) representing 175 national osteoporosis patient and medical care societies in 86 locations worldwide, a 78-member Committee of Scientific Advisors (CSA) and a 34-member Committee of Corporate Advisors (CCA).

What is Osteoporosis?

Osteoporosis is a disease in which the density and quality of bone are reduced, leading to weakness of the skeleton and increased risk of fracture, particularly of the spine, wrist, hip, pelvis and upper arm. Osteoporosis and associated fractures are an important cause of mortality and morbidity.

- Osteoporosis, “the silent epidemic”, is a global problem.
- Approximately 1.6 million hip fractures occur worldwide each year, by 2050 this number could reach between 4.5 million1 and 6.3 million2.
- In women over 45, osteoporosis accounts for more days spent in hospital than many other diseases, including diabetes, myocardial infarction and breast cancer3.
- It is estimated that only one out of three vertebral fractures come to clinical attention4.
- Women who develop a vertebral fracture are at substantial risk for additional fracture within the next year5.

IOF invites companies to apply for membership in the IOF Corporate Osteoporosis Responsibility Program for Bone Health.

Background

In the 2002 IOF publication “Osteoporosis in the Workplace”, IOF recommended several steps that companies can take to become good corporate citizens in the field of bone health.

These actions comprise a corporate responsibility program that would be recognized by IOF.

IOF does not expect that a company would enact all of the criteria suggested below, at least not immediately, but the company would show a commitment and a plan to enact general useful activities. The company would thereby highlight that they are giving something back to their staff and to the wider community and also raise employee awareness of the need to fight osteoporosis.

IOF would recognize the company through a certificate, mention on the website and in the annual report.

The recognition would be for one calendar year, and be renewable based on written reports of achievements and plans.

IOF would not charge a fee to the participating company. However the participating companies would need to cover any costs arising from the activities selected.

For further information on the program, please contact info@osteofound.org, or apply using the application form at the end of this brochure.

Corporate activities might include:

Awareness and education for staff:
- Educational material
- Lectures on-site
- Articles in internal newsletters
- Distribution of the IOF One Minute Risk Test
- Bone-friendly recipes in internal newsletters

Health benefits:
- Provide bone density testing on-site, or allowing time off for testing outside of the workplace
- Ensure that staff and their families have health insurance which includes access to free bone density testing and treatment

Lifestyle improvement opportunities:
- Serve bone-friendly food in the corporate canteen
- Promote exercise: provide an on-site fitness centre, subsidize subscription to external fitness centres, provide shower/changing rooms for staff who exercise outdoors, support company sports teams

Safety at work:
Fall-prevention:
- non-slip floors
- hand-rails

Corporate commitment and community involvement:
- Feature osteoporosis in appropriate corporate presentations
- Support national osteoporosis patient societies
- Hold community awareness activities
To mark World Osteoporosis Day 2006, Lilly set up a Bone Mineral Densitometry (BMD) booth on the Faris Campus in Indianapolis, USA. The booth, which included a GE-Healthcare Peripheral Instantaneous X-Ray Imager, was operated by professionals from the Indiana University Osteoporosis Care Center, including consultation nurses and technicians. Employees were invited to have their bone density measured, and then received a report that gave their value in range for age and gender. They also received IOF education pamphlets and a ticket for a free carton of milk.

Bone Appétit - Osteoporosis Day at Lilly event was also a day of nominations and recognition for the US/Global Osteoporosis Team whereby individuals were encouraged to recognize a peer, team or manager for their work.

Marcel Lechanteur, chair of IOF’s CCA, and executive director of Lilly’s U.S. Osteoporosis Business Unit, closed the event by giving an update on IOF’s Vision, Missions, and Goals.

“The IOF Corporate Responsibility Program for Bone Health provides a great opportunity, not only to raise awareness among our employees regarding the disease, but also a great way for Eli Lilly to connect with patients’ main needs.”

Marcel Lechanteur, Executive Director, Osteoporosis Business Unit – U.S., Eli Lilly & Co.
Merck & Co., Inc. supported World Osteoporosis Day activities to raise awareness among employees of this significant and growing disease. In 2006, the company event emphasized the importance of nutrition in improving bone health. Activities included cafeteria foods high in vitamin D and calcium, heel testing to evaluate bone density, and bone-strengthening exercises demonstrated by the corporate fitness center. More than 500 people attended the highly successful event.

“As a founding partner in IOF events and programs worldwide and one of the earliest supporters of the global osteoporosis movement, Merck & Co. was again pleased to participate in World Osteoporosis Day activities”, said Emmanuel M. Mahlis, Senior Medical Director, Osteoporosis, Merck & Co. “The event was a huge success for the 'osteoporosis' team - and succeeded in raising awareness of the disease among company employees.”

“Our corporate bone responsibility sends a strong message we care. The task now is to roll this out to the rest of our 60,000 employees worldwide.”

Dick Clark, CEO, Merck & Co
For World Osteoporosis Day in 2006 and throughout October 2006, GSK provided osteoporosis educational materials at all main company sites, including a leaflet with facts on osteoporosis and the importance of healthy eating.

In addition, bone friendly recipes were served at GSK canteens, WOD screen savers were provided, updates on company intranet linked to the IOF website and 'Bone Zone' (GSK and Roche internal magazine) included information on the new IOF website, osteoporosis 'Did You Know? quiz and a WOD article.

At GSK House, pilates bands and leaflets were distributed in October to promote the importance of exercise in prevention of osteoporosis.

“GlaxoSmithKline is proud to be a part of the IOF Corporate Responsibility Program for Bone Health. As part of our commitment to patients and physicians in the field of osteoporosis, we see this program as an important opportunity to raise awareness of this condition, and to support our employees in taking the necessary steps to protect their bone health.”

Laure Thibaud,
Vice President of External Affairs,
Pharmaceuticals Europe, GSK
In 2006 Roche carried out a number of educational and awareness activities at its many offices around the world.

- Roche Global in Basel distributed a BONE APPÉTIT information flyer, handed out calcium-rich drinks to staff, displayed banners using IOF graphics to demonstrate how important healthy eating is in preventing osteoporosis and provided calcium-rich and bone-friendly lunch menus in the main cafeterias. Roche Global also organized a ‘bone-friendly’ Recipe Competition to win a Jamie Oliver cook book as well as a WOD screensaver and ongoing updates in ‘Bone Zone’ (GSK and Roche internal magazine)-including information on new IOF website, osteoporosis ‘Did You Know’ section and WOD.

- Roche Germany held an educational day at their offices in Grenzach.

- The Lithuanian team held an internal communications event at their offices in Vilnius, including World Osteoporosis Day leaflets and calcium-rich snacks.

- Roche Taiwan held an educational workshop for 50 key clinicians in partnership with the Taiwanese Osteoporosis Association (TOA).

- The Brazilian team achieved extensive coverage for World Osteoporosis Day, generating approximately 60 million opportunities to see. Coverage included seven TV programs, five radio programs and several newspapers, magazines and online media outlets.

“The International Osteoporosis Foundation (IOF) Corporate Responsibility Programme for Bone Health provides Roche with an excellent opportunity to raise the awareness of bone health to all employees. Osteoporosis can severely impact patients’ lives and the IOF is leading the way in motivating people to take action to prevent, diagnose and treat this debilitating condition.”

Luke Miels, Business Director PBA - Primary Care, Roche
In 2006, Novartis organized awareness activities for its employees at headquarters as well as in some 16 countries around the world, with positive feedback received from every country. Posters were displayed, there was a daily poll on the Novartis intranet, a newsletter and post-it notes were distributed, articles appeared on both the intranet and in the employee magazine, and special bone-friendly menus were available in the canteen.

In addition, Novartis national organisations as Greece, Mexico, Bulgaria, Germany and Finland held cooperative World Osteoporosis Day activities with local patient groups.

On Monday, October 23, 2006, NASA astronaut Shannon Lucid was invited to speak about her missions in space and how astronauts in a weightless environment experience bone loss similar to that observed in osteoporosis patients.

“The IOF Corporate Responsibility Program for Bone Health and the IOF World Osteoporosis Day have been an excellent opportunity to generate interest and awareness among both patients and Novartis’ employees. Osteoporosis represents a major burden of disease for society and the IOF Corporate Responsibility Program for Bone Health facilitated important discussions on how to tackle this significant problem of our society.”

Stephan Korte, Director, Global Advocacy, Novartis
During Kyphon's first Annual Health Fair in October 2006, employees participated in various health screenings and sampled nutritional and wellness products provided by a series of local vendors.

Educational packets and leaflets regarding osteoporosis and diet and exercise were provided at the health fair.

Bone density testing, cholesterol & glucose screening and computerized body composition analysis were also provided in an effort to promote awareness and prevention of osteoporosis and other diseases and health conditions. The event was well received by employees.

"Kyphon is committed to the fight against osteoporosis and is proud to be a part of the IOF Corporate Responsibility Program for Bone Health.

Through company activities, including our health fairs, wellness programs and educational materials, our goals are to raise awareness about the consequences of this crippling disease among patients and our employees in order to improve bone health and access to innovative treatments for spinal fractures."

Karen D. Talmadge, Ph.D.,
Executive Vice President and Chief Science Officer
Kyphon Inc.
Invitation to join IOF Committee of Corporate Advisors

The founding members of the IOF Corporate Responsibility Program for Bone Health, shown in this brochure, are members of the IOF Committee of Corporate Advisors (CCA). The CCA brings together leading companies in the fields of pharmaceuticals, nutrition, diagnostics, packaging, advertising, public relations and banking. While membership in the IOF CCA is not a prerequisite to join the IOF Corporate Responsibility Program for Bone Health, we invite responsible companies to join the IOF global family. The information below lists some of the benefits of IOF CCA membership. More information, and application forms, can be found on the IOF website, at: http://www.iofbonehealth.org/about-iof/the-organization/committee-of-corporate-advisors-cca.html.

Benefits of IOF CCA membership

The ability to improve the lives of millions of people
Osteoporosis affects more than 200 million people worldwide. Your company can make a major contribution towards relieving their suffering, and preventing other people from suffering the disability - and often death - that results from an osteoporotic fracture.

Opportunity to reach consumers at ages of peak buying power with a positive, empowering message
IOF promotes a message of personal responsibility: “Take responsibility for your own (and your family’s) bone health.” Key target groups include young girls and boys aged roughly 8-18 (the age at which maximum bone mass is developed), and men and women aged 40-55 who need to know the latest information about osteoporosis risk factors.

Visibility
IOF is pleased to recognize sponsors in an appropriate manner and format.

Positioning as a responsible corporate citizen
Your company has a social, ethical and moral obligation to support issues that affect large numbers of people. IOF can provide a platform for promoting that positioning.

Set a standard for enlightened health care within your own company
IOF provides a platform called “IOF Corporate Responsibility Program for Bone health” in which a company makes certain internal commitments to its staff to provide them with the highest level of osteoporosis awareness, diagnosis, treatment, and social and moral support.

Global reach
IOF has more than 170 national osteoporosis society members in 86 countries, regions and territories. IOF’s communications plan is global and multi-cultural. The countries in which we have members represent approximately 82% of the world’s population. IOF’s staff have lived and worked in more than 70 countries. They include people with long experience in medicine, international law, advertising, journalism, and public relations.

Third party credibility
IOF is an independent, not-for-profit organization, based in Switzerland, which works on sound scientific principles. As a result, IOF’s voice is respected and acted on when we speak to journalists, regulatory agencies, political groups and the public.

Partnership with an experienced and sophisticated partner which is used to working with large multinational companies for mutual-benefit
IOF’s Committee of Corporate Advisors (IOF CCA) includes leading global companies. IOF works with these companies to create mutual-benefit promotions.

Considerable media coverage
IOF runs numerous media events which generate worldwide coverage.

Support of leading advertising and PR agencies
IOF works with Torre Lazur-McCann Healthcare Worldwide and Weber Shandwick to develop campaigns and media events.

Preferential sponsorship and partnership opportunities
Advance notice of sponsorship and partnership opportunities for major public awareness activities such as World Osteoporosis Day, IOF congresses, conferences, courses, educational activities, lobbying efforts.

A seat at the table with other leading global companies
Your company’s representative attends the bi-annual meetings of the CCA, can take part in committee’s working groups, and can discuss osteoporosis-related issues with members of the IOF Committee of Scientific Advisors and IOF Committee of National Societies.

Satellite symposia option at IOF congresses
Advance notice of up-coming IOF World Congress on Osteoporosis, organized by IOF every two years, enabling companies to plan and reserve a slot for a scientific symposium to present their corporation’s latest research findings.

Exhibition space
Priority space allocation for your exhibits at IOF congresses, conferences, courses and events.

Free subscription and discounts
Members-only subscription and advertising rates for IOF’s scientific journals Osteoporosis International and Progress in Osteoporosis. Members-only bulk-rate subscription rate for Osteoporosis Action, published three times a year.
### Application form to join the IOF Corporate Responsibility Program for Bone Health

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<td>Are you a member of IOF Committee of Corporate Advisor (CCA) ?</td>
<td>yes [ ] no [ ] Please send us information on joining CCA [ ]</td>
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Please indicate, on a separate page, what your company is doing in the following fields (activity, duration/timing, outcome). Clearly refer to the criteria which apply:

- Education / internal communications
- Bone density testing
- Health insurance
- Corporate commitment
- Food & nutrition
- Exercise
- Accessibility / safety
- Community involvement
- Support to IOF Committee of National Societies (CNS)
- Other

☐ Please attach a small number of high quality photos, press releases, speeches and other supporting material, if available, which could be included on the website.

☐ Would your company like to provide a quotation from a senior executive about the importance of corporate bone responsibility? If this quote is ready now, please write it below, including the name and title of the corporate spokesperson.

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<th>Name and title of the corporate spokesperson</th>
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<td>Quotation:</td>
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Other comments:

Please send this form to: info@osteofound.org or to:

Ms Ilaria Carpentier de Caro, Corporate Relations Assistant
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www.iofbonehealth.com
Celebrities speak out

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

Her Majesty Queen Rania of Jordan, IOF Patron

“People thought I took a big risk when I sailed around the world by myself. However, there's one thing I don't take risks with, and that's my bone health, because without strong bones I wouldn't have been able to sail across so many seas. I'm not going to take any risks with my bones, and neither should you. Get yourself checked and beat the break, so you can continue doing what you like best.”

Dame Ellen MacArthur, solo long-distance yachtwoman

“I am an actor and staying slim is part of the job, so like most celebrities I have been on a diet for most of my adult life. As a result, my body has been deprived of essential vitamins and nutrients, which no doubt contributed to my osteoporosis. I do worry terribly about today's female celebrities, who are even thinner than our generation was. And the worst thing is that other women feel they have to copy the people they see looking so slim in magazines and in the films.”

Britt Ekland, Swedish actress

“It is very important that we are moving, continually moving. It doesn’t matter what we do; exercise, or playing tennis or soccer. We have to move and it is also good for the muscles, not only for the bones. If you want to prevent osteoporosis do like me: have babies when you are over 60 so they can run you all over the place.”

Ilie Nastase, tennis champion

“I think osteoporosis is a serious problem. When you have a lack of calcium you can easily get osteoporosis. We should be more concerned about our daily diet and having more exercise so we can maintain a healthy body. Then you will have more time to take care of your family and bring happiness to everyone.”

Jet Li, action film star

“When I found out that I had osteoporosis, I was pretty shocked. I thought it was, you know, for old ladies basically…but I got diagnosed when I was 37. Osteoporosis has affected my life in many ways. Mainly I’m a lot more aware of my health now. I’m aware of just taking it a little more easy with physical activities, I exercise regularly, I gave up smoking… in fact, I probably feel better now than I have ever felt!”

Kirk Pengilly has been with the band INXS since its founding in 1977

“My mother has osteoporosis and every day I feel her pain - she suffers terribly and I just wish that her doctors had told her about osteoporosis risk factors before she started breaking her bones. I now realize that osteoporosis also strikes men - and because I have a family history of osteoporosis I intend to learn more about this disease and get myself checked before it gets to me.”

Paolo Rossi, Italian footballer, scored three goals to win World Cup for Italy in 1982

“Twenty-five years ago, the world's leading experts in cardiovascular diseases warned of an impending epidemic of heart disease in developing countries. This warning was largely ignored and we are now seeing a dramatic increase in prevalence of cardiovascular diseases in the developing world. We must not allow the same thing to happen for osteoporosis. We must act now.”

Gro Harlem Brundtland, former director general, World Health Organization