As a preview to World Osteoporosis Day 2005, October 20, IOF hosted two media events on September 27, 2005, in Bangkok. These events showcased the WOD 2005 theme, “Move it or Lose it – the role of exercise in building strong bones”, and introduced key WOD 2005 activities.

Journalists from throughout the region attended the IOF Asian Osteoporosis Media Seminar, which provided latest Asian osteoporosis epidemiology data and the chance to speak to osteoporosis experts. IOF released a new publication “Move it or Lose it” by IOF Board Member Helmut Minne, which looks at the impact of weight-bearing exercise on building strong bone.

As part of a second briefing, “IOF Beauties and the Bones”, media met seven beauty queens who have become champions for strong bones and healthy lifestyles. Medical specialists from IOF noted that with Asia’s aging population, it is expected that the burden of osteoporosis will increase dramatically if no preventive action is taken. These seminars ran in conjunction with the biennial IOF World Wide Conference of Osteoporosis Patient Societies.

Showcasing WOD 2005
Attending media were given a preview of “Un Cuerpo Sano/A Healthy Body”, a special osteoporosis song, written and recorded by Erika Ender, and eight IOF Public Service Announcements featuring global personalities which have been produced for WOD 2005.

A preview of the three-year IOF World Osteoporosis Day “lifestyle” campaign, including the role of exercise was also featured.

More than 50 journalists representing media outlets in Australia, China, Hong Kong, Indonesia, India, Malaysia, Singapore, and Thailand attended the IOF briefings. They covered the events for major newspapers, television and radio, consumer health titles, and women’s press. The result was widespread international coverage, including broadcasts on leading television networks.

IOF Beauty Queens
Ms. Belinda Green, Miss Australia, Miss World 1972
Ms. Ulla Weigerstorfer, Miss Austria, Miss World 1987
Ms. Justine Pasek, Miss Panama, Miss Universe 2002
Ms. Chalida Thaochalae, Miss Thailand 1998
Ms. Pavadee Vicheinrut, Miss Thailand, Mrs World 2003
Ms. Manolya Onur, Miss Turkey 1976
Ms. Pilin Leon, Miss World 1981
IOF Beauty Queens speak about building strong bones…

“I have several people in my family who have osteoporosis. I think that women – of all ages – have to take more responsibility about their bones - more women get osteoporosis than breast cancer. When I was competing at Miss Venezuela and Miss World, I used to love to run, play basketball, volleyball. My advice is: Move it or Lose it – mueve lo o pierde lo.”

Pilin Leon, Miss World 1981

“I learnt about the condition of osteoporosis in my home country three years ago, ever since I felt very compelled to cooperate in bringing media attention and public awareness to this issue. As a daughter, sister, friend and future mother-to-be, I decided to be proactive in helping educate young girls and women on the importance of bone health.

Justine Pasek, Miss Panama, Miss Universe 2002

“I think your health is very important whether you are or not at high risk of osteoporosis. You should always eat well and keep your diet simple, considering foods that contain calcium and vitamin D. Exercise is also vital to maintain your bone health, stay active and keep the bones and body moving.”

Belinda Green, Miss Australia, Miss World 1972

“I know the importance of osteoporosis. I closely observed the effects of osteoporosis on my mother and my aunt. I learnt about osteoporosis from their experiences and for me, I try to delay the appearance of the disease by changing something in my own life. One thing that I know about osteoporosis is the development of bones starts before birth and continues to about 25 years of age. That’s why I pay attention to my daughter’s nutrition and encourage her to do exercises to have stronger bones.”

Manolya Onur, Miss Turkey 1976

“I encourage young girls and boys to realize that the way they treat their bodies will have a big impact later in life. I know that teenagers consider themselves “invincible”, and I was that way too, of course. But it isn’t difficult to “invest in your bones”. Don’t buy into the myth of starving yourself. Eat wisely, get outside and have fun. Your body will thank you in a few years.”

Ulla Weigerstorfer, Miss Austria, Miss World 1987

“I think it is particularly important for young girls and boys to exercise in order to build stronger bones to prevent osteoporosis later in life, because most people reach their peak bone density and strength in their teens and twenties. Weight bearing exercises are essential for building bone density and mass. However, to obtain bone benefits, exercise must be regular.”

Chalida Thaochalee, Miss Thailand 1998

“Many young girls tend to lose weight to look slim, but this puts their health at risk. I think that women have to recognize that beauty is partly physical but also made up of inner beauty that includes taking responsibility for their health. A healthy diet and lifestyle, as well as regular exercise are critical to bone health.”

Pavadee Vicheinrut, Miss Thailand, Mrs World 2003
Key IOF messages well reported
Attending media as well as those who were contacted via wider media outreach reported the key IOF messages including that osteoporosis is an impending catastrophe in Asia. Other key messages included that no one should be obsessed with beauty at the expense of bone health – beauty is bone deep. Media also reported that one the best ways to build and maintain healthy bones is through regular, weight-bearing exercise – “Move it or lose it”.

Guest speakers call for strong bones
Speakers at the two media events included Prof. Helmut Minne, IOF Board Member; Dr. Ambrish Mithal, Member of IOF Committee of Scientific Advisors; Dr. Khunying Kobchitt, President of the Thailand Osteoporosis Foundation; Dr. Ghassan Maalouf, Board Member, IOF, Mr. Daniel Navid, CEO IOF and Mr. Paul Sochaczewski, Head of Communications, IOF.

"Osteoporosis is one of the world’s most widespread and debilitating diseases, since it has no symptoms until a fracture occurs. The good news is that the risk of fracture can be reduced; osteoporosis is easy to diagnose, and there are many effective treatments available, with more being developed."
Dr. Ambrish Mithal

Dr Khunying Kobchitt highlighted that osteoporosis is already a huge health problem in Asia, and getting more serious every day—in 45 years (by 2050), one out of every two fractures in the world will occur in Asia.

Professor Helmut Minne, author of the “Move it or Lose it” report, noted that in girls the bone tissue accumulated during the ages of 11-13 roughly equals the amount of bone lost during the 30 years following menopause.

"People worldwide, are moving less. Exercise is an effective way to build bone strength, thereby reducing the risk of fractures later in life. That’s why the theme of World Osteoporosis Day 2005 is Move it or Lose it."
Prof. Helmut Minne

Professor Ghassan Maalouf spoke on the importance of proper diet (including adequate calcium and vitamin D), and sufficient exercise, to build bone strength and mass.

These two media events were well-attended and the feedback that IOF has received has been very positive. As we continue to spread the word about bone health, involvement of celebrities and key media can help us to reach a wider audience.
Although press clippings are still being gathered, the event has already been covered in dozens of international media. The articles shown here come from Thailand, Hong Kong, Switzerland and the UK.