Fast facts about 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 can 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, it often remains undiagnosed and untreated, leaving millions of people at serious risk of debilitating fractures.

Information about osteoporosis is available on the IOF website

www.iofbonehealth.org
Among the many important developments of 2009, three dominant themes have emerged as top priorities for the future of IOF: strategic development, regionalization and responsive, more effective communications and outreach.

Over the past few years the Board and Executive Committee have maintained their focus on strategic development. There are two main challenges: how to maintain a lean, efficient organization while meeting the needs of a growing and diverse membership; and how to generate a robust funding base in a difficult economic climate. I’m happy to say that immediate action taken this year tackled necessary structural change, such as the closing of the Lyon secretariat in June 2009, and targeted cost cutting measures in administration. In addition, I was pleased to welcome two experienced new managers to IOF, Ms. Patrice McKenney as IOF’s CEO and Ms. Judy Stenmark as IOF’s first COO. This functional division has lent IOF much needed organizational capacity and dynamic new leadership.

The second priority, on which we’ve made ground breaking progress this year, is the process of regionalization. In April 2009, the board voted for a critically important initiative to change the electoral structure in order to give fair and equal representation on the Board to all regions. With this new structure and the establishment of new regional offices, we hope to enfranchise and strengthen the regions so that they can grow successfully and are ultimately in a better position to respond to the unique needs of national societies, health professionals, and osteoporosis patients within each region.

The Board has also signaled that outreach, particularly via online communication, should be a top priority within IOF. One important project among many will be the launch of a restructured new website which will be able to host interactive social media and online educational programmes, providing timely new resources for patients and health professionals alike.

As we begin a new year with many exciting events and projects on the horizon, I’d like to extend a special thanks to the IOF staff, for their flexibility and competence, and to the members of the Executive Committee and Board for their invaluable support and expertise. Working together, we have taken important steps in making IOF a stronger organization than ever before.
Osteoporosis is a global issue... with a local response.

It was an honour for me to step into the position of CEO during this transition year. The successful reorganization of the foundation in 2009 has resulted in a lean and efficient organization poised to withstand the economic changes of the times. The fortitude, talent and commitment of the IOF Staff, Executive Committee, Board and volunteers has allowed us to deliver successful programs throughout 2009. With an awareness of the cost and pain that osteoporosis brings to families and societies around the world, we are motivated every day to scale our programs and activities.

As the largest global family of bone health experts with patient societies on all continents, IOF is well placed to make significant improvements to the quality of life of individuals around the world. With strong programs across our family of activities, we are proud of the 2009 World Osteoporosis Day — our largest global PR/Media event of the year — which achieved tremendous media impact around the world. We have also seen enormous strides toward the realization of our OsteoLink Program, an online platform for patients, families and physicians that will help develop local grassroots networks to address issues around prevention, diagnosis, treatment and support.

IOF is in a unique position to push osteoporosis higher on the global health policy agenda and we have been remarkably successful in doing that in my twelve months in this job. We were proud to publish the landmark Asian Audit, a collaborative effort lead by our global office, with country level data provided by our local CNS Members. After elections last autumn, our EU Interest Group has continued under the leadership of our Co-Chairs Anja Weisgerber and Mary Honeyball. Our meeting of the EU Consultation Panel, representing healthcare professionals and policy makers from each of the 27 countries, testified to the benefits of the 2008 Report Osteoporosis in the European Union for lobbying their local countries. We were pleased to have the Commissioner for Health, Androulla Vassiliou, make a Public Interest Statement in support of the osteoporosis movement for WOD.

The advancements made by the Committee of Scientific Advisors have been numerous, with eight active Working Groups, they have produced guidelines, training kits, educational materials and published articles, all toward an end of improving prevention, diagnosis and treatment of osteoporosis. We have continued to support FRAX® as an effective, cost-efficient diagnostic tool and have worked to raise awareness and support the education around and distribution of the tool.

In the next year we intend to strengthen the relationship between the IOF Global Office, our regions and association members. The family structure gives us a perfect opportunity to learn from each other and, by supporting our members on the local level and highlighting their work on a global level, we will ultimately maximize the possibilities for achieving our goals. We want people to know the good news: Osteoporosis is not a hopeless fate, but a disease that in many cases can be prevented or treated and quality of life can be maintained notwithstanding a diagnosis.
The Organization

IOF’S VISION IS A WORLD WITHOUT OSTEOPOROTIC FRACTURES

Osteoporosis is a disease that is approaching epidemic proportions with far-reaching public health implications across the globe. Strong evidence indicates that it is one of the most serious and costly of chronic diseases. As the only global NGO dedicated specifically to osteoporosis, the International Osteoporosis Foundation’s (IOF) broad scope of work and partnerships is reflected in its stated mission to:

• increase awareness and understanding of osteoporosis;
• motivate people to take action to prevent, diagnose and treat osteoporosis; and
• support national osteoporosis societies in order to maximize their effectiveness.

IOF’s specific 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

A not-for-profit, international non-governmental foundation registered in Switzerland, IOF 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. Regional representations have also been established in Latin America - Argentina, Asia - Singapore, Middle East - Jordan. In 2008, IOF was granted Roster Consultative Status with the Economic and Social Council of the United Nations.
Closing of IOF France in June 2009

In an effort to streamline operations and reduce overhead costs, the IOF Board took the difficult decision to close the IOF secretariat in Lyon, France effective the end of June 2009. All secretariat functions previously carried out in Lyon (particularly congress organization) have been transferred to the Secretariat in Nyon.

IOF Business Meetings

Athens, March 18, 2009 and Nyon, November 7, 2009

IOF business meetings, held annually for all membership committees and twice annually for the Board and CCA, are important occasions in the calendar year. The meetings are essential for the running of IOF and provide the opportunity to determine and vote on organizational and strategic decisions, network with key organizational leaders, and share information among members and membership committees.

IOF membership is comprised of three committees

194 members
Committee of National Societies (CNS) composed of patient and medical societies dedicated to osteoporosis and bone health. At the end of 2009 there were 194 members societies in 92 countries, territories and regions.

95 members
Committee of Scientific Advisors (CSA) comprising 95 osteoporosis experts, both researchers and medical doctors, elected to the committee on the basis of expertise and experience.

33 members
Committee of Corporate Advisors (CCA) representing 33 companies from diverse fields of business.
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 meet annually at IOF business meetings. An Executive Committee meets on a regular basis to advise the Board and to delegate day-to-day responsibility to senior management who oversee staff and operations in the IOF head office as well as in the regional offices.

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 13.

**NEW CHAIR OF CNS**

In January 2009 former CNS Chair Judy Stenmark assumed the position of COO of the IOF. Consequently, Louisa Zhang (CNS Vice-Chair) was designated CNS Chair until the end of the current term, at which time a CNS election will take place, in autumn 2010.

**Board members 2009**

**ASIAN REGION**
Edith Lau, HK
Hajime Orimo, JP

**EUROPEAN REGION**
Silvano Adami, IT
Juliet Compston, UK
John A. Kanis, UK
Uri Liberman, IS
Helmut Minne, DE
Socrates Papapoulos, NL
Jean-Yves Reginster, BE

**MIDDLE EAST AND AFRICAN REGION**
Basel Masri, JO

**NORTH AMERICAN REGION**
Jonathon Adachi, CA
John Bilezikian, US
Steven Cummings, US
Bess Dawson-Hughes, US
Harry K. Genant, US
Paul D. Miller, US
Ethel S. Siris, US

**OCEANIA REGION**
Ego Seeman, AU

**SOUTH AND CENTRAL AMERICAN REGION**
Rubem Lederman, BR
Gregorio Riera-Espinoza, VE
José Zanchetta, AR

**EXECUTIVE COMMITTEE**
CSA Chair  Cyrus Cooper
General Secretary  Bess Dawson-Hughes
President  John Kanis
Treasurer  René Rizzoli

**CHAIRS OF THE CNS, CSA, CCA**
CSA  Cyrus Cooper, UK
CCA  Marcel LeChanteur, CA
CNS  Louisa Zhang, SG

**Vice-Chairs of the CNS, CSA and CCA**
(Invited to participate at Board meetings as observers)
CCA  Stephan Korte, CH
CSA  René Rizzoli, CH
CNS  Famida Jiwa, CA
In 2009, IOF announced an important and long-term plan for the development of the five IOF geographical regions, reinforced by a fundamental change to the way these regions are to be represented on the Board of Directors beginning with the next elections in 2012. As of the next Board elections, each region will have a Chairman and a strong Regional Council with representation from all of the CNS members in the region. In addition, each region will have equal representation on the IOF Board of Directors. This plan was approved by the IOF Board of Directors in March 2009, in Athens. The Programme is vital to the dynamic growth of IOF and its progress will lead to the strengthening of osteoporosis associations worldwide.

The IOF Regional Programme aims to develop a strong regional structure based on collaboration among the member associations and to initially assist three designated regions: Asia Pacific (AsPac), Middle East and Africa (MEAf), and Latin America (LA). The programme will help the regions acquire the resources they need to improve their ability to develop programmes and policies, leading to improved quality of life and fracture prevention. Most importantly, the Regional programme helps CNS members serve people with osteoporosis more effectively.

The goals of the IOF regional programme are to

- support national osteoporosis societies in order to maximize their effectiveness in raising awareness of the need for effective prevention, diagnosis and treatment of osteoporosis
- strengthen communication between CNS, the regions and the global organization
- provide the regions with guidance on building a governance and management structure
- create effective synergy between the IOF global office and the regions to enable economies of scale and sharing of resources
- assist the regions to acquire the financial, technical and human resources they need
- provide each region with equal and effective representation on the IOF Board of Directors
- facilitate the development of world class programmes within each region

Where needed, IOF has, or will, establish a regional office with a working administrative structure and a staff that reports directly to the IOF Chief Executive Officer, with guidance by the Regional Chair and Council. Initial funding for the office will come from the IOF global office.
Members of the Committee of National Societies (CNS) include patient, scientific and medical organizations which range in size from small, volunteer-run groups to large, professionally-run organizations.

IOF has an important and far reaching global presence, with a network of 194 member patient and medical societies located in 92 countries, regions and territories around the world, representing some 5.5 billion people (or 82% of the world’s population). The CNS membership has almost tripled over the past decade, indicating the growing importance of osteoporosis in all regions.

Annual meetings of the CNS and its Patient Societies Sub-Committee provide an opportunity for the members to share information as well as to plan awareness campaigns, including World Osteoporosis Day. An important event for the CNS is also the IOF World Wide Conference of Osteoporosis Patient Societies (IOF WWC) which is held every two years.

Membership benefits

All members of the CNS members can 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
- Assistance with the development of national campaigns such as policy events, white papers, and World Osteoporosis Day
- Free artwork and text for local adaptation of international publications, presentations and posters prepared for World Osteoporosis Day as well as access to artwork for other IOF publications
- Use of any IOF public service announcements, videos and TV spots created for international advertising campaigns
- International visibility through IOF communication channels including the Committee newsletters, press releases, and the annual report
- Links to CNS websites, from IOF’s extensive and popular website
- Eligibility for valuable awards, including the IOF-Amgen Health Professionals Awareness Grants and IOF-Linda Edwards Memorial Award
- Eligibility to host IOF training courses (limited number offered on case-by-case basis)
- Travel grants to attend IOF business meetings (limited number offered on a case-by-case basis)
- Free and discounted registrations to IOF scientific congresses such as the IOF World Congress on Osteoporosis and IOF regional scientific meetings
- Possibility to apply for IOF endorsement and financial support of meetings organized by CNS societies (depending on budget and on a selected basis)
- Targeted support and media training
- Use of the IOF logo (subject to guidelines)
- Discounted subscription to Osteoporosis International
- Opportunity to meet key researchers and opinion leaders in the osteoporosis field

NEW MEMBERS IN 2009

- Integral Medical Care – Guatemala
- Osteoporosis Awareness Society of Kuala Lumpur – Malaysia
- Umbrella Organization of German Speaking Osteoporosis Patient Societies – Austria
- Osteo Stop - Osteoporosis Italian Association

Louisa Zhang
Chair CNS
Famida Jiwa
Vice-Chair CNS

A complete list of IOF member societies is available on the IOF website www.iofbonehealth.org
Committee of Corporate Advisors

Corporations from a broad number of fields are an important part of IOF’s unique tripartite membership structure. In 2009 the Committee of Corporate Advisors (CCA) comprised 30 members across all sectors of industry, including leading companies in pharmaceuticals, medical diagnostics, consumer products, food and nutrition, banking, and advertising.

As members of IOF, companies within the CCA pay a one-time entry fee and contribute yearly dues which help support IOF’s essential programmes and projects. The companies thus demonstrate their commitment to IOF’s work in fighting a serious global health problem. Many CCA members also partner with IOF (see page 35) to support specific educational projects and outreach programmes.

Representatives from the CCA are often able to provide valued advice and support based on their corporate management experience and knowledge of the field that is of enormous and assistance to IOF.

IOF welcomes applications from corporations that would like to play a role in promoting bone health through their membership in the CCA.

NEW MEMBERS IN 2009

• EffRX
• Danone Research
• Yoplait
• Graftys

Members of the CCA as of December 2009

• Alpro NV
• Amgen GmbH.
• Asahi Kasei Pharma Corporation
• Bayer Schering Pharma AG
• Danone Research
• EffRX Inc.
• Eisei Co. Ltd
• F. Hoffman-La Roche Ltd.
• Fonterra Brands Ltd.
• Friesland Foods
• GE Healthcare
• Graftys
• Hologic Europe NV
• Immunodiagnostics Systems Ltd.
• Lilly
• Medtronic
• Merck
• Nestlé Suisse S.A.
• Novartis Pharmaceuticals
• Nycomed Pharma AG
• Procter & Gamble Pharmaceuticals
• Sangemini S.p.A.
• Sanofi-Aventis
• Servier International
• Takeda Pharmaceutical Industries Ltd.
• Teijin Pharma Ltd.
• Teva Pharmaceutical Industries Ltd.
• Tongjiang Chinese Medicines Company
• Wyeth Pharmaceuticals
• Yoplait

GlaxoSmithKline was a corresponding member in 2009

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
• Wyeth
The Committee of Scientific Advisors (CSA) is a core membership committee comprised of the world’s top research and clinical experts, elected to the committee by their peers on the basis of scientific merit and experience. The CSA ensures that IOF has an influential and important global reach in the science and medical arena. Through the expertise of the committee members, IOF is able to plan and implement educational and research projects of international significance, often in partnership with other scientific societies.

In 2009 the Committee included 95 experts from leading research and medical institutes around the world. The stated objectives of the committee are to:

- advise the Board in all scientific matters related to IOF;
- further the clinical and basic research objectives of IOF;
- support national policy changes; and
- provide recommendations for practice in the care of osteoporosis on a global dimension.

NEW MEMBERS IN 2009

- Patricia Clark, MX
- Didier Hans, CH
- Joseph Foldes, IL
- Gerolamo Bianchi, IT
- Jörg Goldhahn, CH
- Sarath Lekamwasam, LK

Members of the CSA as of December 2009

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<th>Chairman</th>
<th>Cyrus Cooper, UK</th>
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<td>Vice-Chairman</td>
<td>René Rizzoli, CH</td>
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Cyrus Cooper
Chair CSA

René Rizzoli
Vice-Chair CSA

NEW MEMBERS IN 2009

- Patricia Clark, MX
- Didier Hans, CH
- Joseph Foldes, IL
- Gerolamo Bianchi, IT
- Jörg Goldhahn, CH
- Sarath Lekamwasam, LK

Corresponding Members

Aurelio Borelli, BR
Narong Bunyaratavej, TH
Martina Dören, DE
Erik F. Eriksen, CH
Jose Luis Ferretti, AR
Shi-fu Guo, CN
Franz J. Jakob, DE
E. Lau, CN
Pierre J. Meunier, FR
Eric S. Orwoll, USA
Mario Passeri, IT
Christiane Poulart, BE
Markus J. Seibel, AU
Alan J. Silman, UK
Christian Wüster, DE
IOF further advances scientific advances in the field by running or supporting world-class scientific conferences, supporting innovative research, and by expanding professional education and training in osteoporosis.

### Scientific Congresses and Meetings

#### IOF World Congress on Osteoporosis

Held every two years, the IOF World Congress on Osteoporosis has established itself as 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). In response to the unfortunate cancellation of the IOF World Congress on Osteoporosis in Bangkok in December 2008, registrants and abstract presenters were given the possibility to participate at two meetings held in March 2009. IOF partnered with the European Society for Clinical and Economic Aspects of Osteoporosis and Osteoarthritis (ESCEO) at the ECCEO9-IOF Congress in Athens, held in March 2009, and also at the Annual Scientific Meeting of the International Society for Clinical Densitometry (ISCD) held in Orlando, Florida in March 2009.

The successful partnership with ESCEO will continue at the upcoming joint meeting of the IOF World Congress on Osteoporosis and ECCEO10 to be held from May 5-8, 2010 in Florence, Italy and the ECCEO11-IOF meeting from March 23-26, 2011 in Valencia, Spain.

#### IOF Regionals

In keeping with its plans for regional development (see page 9), IOF is placing a greater focus on regional conferences by establishing a new series of meetings, the IOF Regionals. The IOF Regionals will enable a greater number of health professionals to attend top quality scientific conferences ‘close to home’ and at lower cost. The IOF Regionals will also address specific local issues, thus better meeting the information needs of health professionals in the region. It is expected that an important ‘side effect’ will be the strengthening of the osteoporosis movement in the regions, giving local researchers an international platform for their work and generating public and policy interest in osteoporosis and its management.

IOF Regionals are planned in Singapore, December 10-13, 2010 and in Buenos Aires, Argentina in 2012.

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**SUPPORT/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.

Meetings co-organized, endorsed or supported by IOF in 2009 included:

- ISFR Symposium ‘Osteoporosis: from evidence to action’ December 4-5, 2009, Monte Carlo, Monaco
- Musculoskeletal Diseases and Frailty Fractures Congress November 21-22, 2009, Brumana, Lebanon
- 4th Middle East Training Course on Osteoporosis (METCOP4) November 12-13, 2009, Milveckpick Resort & Spa Dead Sea, Jordan
- ASPOR National Medical Congress October 2009, Romania
- Prevention, Management and Control of Osteoporosis Workshop October 13-15, 2009, Tehran, Iran
- 6th International Congress on Glucocorticoid Induced Osteoporosis GIO 2009 October 8-10, 2009, Siena, Italy
- 8th SIBOMM Congress October 1-3, 2009, Foz de Iguaçu, Brazil
- Bèmes Journées de Pathologie Osseuse, October 2-3, 2009, Angers, France
- 5th Lithuanian Conference on Osteoporosis October 2009, Vilnius
- Asian Osteoporosis Conference September 25-27, 2009, Beijing, China
- III Central European Congress on Osteoporosis and Osteoarthritis and XV Congress of the Polish Osteoarthrology Society and Polish Foundation of Osteoporosis September 24-26, 2009, Krakow, Poland
- 7th International Symposium on Nutritional Aspects of Osteoporosis May 7-9, 2009, Lausanne, Switzerland
- Osteocourse - Multidisciplinary Course on Osteoporosis FENAPCO and SOBRAO, May 2009, Brazil
- National Conference on Osteoporosis and Thyroid Disorders April 10-12, 2009, Plovdiv, Bulgaria
- V Congreso ACOMM Osteoporosis/5º ACOMM Congress April 30 - May 3, 2009, Medellin, Colombia
- 3rd Skeletal Endocrinology Meeting March 27, 2009, Brescia, Italy
- ANZBMS/IOF Clinical Densitometry Training Course March 20-21, 2009, Sydney, Australia
- ECCEO 9 - IOF March 18-21, 2009, Athens, Greece
- ISCD- IOF Annual Scientific Meeting March 11-14, 2009, Orlando, Florida, USA
- Asian Advanced Training Course March 2009, Hong Kong, China
- Osteoporosis Training Courses for Urologists February - October 2009, Austria
- Belgian Bone Club Clinical Update Symposium January 17, 2009, Brussels, Belgium
- Training Courses on Effective Management and Prevention of Osteoporosis, organized by the National Association of Osteoporosis Georgia, January-July 2009
Training and Education

IOF Osteoporosis Diagnosis Course, with Densitometry Certification

Working in partnership with national or regional member osteoporosis societies, IOF has developed a non-profit training course for physicians and other health professionals to better equip them to identify and manage 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 experts in the field, primarily members of the CSA. The course leaders are Marius Kränzlin and René Rizzoli.

In 2009 more than 800 participants attended courses held in Turkey, Romania, India, Malaysia, Syria, Australia, Poland, Singapore and Austria.

IOF Advanced Training Course on Osteoporosis

Held annually since 1991 in Lyon, France, this training course is regularly attended by around 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. Each year, IOF offers up to 20 grants to healthcare professional working with IOF member societies.

The 18th IOF Advanced Training Course on Osteoporosis, with some 200 attendees from around the world, took place from February 3-5, 2009. Participants were granted 15 educational credits from the European Accreditation Council for Continuing Medical Education (EACCME). IOF Board member Socrates Papapolous was elected by the Board to chair the popular annual course beginning in 2010. IOF plans to hold future courses in Geneva, Switzerland as of 2011.

Regional Training Courses

IOF Advanced Training Course on Osteoporosis in Latin America

More than 100 attendees participated in the 7th IOF Advanced Training Course in Latin America which was held in conjunction with the V Colombian Congress on Osteoporosis organized by ACOMM in Medellin, Colombia from April 30 - May 1, 2009. As in the past, the program was taught by a regionally and internationally renowned faculty. In addition, it was the first time that an English speaker was invited - attendees and sponsors were delighted with the special lecture by IOF President John Kanis. The course evaluations were excellent and as a result, IOF Latin America will continue to support the training courses in other cities of the region.

IOF Paediatric Bone Health Training Course

A new IOF education 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 paediatricians (practitioners, nephrologists and endocrinologists), nutritionists, paediatric 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. In 2009, courses were held in Medellin, Colombia on May 3, 2009 and in Buenos Aires on June 5, 2009.
CSA Working Groups and Research Projects

Full Members of the CSA are invited to join working groups based on their different areas of expertise. The objectives of the different working groups are to formulate global policy guidance, scientific guidelines and general statements; to update IOF positions as appropriate; and to develop educational and research projects of international relevance.

The eight current CSA working groups are:

- **Bone Imaging Working Group**
  Co-chaired by Dr Mary Bouxsein and Professor Harry Genant
- **Educational Activities for Young Investigators Working Group**
  Chaired by Professor Ego Seeman
- **Epidemiology/Quality of Life Working Group**
  Co-chaired by Professors Cyrus Cooper and John Kanis
- **Fracture Working Group**
  Chaired by Professor Kristina Åkesson
- **Inadequate Responders Working Group**
  Chaired by Professor A. Diez Perez
- **Joint IOF-IFCC Bone Marker Standards Working Group**
  Co-chaired by Professor Cyrus Cooper and Professor Samuel Vasikaran from the International Federation of Clinical Chemistry and Laboratory Medicine (IFCC)
- **Nutrition Working Group**
  Chaired by Dr Ambrish Mithal
- **Pathophysiology Working Group**
  Chaired by Professor Serge Ferrari

NEW IN 2009

Joint IOF-IFCC Bone Marker Standards Working Group

This joint partnership will comprise key members of the International Osteoporosis Foundation (IOF) and the International Federation of Clinical Chemistry and Laboratory Medicine (IFCC), and will seek to identify a standard bone resorption marker and a bone formation marker for fracture risk assessment and monitoring of osteoporosis treatment. An upcoming project is the publication of an IOF-IFCC Position Paper on bone marker standards for clinical and research practice.

Inadequate Responders Working Group

A working group of IOF has been appointed for defining the criteria of inadequate response to anti-osteoporosis treatments. In a separate paper this working group will analyze the basis for a definition of an inadequate response and the important number of scientific issues around this concept. In spite of these limitations, there is a clear need of such a definition in clinical practice, because practice variability is important.

Educational Tools and Other Initiatives

NOGG – National Osteoporosis Guideline Group
Osteoporosis - Clinical guideline for prevention and treatment

Through its Invest in Your Bones programme, IOF provided unrestricted educational support for a series of free half-day workshops throughout the UK. The workshops aimed to:

- raise awareness of osteoporosis and fracture risk assessment amongst primary care physicians; and
- increase the development and implementation of local osteoporosis management protocols in line with the NOGG guideline.

Following the workshops, the IOF NOGG Report was distributed electronically to a wide audience of health professionals, including GPs, hospital doctors, nurses, pharmacists, prescribing advisors, occupational therapists and falls prevention coordinators. The report can be downloaded from the IOF website.

International Costs and Utilities Related to Osteoporotic Fractures Study (ICUROS)

ICUROS, led by Dr. Fredrik Borgström and colleagues at i3 Innovus (Sweden) and endorsed by IOF, aims to investigate the consequences of osteoporosis-related fractures in terms of costs and health-related quality of life (QoL) in an international perspective. 2775 fracture patients have been recruited from Austria, France, Italy, Lithuania, Spain, US and Russia. Countries such as UK, Germany, Australia and Mexico are about to enrol in the study. Further information and news are available on the IOF website.
GLOBAL VITAMIN D STATUS AND DETERMINANTS OF HYPOVITAMINOSIS D (2009)

A 2009 report was compiled by the IOF CSA Nutrition Working Group for publication in the journal Osteoporosis International. The report reviews the scope and causes of low vitamin D levels in six regions: Asia, Europe, Latin America, Middle East and Africa, North America and Oceania. It revealed that populations across the globe are suffering from the impact of low levels of vitamin D. The problem is widespread and on the increase, with potentially severe repercussions for overall health and fracture rates.

The report findings suggest that prevention strategies must be initiated at the national level - especially given the increasing ageing of populations in many regions of the world. National plans of action could encourage safe, limited exposure to sunlight and improved dietary intake of vitamin D, whilst also considering fortification of foods.

Regional reports for Asia, Europe, Latin America, Middle East and Africa, North America and Oceania are available on the IOF website. Recommendations for vitamin D supplementation and level of adequacy are to be published in 2010.


VALIDATION OF THE IOF QUALITY OF LIFE QUESTIONNAIRE FOR PATIENTS WITH WRIST FRACTURE

The Working Group for Quality of Life has developed a questionnaire specifically for patients with wrist fracture. This questionnaire can be used as a supplement to the Qualeffo-41. The IOF-wrist fracture questionnaire appears to be a reliable and responsive quality of life questionnaire, showing sufficient repeatability, high internal consistency and adequate sensitivity to change. It is ready for use in patients with wrist fracture, preferably in combination with Qualeffo-41 for overall evaluation of quality of life with regard to osteoporosis. The questionaires are available on the IOF website.


FRAX® - Identifying people at high risk of fracture

WHO Fracture Risk Assessment Tool, a new clinical tool for informed treatment decisions

This new 16-page report was issued on World Osteoporosis Day 2009 in order to bring understanding of the WHO Fracture Risk Assessment Tool (FRAX®) to a broad audience of health professionals, policy makers, and interested laypersons. The report outlines the background, rationale and development of FRAX® and shows how the tool can be incorporated into the clinical setting. It is authored by Dr. Eugene McCloskey of the University of Sheffield, a key developer of FRAX®.

The report has been distributed via IOF’s member societies and can be downloaded on the IOF website in English, French and Spanish.

IOF FRAX® Slide-Kit

A slide-kit has been developed to facilitate the understanding and teaching of the WHO Fracture Risk Assessment Tool (FRAX®) for interested clinicians and healthcare professionals. The material is freely available from the IOF website and contains the most relevant data linked to the development of FRAX®, with commentaries highlighting the key messages to convey when speaking about fracture risk. The slides are for health professionals’ use and can be easily inserted into presentations.
Invest in Your Bones Campaign

The Invest in Your Bones Campaign (IYB), initiated in 2002, completed its fourth phase in 2009. It focuses on five countries, France, Germany, Italy, Spain and the UK, but also aims to promote best practice and policy change throughout Europe. The campaign was supported by a consortium of six corporate sponsors: the Alliance for Better Bone Health (Sanofi-Aventis and Procter & Gamble), Eli Lilly, MSD, Novartis, Servier, and Wyeth.

Key objectives of the IYB Campaign include:

- support and promote advocacy initiatives at the EU level and in the five IYB countries;
- promote the implementation of national osteoporosis management guidelines;
- educate health care providers and policy makers on the use of the FRAX® tool;
- support osteoporosis awareness initiatives;
- support research to evaluate patient quality of life and economic impact of osteoporosis in Europe (ICUROS study), as well as studies aiming to quantify the burden of disease and access to osteoporosis management in Europe; and
- promote and disseminate evidence and best practice of Models of Care for Secondary Fracture Prevention in Europe.

In 2009, the IYB campaign achieved important outcomes, continuing to have significant impact in terms of awareness-raising for patients, education and training for health care professionals and increased awareness of the issues at the EU level. In addition, EU advocacy activities have shown promising developments. FRAX® tools (including the slide kit and pad) have been produced and widely disseminated. With regard to research initiatives, the ICUROS Study promises to yield important data for quality of life issues facing the millions of people suffering from osteoporosis and fractures.

Scientific Publications

Osteoporosis International

One of the most cited publications in the bone field, Osteoporosis International, is a joint publication of IOF and the National Osteoporosis Foundation (NOF), USA. The monthly journal is the leading international publication that focuses specifically on the diagnosis, treatment, epidemiology and management of osteoporosis. In addition to original peer-reviewed research papers, the journal publishes position statements and guidelines and includes frequent supplements containing the abstracts of major osteoporosis meetings. Special subscription rates are offered to IOF members.

WEB  http://www.springer.com/medicine/orthopedics/journal/198
EDITORS  John Kanis and Robert Lindsay
PUBLISHER  Springer

Archives of Osteoporosis

This open access online international multidisciplinary journal is a joint initiative of IOF and the National Osteoporosis Foundation (NOF), USA. The journal serves as a forum for the communication and exchange of localized regional observations related to osteoporosis and other metabolic bone diseases and is a useful resource for the publication of technical reports, guidelines, meeting manuscripts and abstracts from member societies around the world.

Progress in Osteoporosis

Summaries and Critical Analyses of the Current Literature

Progress in Osteoporosis is 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 9500 already registered.

WEB  http://www.iofbonehealth.org/pio
Scientific 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 $5000 in prize money, the Medal is presented every second year. The 2008 Medal of Achievement was awarded to Professor Ego Seeman, IOF Board member and leading scientist and educator in the field of osteoporosis. Due to the cancellation of the IOF World Congress in Bangkok in December 2008, the award ceremony was deferred to the Joint ISCD-IOF meeting held from March 11-14, 2009 in Orlando, Florida. IOF President Professor John Kanis presented the award, stating that “Ego Seeman is among the most respected thought-leaders in the field of osteoporosis research, and is renowned as both a scientist and as an educator, scientific editor and speaker”.

IOF-Servier Young Investigator Research Grant

The IOF-Servier Young Investigator Research Grant, valued at €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. Dr. Roger Zebaze, Research Fellow at the Department of Endocrinology, Austin Health, University of Melbourne was named the winner of the 2008 IOF-Servier Young Investigator Research Grant in an award ceremony held on March 18, 2009 at the ECCEO9-IOF meeting in Athens. Dr. Zebaze’s winning project investigates whether reduced bone strength due to structural abnormalities, independent of bone mineral density, contributes to distal radius fractures in childhood. The results of the project will ultimately help devise adequate preventative and therapeutic measures for childhood fractures.

Pierre Delmas Award

This award, named after Pierre Delmas, the late Founding President of IOF is presented every two years. It honours an individual who has made a significant 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. Professor Jean-Yves Reginster of Belgium, a founding member of the IOF Board and IOF General Secretary from 1998 to 2007, was awarded the award at a ceremony held at the opening of the ECCEO9-IOF Meeting in Athens on March 18, 2009.
IOF World Wide Conference of Osteoporosis Patient Societies (IOF WWC)

This conference, held every two years, has become a focal point of the osteoporosis patient movement, providing a unique opportunity for representatives of IOF member patient societies to share information about successful national programs, exchange experience, and participate in skill-building workshops. IOF provides free registration, hotel accommodation, social activities and meals for two representatives from each IOF CNS member society. Previous conferences have taken place in Miami, Bangkok, Istanbul, Lisbon, Naples, Chicago, and Toronto.

In 2009 the Conference was held for the first time in China, in conjunction with the launch of the Asia Audit report (see page 25). More than 125 participants from 48 countries (and a record number from Asia!) met at the Beijing International Hotel to listen to dynamic presentations and participate in workshops on a wide range of themes, including:

- reaching primary health care professionals;
- influencing policy makers and working with governments;
- selling the message about fracture prevention;
- generating media;
- fractures and Falls; and
- building capacity and fundraising.

Informative lectures on the latest clinical developments were presented at the scientific session and members were invited to showcase their innovative activities and campaigns at the popular 'Bright ideas' session. Further highlights included the keynote presentation by leading Australian business woman Naseema Sparks on the 'Power of Patient Societies', the OsteoLink presentation, videos of previous award winners highlighting their campaigns, and above all, the award ceremonies announcing the 2009 winners of the IOF Linda Edwards Memorial Award and the IOF-Amgen Health Professional Grants (next page).

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.

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 presenting or speaking before the media or a large audience.

In 2009, media training courses were held during the IOF Business Meetings in Athens, March 2009 for a total of 15 participants.
Awards for Member Societies

IOF-Linda Edwards Memorial Grant

The Arthritis Foundation of India Trust was the recipient of this prestigious grant in 2009. Valued at CHF 20 000, the Grant is awarded every two years to a dynamic young member society in memory of the late Linda Edwards, one of the founders of the global osteoporosis patient movement and former director of the UK’s National Osteoporosis Society. The award is intended to help ‘young’ IOF member societies carry out their work in raising awareness, preventing osteoporosis, and improving the care of patients at the national level. The society must 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. Past awards have been received by members from Greece (2007); Slovenia (2005); and Romania (2003).

IOF-Amgen Health Professionals Awareness Grants

The IOF-Amgen Health Professional 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. The IOF-Amgen Health Professional Grants – in 2009 five grants of $10 000 each - support innovative and cost effective projects by IOF member societies directed at health professionals. In 2009 the winners were:

- Armenian Osteoporosis Association
- Aktion Gesunde Knochen – Action for Healthy Bones (Austria)
- Bulgarian League for the Prevention of Osteoporosis (BLPO)
- Hungarian Osteoporosis Patient Association (HOPA)
- Osteoporosis Society Singapore

Regional Overview

Asia

The publication of the landmark Asian Audit report and the first IOF World Wide Conference of Patient Societies held in Beijing made for an active year in the Asia-Pacific region. Both events were instrumental in directing media attention to osteoporosis, and the Audit Report represents a valuable new ‘calling card’ for the policy and public awareness campaigns of national societies in Asia. IOF President John Kanis’ participation at OSPFI’s 2009 World Osteoporosis Day press activities in the Philippines, where he met with health officials and presented at a scientific meeting, was helpful in energizing research and policy efforts in the country.

IOF cooperated with the China Health Promotion Foundation (CHPF) to stage the Asian Regional Conference on Osteoporosis immediately following the IOF WWC in Beijing. IOF will continue to work together with CHPF to promote awareness about osteoporosis in China.
Latin America

2009 was a period of transition in which new regional coordinator Ms. Monica Caló took over the organizational management of IOF Latin America. Fundraising efforts were intensified which allowed for the expansion of regional programmes.

Numerous meetings and projects were carried out successfully throughout the year. In May 2009 IOF Latin America organized the IOF Latin America Symposium – held in Medellin within the framework of ACOMM’s (Colombia) annual meeting, the III Pediatric Bone Health Training Course and the VII Advanced Training Course on Osteoporosis. IOF President John A. Kanis spoke at the Medellin symposium and also attended the SIBOMM meeting in Brazil in October 2009. An additional Pediatric Bone Health Training Course was held Buenos Aires in June 2009.

As in the past, the support of IOF Latin America’s ‘IOF Angels’, a group of dedicated volunteers, contributed to the success of IOF Latin America’s outreach and public awareness activities. Volunteers coming from Argentina, Chile, Mexico, Venezuela and Uruguay participated in the 2010 Calendar ‘Every month think of your bones’ which was launched on 27th October at a press conference event in Buenos Aires. The press conference attracted great media interest and broadly broadcast on nationwide newspapers and radio stations during the following month. October was declared ‘Bone Health Month’, setting the stage for one of the region’s strongest World Osteoporosis Day campaigns. In Argentina this included a press conference, TV spot, bill boards and a declaration in Buenos Aires City Hall Legislative Body.

Middle East

IOF Board Member Dr. Basel Masri was appointed regional representative for the Middle East. A successful 4th Middle East Training Course on Osteoporosis (METCOP4), a regional training course held in partnership with the Pan Arab Osteoporosis Society (PAOS) was held in Jordan in November 2009. The 5th Pan Arab-IOF Osteoporosis Diagnostic Course, hosted by the Pan Arab Osteoporosis Society (PAOS), in Damascus was held in July 2009 for 107 participants.
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

Building on the many achievements of recent years, IOF remains committed to meeting its policy goals to ensure that osteoporosis is a healthcare priority in all EU countries and that EU citizens have equitable access to diagnosis, treatment and reimbursement.

The Eight Recommendations from the European Commission (1998) Report, together with the audit report Osteoporosis in the European Union in 2008 published last year, continued to be landmark reports for policy work in the EU. Many countries continue to use these reports as a lobbying tool in reinforcing policy and advocacy efforts in their countries.

Slovenia The Slovenia Osteoporosis Society used the report to advocate for bone densitometry reimbursement for women over 65 years and men over 70 at high-risk of osteoporosis.

Austria The report generated widespread media with flow-on political impact. The report was also presented to the Austrian Congress and quoted by the Ministry of Health.

Ireland The Irish Osteoporosis Society obtained government funding to conduct awareness campaigns in schools. The report was an effective advocacy tool.

Bulgaria In March 2009, the association Women without Osteoporosis organized a roundtable on the theme “Osteoporosis patients’ rights in Bulgaria: European perspectives”. Members of the Bulgarian parliament and the co-chair of the European Parliament Osteoporosis Interest group supported the event with an official statement being submitted to the Ministry of Health.

United Kingdom The report was particularly useful in highlighting the differences in hip fracture rates across the EU. Such comparisons are effective in demonstrating how the UK’s governments and executives, in addition to the health and social care systems, need to do more to prevent fragility fractures.

EU Parliament Osteoporosis Interest Group Co-chairs

EUROPEAN PARLIAMENT OSTEOPOROSIS INTEREST GROUP

The members of the EU Osteoporosis Interest group, an informal, all-party group created in 2001, work towards stimulating policy developments both at national and European levels by increasing awareness about osteoporosis. Angelika Niebler (MEP Germany), Co-chair since 2001, stepped down from her position and was replaced by Anja Weisgerber (MEP Germany). Anja Weisgerber, a lawyer, was elected to the European Parliament in 2004 and is an active member of the Committee on the Environment, Public Health and Food Safety. Mary Honeyball (MEP UK) continues as Co-chair of the IOF EP Osteoporosis Interest Group. IOF will work to renew the group and create synergies and collaborate with other related interest groups, leverage advocacy activities within other EU institutions, and ask several written parliamentary questions on osteoporosis.

EUROPEAN COMMISSION

On 03 September, IOF met with the EU Commissioner for Health Androulla Vassiliou to discuss the status of osteoporosis in the EU and areas for improvement, the European Commission support to osteoporosis patients in Europe, and possible strategies to maximize IOF’s work at the EU level. In addition, IOF invited the Commissioner to join the EU Osteoporosis Consultation panel meeting on October 7.

The EU Health Policy Forum, recently formed by the EU Commission, is an information and consultation mechanism that ensures that the aims of the European Community’s health strategy are made clear to the public and respond to their concerns. Healthy ageing, a strong focus for both the Commission and the Council for the years 2008-2013, will be among the Forum’s topics for discussion. IOF submitted an application for membership to the EU Health Policy Forum in October 2009.
The 8th IOF EUROPEAN UNION OSTEOPOROSIS CONSULTATION PANEL meeting took place on 07 October 2009 in Brussels. Thirty-four participants from 15 EU countries were present, including Anja Weisgerber, MEP Germany.

Dr Eduardo Fernandez Zincke, cabinet member of the EU Commissioner for Health, also attended the meeting.

John Kanis, IOF President, described the possible implications of the FRAX® tool in policy and clinical decision-making. By assessing the ten-year risk of osteoporotic fracture in individuals, FRAX® is an extremely useful tool for health economic analysis: it helps to establish fracture probabilities at which treatment becomes cost-effective. Treatment guidelines and reimbursement strategies are to be developed and the burden of disease needs to be evaluated. IOF therefore supports a study systematically reviewing and comparing burden of disease and patient access to osteoporosis management. The scope of this study initially focuses on five of the main EU countries (France, Germany, Italy, Spain and the UK), but may be enlarged to other EU countries in the future.

Building on previous achievements, and setting the scene for the panel discussion, Victoria Monti, IOF Policy Manager, elucidated possible strategies for future work within the different EU institutions and groups concerned with osteoporosis.

Following an informative panel discussion on strategies led by Socrates Papapolous, Panel Senior Advisor, the last session of the meeting was dedicated to the development and implementation of osteoporosis management guidelines. Juliet Compston stressed the importance of developing national guidelines to provide a uniformly high standard of clinical care across healthcare sectors, provide cost-effective and clinically appropriate care, and educate healthcare professionals. Osteoporosis guidelines should include FRAX® in the case-finding strategy, be underpinned by cost-effectiveness analysis and include all approved interventions appropriate for different patient groups, including men and glucocorticoid-treated subjects.

At the close, panel members committed to continuing their advocacy work to have osteoporosis declared a national health priority, and to encourage their MEPs to join the EP Osteoporosis Interest Group.

COUNCIL OF THE EUROPEAN UNION

IOF met representatives of the Belgian Government, who will take over Europe’s presidency on 01 July 2010, to discuss the possibility of including osteoporosis among the health priorities of the Belgium Presidency, with the aim of obtaining Council Conclusions on prevention and management of osteoporosis in the EU. Belgium has recently announced that it will tackle the issue of patient organizations’ involvement in chronic disease management, with a special focus on respiratory and bone diseases. Council conclusions should be adopted by the 27 EU countries during the October 2010 Ministerial Conference. IOF submitted a strategy paper “European Union 2010 – A Chronic Disease Strategy – Osteoporosis Example” to contribute to the development of the overall health agenda for the Conference of Ministers.

The success of IOF’s policy work in Europe will form the benchmark for future work in other regions - Asia, Middle East and Latin America.
The Asian Audit
Epidemiology, costs and burden of osteoporosis in Asia 2009

A landmark report was launched on September 22, 2009 in Beijing, China in conjunction with the IOF Worldwide Conference of Osteoporosis Patient Societies. It is authored by Ambrish Mithal (Lead Author), Vibha Dhingra, and Edith Lau, in cooperation with IOF member societies in 14 Asian countries, regions and territories.

The report is the first to collect information on epidemiology, burden and costs in individual countries, as well as collectively across Asia, in one document. The report has been useful as a tool to support the call for improved fracture prevention and management across Asia and gives impetus to the individual national campaigns for improvements in osteoporosis prevention and management.

The complete report, executive summary, and country chapters can be downloaded from the IOF website.
World Osteoporosis Day
October 20, 2009

World Osteoporosis Day 2009 (October 20) was the second year of a call to action campaign with a health policy focus under the motto Stand Tall for Bone Health. The campaign calls on government health officials around the world to recognize osteoporosis as a health priority; spreads the message that more needs to be done by national governments and health insurers to promote early detection and offer reimbursement for those at risk of fracture; and urges individuals to take responsibility for their bone health and to support the work and advocacy efforts of their national osteoporosis societies.

For World Osteoporosis Day 2009 IOF prepared a series of posters, bone health quizzes for children and adults and a fact sheet. In order to underline the importance of fracture prevention through the identification of individuals most at risk, IOF issued a new 16-page thematic report FRAX® - Identifying people at high risk of fracture (see page 17). A series of press releases issued through international news agencies resulted in significant media and public outreach, as evidenced by a 44% rise in visitors to the IOF website.
Global World Osteoporosis Day Events

IOF’s 194 national member societies from around the world carried out local World Osteoporosis Day activities under the ‘Stand Tall’ banner, many promoting the FRAX® report and making use of IOF materials such as posters, fact sheets and quizzes.

Below is a very brief overview of some of the activities carried out by IOF member societies:

**ASIA/OCEANIA**

**Australia** Osteoporosis and Men brochure released at press conference, with support from VIP spokesmen

**Hong Kong** Oct. 18 ‘City walk’ in central Hong Kong; Oct. 24 Action for Mobility (Fonterra)

**India** World Osteoporosis Day launch of booklet for doctors, road shows for the public; essay competition for medical students with cash prizes

**Japan** Posters distributed at 2324 medical clinics throughout the country

**Malaysia** WOD carnival featuring many activities for consumers, launch of ‘Health Bone for Life programme’

**Philippines** scientific conference, large public event, press conference at Dept. of Health with IOF participation. TV media coverage alone reaches more than 30 million people

**Singapore** Minister of State gives keynote address at large public event

**Sri Lanka** Media campaign focused on messages of Asian Audit report

**Vietnam** Media campaign, TV program

**EUROPE**

**Armenia** Various activities including VIP event for women, talks at schools, TV interviews, free DXA testing, FRAX® talk to doctors

**Austria** Start of nursing home initiative in cooperation with Chamber of Nursing Homes, to help identify patients with vertebral fractures and provide data for study; public information booths organized by self-help groups

**Bulgaria** Major organizations join forces to further understanding of
FRAX®; large-scale testing at University medical centers; large-scale press conference

Czech Republic International osteology congress held

France Targeted media campaign to raise awareness of fracture risk

Germany Public session in Berlin, Women Leaders Roundtable with IOF participation; press conferences; nationwide telephone hot lines

Greece Various events in Athens and Thessalonika for public and health professionals; school programme

Hungary Media campaign, including TV programme

Ireland Public information sessions, media (radio programme) and physician training

Italy Press event in Rome’s Chamber of Deputies; campaign launched to increase calcium-intake in pregnant women; supplement issue with IOF article and WOD poster in Milan Sunday newspaper

Norway World Osteoporosis Day public information booths set up at pharmacies, hospitals and railway stations

Macedonia Information for public provided at large shopping mall, lecture to physicians on FRAX® and its importance to informed treatment decisions

Romania Media campaign, including TV interview, online interactive press conference

Slovakia Press conference, information campaign, open door days in osteocenters, advertising, tours, regional activities

Spain Week-long media campaign; cooking workshops, walks, lectures

Switzerland Osteoporosis Prevention Days with free admission for the general public; TV commercial on the main TV stations; newspaper supplement; press releases and informational brochures for doctors’ offices

United Kingdom The Duchess of Cornwall attended one stop of the ‘Bone Factor Tour’ joining TV dance judge Craig Revel Horwood; press release

LATIN AMERICA

Argentina Educational talk and tango lessons; public session in Cordoba, billboards in Buenos Aires and City Hall approves resolution in support of World Osteoporosis Day

Bolivia Patient workshops focusing on nutrition, exercise and risk factors

Brazil ‘Walk for your Bones’ on Copacabana followed by public sessions, free BMD testing, risk test etc.; gala fundraising dinner

Chile Health professional conference; media campaign including one-hour TV programme called ‘quality of life’ dedicated to osteoporosis

Colombia Media campaign throughout month of October

Costa Rica WOD public session aimed at women (theme menopause and osteoporosis), supported by press conference and featuring different events like fashion show and play

Guatemala Open door event and public walk held in central location, including recreational activities and gymnastics demonstrations, free BMD testing

Panama Month-long campaign ‘National Alert Against Osteoporosis’, focusing on vitamin D insufficiency-Scientific seminars, ‘Osteovan’ offering BMD testing and information, special sessions for nursing students. Mascot ‘Huesina’ took part in separate events for children

Uruguay Workshop for teenagers between ages 14-15 from 7 schools

Venezuela VII SOVEMO scientific congress

MIDDLE EAST/AFRICA

Iran Three-day workshop on osteoporosis

Israel Event for women in parliament

Jordan Jordanian Osteoporosis Patient Society participates at First Int. Marathon in Amman

Pakistan Osteoporosis conference with Provincial Minister of Health of Gujranwala

Palestine Osteoporosis empowerment and educational camps for women throughout month of October 2009

South Africa Media campaign focused on calcium and vitamin D

Syria Series of conferences for calcium and vitamin D
**Timeless Women Campaign**

IOF and Medical Women's International Association (MWIA) support this international campaign which seeks to encourage women to educate themselves about osteoporosis and the need to treat it, ultimately empowering themselves to enjoy an active and independent lifestyle. Following a 2008 survey and website launch www.fortimelesswomen.com, the campaign launched a new initiative: *Timeless Moments*, which was presented with the participation of IOF in Berlin on October 19, 2009 on the occasion of World Osteoporosis Day. A launch in Greece took place on September 24, 2009. Campaign Ambassador Ursula Andress attended both events and spoke about her experience of living with and managing osteoporosis.

**OsteoLink**

IOF is taking the lead on an innovative new initiative called OsteoLink which is designed to enhance communications in the osteoporosis community and to benefit patients around the world through their local patient organizations. OsteoLink will provide a dynamic online forum and community based meetings for people with osteoporosis, their friends, families, physicians and other health professionals. The goal is to ensure that every person with osteoporosis has access to the tools and support they require to manage the physical and quality of life challenges of living with osteoporosis. It will also include tools to help improve the physician-patient dialogue, supplemented with teaching modules, online forums and materials to encourage physician education on osteoporosis.

An OsteoLink survey conducted in 2009 in 13 European countries and Australia, concluded that patients are not as well informed as they believe, leading to suboptimal management of their osteoporosis; patients do not fully understand the link between fracture prevention and adherence to treatment; more tools, in easy to follow language, and improved patient-physician dialogue is needed to help patients understand the importance of adherence to treatment for fracture prevention.

OsteoLink was launched at a well-attended press conference during the annual meeting of the ASBMR in September 2009 with the participation of IOF member societies and twenty-two health journalists. This was followed by a survey launch for 125 patient-society representatives at the IOF WWC in Beijing, China.

The initiative will continue to be one of IOF's most active programmes in the coming year, providing an innovative new tool for its members as well as significant visibility and lobbying opportunities.

**www.iofbonehealth.org**

The IOF website is an important and global information resource for public and health professionals, as well as for members and others in the osteoporosis community who wish to keep abreast of policy and research developments. It is the only online forum for the global osteoporosis community, providing, among other resources, links to osteoporosis societies worldwide; online tools in multiple languages such as the IOF One Minute Risk Test and calcium calculator; referenced worldwide facts and statistics; health professional teaching tools; and a compilation of osteoporosis guidelines. With more than 52,000 visitors per month, the IOF website continues to grow in popularity, with a broader scope and expanded content. Plans are underway to launch a newly designed website in 2011, featuring new content architecture, more interactivity, new media resources, and expanded content for health professionals.
Administration and Finance

THE IOF 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

As this year of transition comes to a close we are pleased that with strict financial controls and streamlining operations, IOF is on stable financial footing with an opportunity for growth in the coming years. While the closing of the Lyon office was difficult for all of us, the financial outcome for the Foundation was positive and it is clear that this step was critical to the long term success of IOF.

With the advice and guidance of the committed IOF Finance Committee, we have put new accounting procedures into place which allow for efficiencies in budgeting and forecasting as well as additional transparency for our Board. IOF will continue its conservative investment strategy and will be working to strengthen its financial reserves and to secure its future.

We are pleased to have received a grant from the Ambient Assisted Living (AAL) Association, and we will continue to look for additional grant opportunities in the coming year.

On behalf of IOF I thank our Committee of Corporate Advisors who have been committed to IOF even in this year of financial turbulence and we are pleased that with their support we have been able to weather these difficult years with a positive financial outcome. The support has permitted us to grow programs and support our family of CNS members.

We would like to extend special thanks to our accounting firm AMS (Accounting & Management Services SA) in Geneva and our auditors, the Geneva branch of BDO, for their expert and timely services.

We are optimistic as we head into 2010 knowing we are well placed to grow the IOF in a fiscally sound and sustainable way.

René Rizzoli
Treasurer
IOF Staff as of December 2009

IOF staff situated in Nyon Switzerland and in Buenos Aires, Argentina, manage the daily operations and implementation of IOF programmes and projects. They represent a wide range of skills and 14 nationalities, and speak 12 languages:

Patrice McKenney  
Chief Executive Officer

Judy Stenmark  
Chief Operating Officer

Nadia Akhmisse  
Meeting Manager

Joëlle Flach  
Development Coordinator

Ageeth van Leersum-Frikkee  
Science Administrator

Gilberto Lontro  
Graphic Designer, Webmaster, and Photographer

Victoria Monti  
Policy Manager

Lohes Rajeswaran  
Policy Coordinator

Evi Rossetti  
Accounts Coordinator

Laurence Triouleyre  
Committee of National Societies Coordinator

Denys Wahl  
Science Coordinator

PERMANENT CONSULTANTS

Fina Liu  
Managing Scientific Editor

Laura Misteli  
Website Editor and Publications Consultant

Laetitia Nauroy  
Science Advisor

LATIN AMERICAN OFFICE  Buenos Aires, Argentina

Victoria Barrachina  
IOF Latin America Assistant

Monica Calò  
IOF Latin America Coordinator Consultant
Operating Expenses

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<td>Outreach and Education</td>
<td>CHF 1 304 155</td>
<td>CHF 993 883</td>
</tr>
<tr>
<td>Promoting Policy</td>
<td>CHF 1 304 155</td>
<td>CHF 993 883</td>
</tr>
<tr>
<td>Change</td>
<td>CHF 1 304 155</td>
<td>CHF 993 883</td>
</tr>
<tr>
<td>Total Programs and</td>
<td>CHF 4 487 073</td>
<td>CHF 5 395 689</td>
</tr>
<tr>
<td>Projects</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other income</td>
<td>CHF 23 802</td>
<td>CHF 8 125</td>
</tr>
<tr>
<td>Total Operating</td>
<td>CHF 4 510 875</td>
<td>CHF 5 403 814</td>
</tr>
<tr>
<td>Revenues</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expenses</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Operating Account 2009

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial income</td>
<td>CHF 411 898</td>
<td>CHF 86 130</td>
</tr>
<tr>
<td>Financial expenses</td>
<td>CHF 517 995</td>
<td>CHF 673 049</td>
</tr>
<tr>
<td>Financial loss</td>
<td>CHF - 106 097</td>
<td>CHF - 586 919</td>
</tr>
<tr>
<td>Operating gain for</td>
<td>CHF 250 502</td>
<td>CHF 26 343</td>
</tr>
<tr>
<td>the year</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gain/(loss) for the</td>
<td>CHF 144 405</td>
<td>CHF - 560 576</td>
</tr>
<tr>
<td>year</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Detail ‘The 206: A Bone Fund’

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>CHF 59 730</td>
<td>CHF 24 516</td>
</tr>
<tr>
<td>Expenses</td>
<td>CHF 30 980</td>
<td>CHF 134 486</td>
</tr>
<tr>
<td>Increase/(decrease)</td>
<td>CHF 28 750</td>
<td>CHF - 109 970</td>
</tr>
</tbody>
</table>
## Assets

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current assets</td>
<td>5,340,151</td>
<td>2,836,615</td>
</tr>
<tr>
<td>Fixed assets</td>
<td>3,407,974</td>
<td>3,462,329</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>8,748,125</strong></td>
<td><strong>6,298,944</strong></td>
</tr>
</tbody>
</table>

## Liabilities

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short-term liabilities</td>
<td>3,530,132</td>
<td>1,376,462</td>
</tr>
<tr>
<td>Long-term liabilities</td>
<td>2,461,356</td>
<td>2,339,000</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>5,991,488</strong></td>
<td><strong>3,715,462</strong></td>
</tr>
</tbody>
</table>

### ‘The 206: A Bone Fund’

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening balance</td>
<td>953,296</td>
<td>1,063,266</td>
</tr>
<tr>
<td>Increase/(decrease)</td>
<td>28,750</td>
<td>-109,970</td>
</tr>
<tr>
<td><strong>Closing balance</strong></td>
<td><strong>982,046</strong></td>
<td><strong>953,296</strong></td>
</tr>
</tbody>
</table>

### Donation Capital

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening balance</td>
<td>1,630,186</td>
<td>2,190,762</td>
</tr>
<tr>
<td>Gain/(loss) for the year</td>
<td>144,405</td>
<td>-560,576</td>
</tr>
<tr>
<td><strong>Closing balance</strong></td>
<td><strong>1,774,591</strong></td>
<td><strong>1,630,186</strong></td>
</tr>
</tbody>
</table>

The figures indicated on pages 32-34 have been extracted from the statutory financial statements 2009 which have been subject to a limited statutory examination by BDO SA. The full set of the statutory financial statements 2009 and the report of BDO SA are available upon request at the IOF Secretariat, Nyon.
## Statement of Expenses

<table>
<thead>
<tr>
<th>Program and Projects</th>
<th>Direct Project Costs</th>
<th>Employee Costs</th>
<th>Supporting Services</th>
<th>Total Expenses 2009</th>
<th>Total Expenses 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Science</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>World-class scientific conferences</td>
<td>- 260 338</td>
<td>138 570</td>
<td>102 949</td>
<td>- 18 818</td>
<td>838 363</td>
</tr>
<tr>
<td>Support innovative research</td>
<td>1 475</td>
<td>67 014</td>
<td>56 923</td>
<td>125 412</td>
<td>198 594</td>
</tr>
<tr>
<td>Expand professional awareness</td>
<td>244 361</td>
<td>58 636</td>
<td>18 475</td>
<td>321 472</td>
<td>365 118</td>
</tr>
<tr>
<td>Training</td>
<td>178 366</td>
<td>110 831</td>
<td>81 190</td>
<td>370 387</td>
<td>477 716</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>163 864</td>
<td>375 051</td>
<td>259 538</td>
<td>798 453</td>
<td>1 879 791</td>
</tr>
<tr>
<td><strong>IOF Family</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expand the Network</td>
<td>3 676</td>
<td>9 061</td>
<td>7 754</td>
<td>20 491</td>
<td>51 304</td>
</tr>
<tr>
<td>Service Members</td>
<td>338 459</td>
<td>108 814</td>
<td>88 819</td>
<td>536 092</td>
<td>396 566</td>
</tr>
<tr>
<td>Total Internal meetings and conferences</td>
<td>162 555</td>
<td>205 553</td>
<td>163 097</td>
<td>531 204</td>
<td>668 146</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>504 690</td>
<td>323 427</td>
<td>1 087 787</td>
<td>1 116 016</td>
<td></td>
</tr>
<tr>
<td><strong>Promoting Policy Change</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Convince decision makers (publications, meetings)</td>
<td>165 802</td>
<td>189 339</td>
<td>162 222</td>
<td>517 363</td>
<td>792 312</td>
</tr>
<tr>
<td>Increase ability of IOF network to lobby for policy change</td>
<td>26 216</td>
<td>5 054</td>
<td>2 323</td>
<td>33 594</td>
<td>95 118</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>192 019</td>
<td>194 393</td>
<td>164 545</td>
<td>550 957</td>
<td>887 430</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></td>
<td></td>
<td></td>
<td></td>
<td>1 702</td>
</tr>
<tr>
<td>Assisting IOF members to provide the public energy</td>
<td>37 264</td>
<td>33 207</td>
<td>99 116</td>
<td>389 729</td>
<td></td>
</tr>
<tr>
<td>Assisting IOF members to develop education programs</td>
<td>45 597</td>
<td>18 005</td>
<td>79 132</td>
<td>4 076</td>
<td></td>
</tr>
<tr>
<td>Fundraising materials</td>
<td>57 639</td>
<td>10 131</td>
<td>7 594</td>
<td>162 819</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>140 500</td>
<td>61 343</td>
<td>51 999</td>
<td>253 842</td>
<td>558 326</td>
</tr>
<tr>
<td><strong>Total Program and Projects</strong></td>
<td>1 001 073</td>
<td>954 215</td>
<td>735 752</td>
<td>2 691 039</td>
<td>4 441 563</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>1 222 553</td>
<td>999 244</td>
<td>- 735 752</td>
<td>1 486 025</td>
<td>751 926</td>
</tr>
<tr>
<td>Raising money from existing and new sources (Fundraising)</td>
<td>54 049</td>
<td>29 259</td>
<td>0</td>
<td>83 308</td>
<td>183 982</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1 276 582</td>
<td>1 028 503</td>
<td>- 735 752</td>
<td>1 569 334</td>
<td>935 908</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>2 277 655</td>
<td>1 982 718</td>
<td>0</td>
<td>4 260 373</td>
<td>5 377 471</td>
</tr>
</tbody>
</table>

**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.

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 have been moved to the Swiss office. The French office was closed in 2009.

**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. As of December 31, 2009, International Osteoporosis Foundation - USA, Inc owes to the Foundation CHF 8,716 (2008 : CHF 8,490).

**Representation Office in Jordan**

In order to establish a presence in Middle East “IOF Lebanon” was established in 2006, this office was closed in 2008 and was replaced with an office in Amman, Jordan. 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.

**Risk assessment**

No risk evaluation has been performed by the board. The risks analysis will be done for 2010.
**Congresses, Conferences and Training Courses**

IOF Worldwide Conference of Osteoporosis Patient Societies (Beijing, 2009)

- **Gold sponsors** Amgen, Eli Lily, Novartis
- **Silver sponsors** Alliance for Better Bone Health (ABBH)

**Health Professional Education/Research**

**Invest in Your Bones Campaign**
Alliance for Better Bone Health (ABBH), Eli Lilly, Merck, Novartis, Servier and Wyeth

**CSA Working Groups**
Amgen, Danone, Eli Lilly and Co

**FRAX®**
Eli Lilly and Co, Novartis

**Scientific Symposium at the ICCBH5**
Danone

**Special Projects**

**OsteoLink**
Amgen, Medtronic Foundation

**Website Development**
Amgen

**Awareness Campaign**
Friesland, Amgen Foundation

**Skills Training**
Eli Lilly and Co

**Timeless Women Campaign**
Novartis

**Proceeds from Invitational Golf event in Montreaux**
Audemars Piguet and Banque Piguet & Cie

**Grants, Awards and Fellowships**

IOF-AMGEN Health Professional Awareness Grants 2009
Amgen

**Ambient Assisted Living (AAL)**

**Publications**

IOF Annual Report 2009
Banque Piguet & Cie

**World Osteoporosis Day**

**Global Gold Sponsors 2009**
Fonterra Brands, Lilly, Medtronic, Novartis

IOF Latin America Calendar, TV spot
Danone

*Alliance for Better Bone Health (ABBH) in 2009 = Procter & Gamble Pharmaceuticals and Sanofi-Aventis*
One world

Side with

Strength

Health professional

Education

Build strong bones

A world without osteoporotic fractures

Bone healthy nutrition

Skill-building

Medical research

Vitamin D

Exercise

Early prevention

Muscle

Fall prevention

Prevention

Vitamin D

Patient

Empowerment

Nutrition

Science

Media

Healthy exercise

Musculoskeletal

Global movement

Public awareness

Advancing health

Policy

Progress in Osteoporosis

Training courses

Advancing health

Policy

Regional meetings

Non-governmental

Support for patient societies

Advocacy

Calcium-rich food

Know your risk factors

IOF thanks Banque Piguet & Cie for the unrestricted grant which has made this publication possible