IOF WORLDWIDE CONFERENCE
OF PATIENT SOCIETIES

Congress Paasitorni Helsinki FINLAND

31 MAY • 2 JUNE 2013

www.iofbonehealth.org/iof-wwc-2013-helsinki
Extremely enriching forum for patient organizations

140 participants from 45 countries, representing 53 member societies
Women Leaders open WWC urging ‘Strong Bones for Strong Women’ to reduce the growing burden of osteoporosis fractures

- **Sirpa Pietikäinen**  
  Finnish Member of the European Parliament

- **Baroness Judith Jolly**  
  Member of the House of Lords, UK

- **Barbara Lybeck**  
  Finnish TV and radio host
Stimulating key note address on Societal and Health Challenges of an Ageing Europe, including Health Technology Assessment
Policy roundtable emphasizes on

• Digital Advocacy
• Raising health issues at the EU policy agenda
• Broadening the scope of advocacy work
Plenary session dedicated to Social Media

• Why use social media as an NGO?
• Tools available for patient awareness
• How to engage your audience?
• Benefits for patient organizations?
Upgrading knowledge and sharing experience at interactive workshop sessions

- Capture the Fracture Implementation – best practice
- Digital Networks and Multimedia
- Practical fundraising solutions for NGOs
- Health Technology Assessment
- Grow your organization, working with regional coordinators
Recognition of tremendous and creative work of member organizations

Best media campaign awarded to Hellenic Society of Osteoporosis Patient Support

Best Facebook page awarded to the Icelandic Osteoporosis Society (BEINVERND)
IOF-Linda Edwards Memorial Award

Two outstanding member societies rewarded for their valuable projects

• Israeli Foundation for Osteoporosis and Bone Diseases (IFOB)
• Palestinian Osteoporosis Prevention Society (POPS)
Exercise breaks! Tai-chi + Nordic walking
“This is one of the most impressive events I've attended”, commented Sukajan Pongprapai of Thailand.

A fantastic place for patient organizations to share stories and experiences, meet with each other, increase their visibility, and take messages home.
IOF thanks its sponsors for their support to the conference

and Valio for providing dairy products through the conference