

9MILLION2MANY

9MILLION2MANY CAMPAIGN KIT

Every year, there are 9 million bone breaks that are no accident, but signs of osteoporosis

If you're outraged that millions of people have to face vastly different lives because they've broken a bone due to osteoporosis, take a stand. Help us get the word out and add your name to the rallying cry that 9 Million is 2 Many.

Every year, 9 million bone breaks occur due to osteoporosis. Most people who break a bone are treated in the emergency room or at an urgent care facility. And life goes on.

But the fact is, men and women as young as 50 may have osteoporosis and not even know it. Yet only 2 in 10 older women who break a bone due to osteoporosis are treated or receive a simple test for osteoporosis.

If we let osteoporosis keep hiding, we're giving it a chance to break us bone by bone.

9million2many awareness campaign, highlights the connection between fractures and osteoporosis and the nine million bone breaks each year that are no accident but signs of osteoporosis. The call to action is simple: If you or someone you care about breaks a bone after age 50, ask your healthcare professional for an osteoporosis assessment.



OSTEOPOROSIS FACTS

- More than 200 million people either live with or are at risk for developing osteoporosis. NINE million bone breaks occur annually due to osteoporosis.
- 1/2 of women and up to 1/4 of men over age 50 will break a bone due to osteoporosis.
- 4 out of 5 women over 67 are not tested or treated for osteoporosis after they break a bone.
- Every year, nearly 300, 000 people break their hip: 1/4 end up in nursing homes, 1/2 never regain previous function and 1/4 die within the first year after breaking their hip.
- 50% of osteoporosis-related repeat bone breaks in older adults can be prevented with appropriate treatment.
- 1/3 of people who break their hip had a previous bone break.
- Bone breaks due to osteoporosis cost an estimated \$100 billion per year.

9MILLION2MANY.org

WHAT IS OSTEOPOROSIS

Osteoporosis is a disease characterized by weakened and fragile bone tissue, leading to an increased chance of breaking a bone. The weakened tissue is due to changes in the amount and structure of bone. While people with osteoporosis are most likely to break bones in the spine, hip or wrist, almost any bone can be affected. These bone breaks often occur with minor accidents such as falls, or banging into objects, but can even occur without any injury.

Building strong bones during childhood and adolescence can help to prevent osteoporosis later in life. Women can lose up to 20 percent of their bone mass in the five to seven years after menopause, making them more susceptible to osteoporosis.

FIVE STEPS FOR BONE HEALTH

1. Get the calcium and vitamin D you need every day (from food sources first).
2. Do regular weight-bearing and muscle-strengthening exercise.
3. Don't smoke and don't drink too much alcohol.
4. Talk to your healthcare provider about your chance of getting osteoporosis, and ask when you should have a bone mineral density test.
5. Take an osteoporosis medication when it's right for you.

While osteoporosis is not curable, it is treatable. There are many steps you can take to manage the disease and reduce your chance of breaking a bone. It is important to work with your healthcare provider to learn about your risk for osteoporosis and broken bones.

A bone density test is the only test that can diagnose osteoporosis before a broken bone occurs. This test helps to estimate the density of your bones and your chance of breaking a bone. The National Osteoporosis Foundation (NOF) recommends a bone density test of the hip and spine by a central dual energy x-ray absorptiometry (DXA) machine to diagnose osteoporosis.

RISK FACTORS

- Being female
- Older age
- Personal or family history of osteoporosis or broken bones
- Being small and thin, Missing menstrual periods
- Low estrogen levels in women, including menopause and low levels of testosterone and estrogen in men
- Diet, particularly low calcium and vitamin D intake, or an excessive intake of protein, sodium and caffeine
- Inactive lifestyle
- Smoking and excessive alcohol intake (three or more drinks a day)
- Certain medications including steroid medications and anticonvulsants
- Certain diseases and conditions including anorexia nervosa, rheumatoid arthritis, gastrointestinal diseases

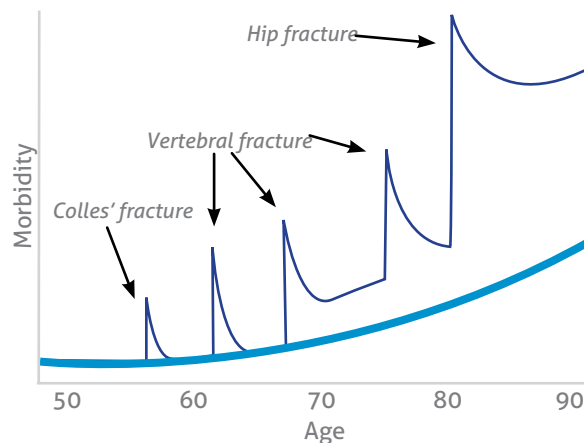
HELP SPREAD THE WORD

Promote awareness about osteoporosis fractures with Patients and Caregivers If you're a health professional, display a campaign poster in your office or medical centre and share the campaign postcards with patients, their caregivers and those at risk.

If you are a patient or caregiver, ask your doctor's office or medical centre to display a campaign poster and help promote the campaign with patients and other healthcare professionals using the campaign fact sheet. Download and print campaign posters, postcards and fact sheets at www.9Million2Many.org.

Promote the Campaign through your Organization's Newsletters and Publications 9m2m has prepared a sample newsletter article and sample email to your members and constituents promoting the campaign and asking them to look at information about improving bone health.

Fracture & Quality Of Life Over The Life Span
(Adapted from *J Endo Investigation* 1999;22(8):583-588 Kanis JA & Johnell O)



View the samples at www.9Million2Many.org/samples. If your organization is interested in running an ad promoting the campaign in your newsletter, journal or magazine, or displaying a banner ad on your organization's website contact 9m2m.

Share Your Story with Local Media to and Community Leaders to Promote the Campaign Local newspapers as well as local editions of major newspapers are a great place to start. These publications are often read by community members and leaders because they report on local news and activities and local journalists are predisposed to running stories of local residents and activities.

We can supply speakers in person / webinars to Your Event or Facility Professional conferences, health and wellness expos, medical facilities and even the shopping centre! All these are great places for raising awareness with health professionals and the public about simple approaches to improve bone health at any age.