

# Bone Health Patient Engagement Programming Bone Health & Osteoporosis Foundation (BHOF)

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# **Building Strength Together®**Support Groups & Online Community

Support groups provide an open opportunity to share information, feelings and goals to help individuals continue living an active and independent life – even with osteoporosis. The BHOF Online Support Community through Inspire also connects its 90k members made up of patients, families, friends and care partners with support and inspiration.

### BoneTalk Podcast and Blog

The Bone Talk podcast and blog shares inspiring conversations to help patients learn – from peer experience – how they too can improve their bone health and enjoy fulfilling, active lives. We examine issues around osteoporosis from diverse perspectives including patients, healthcare providers, caregivers, policy makers, researchers, advocates and innovators.

# Healthy Bones, Build Them for Life® Patient Registry

The <u>Patient Registry</u> has surveyed over 1,400 patients and care partners about how osteoporosis and osteopenia impact their lives. The information is collected anonymously, combined, and analyzed by BHOF to map out the patient journey and guide future programs.

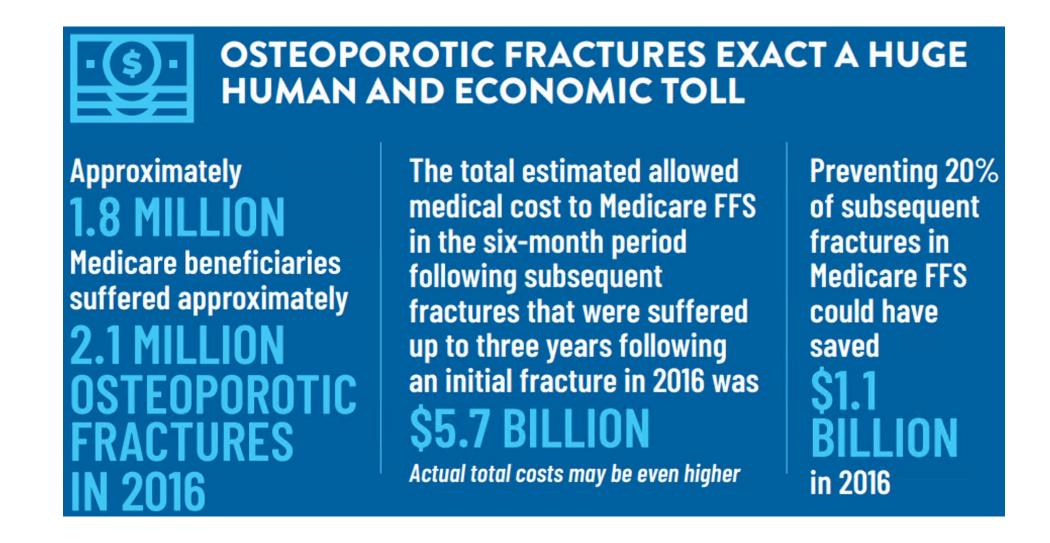
## May is Osteoporosis Awareness & Prevention Month



Approximately 54 million Americans have low bone density or osteoporosis. Join us in raising awareness about osteoporosis and bone health! Share on social media, attend awareness month events, download resources, start a fundraiser, and advocate for your state to proclaim May as Osteoporosis Awareness & Prevention month!

#### **BHOF**

BHOF is the nation's leading health organization dedicated to the prevention of osteoporosis and broken bones; the promotion of strong bones for life; and the reduction of human suffering through programs of public and clinician awareness, education, advocacy, and research.



Osteoporosis is a major public health threat to Americans 50 years of age and older. Each year, over 2 million fractures occur in individuals with osteoporosis, with a significant proportion being vertebral fractures. Research demonstrates that after one fracture the risk of subsequent fractures doubles. People's experience with osteoporosis varies greatly, but the good news is that it is manageable disease.

# **Protect Your Bones Campaign**40 Faces of Osteoporosis



We are excited to share that 2024 marks the 40th anniversary of the Bone Health & Osteoporosis Foundation.

In commemoration, we have collected patient stories of 40 Faces of Osteoporosis that will be featured on BHOF's website, a social media campaign, and in a nationwide broadcast and radio public service announcement in English and Spanish.

### Peer Educator Program

In 2023, BHOF joined forces with American Bone Health (ABH) and a hallmark program of ABH was recruiting and training a cadre of volunteer peer educators. There are over 150+ active peer educators including students. Peer educators receive online training, to prepare them to share information at community events including workshops, health fairs and screenings.

### Signature Programs





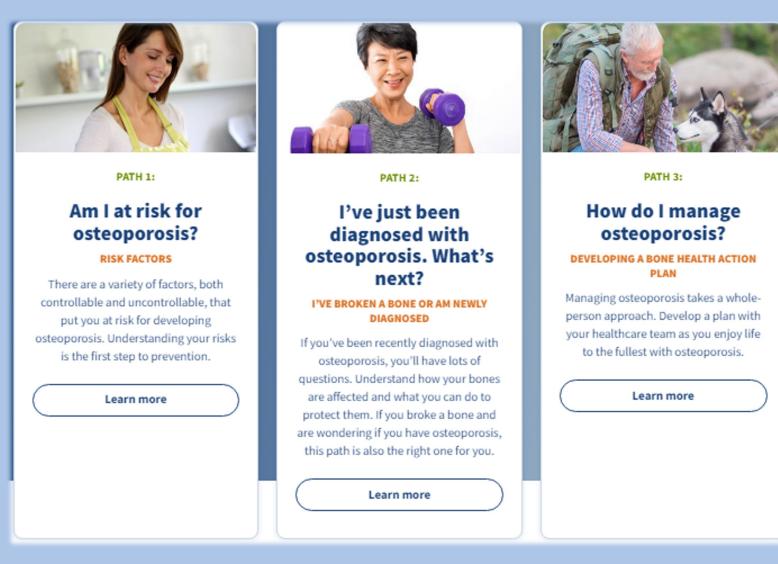




The 150+ peer educators deliver in-person and virtual signature program presentations to community audiences on topics including bone health basics, nutrition, exercise, posture, and body mechanics, fall prevention, preventing fractures, and special considerations for the Black community and for people living with breast cancer.

These programs include the latest research and information consumers need to be informed and remain motivated in making decisions that support their bone health.

### Your Path to Good Bone Health



BHOF utilized feedback from focus groups of osteoporosis patients, care partners, and clinicians to develop the patient pathway tool *Your Path to Good Bone Health*. The education tool provides the knowledge and resources patients need to advocate for appropriate testing and treatment, and to follow their individual fracture prevention treatment plans.