

WORLD OSTEOPOROSIS DAY CAMPAIGN TOOLKIT



**ALL YOU NEED TO KNOW ABOUT THE
WOD 2018 CAMPAIGN**

WHAT IS WORLD OSTEOPOROSIS DAY?

World Osteoporosis Day - WOD, marked on October 20 each year, is year-long campaign dedicated to raising global awareness of the prevention, diagnosis and treatment of osteoporosis and related musculoskeletal disease.

It aims to put bone health and fracture prevention on the global health agenda and reaches out to health-care professionals, the media, policy makers, patients, and the public at large.

WHY THIS CAMPAIGN TOOLKIT?

This toolkit **provides resources and outlines the actions** that can be taken by each stakeholder involved in the global fight against osteoporosis.

WOD is an opportunity to **coordinate global and local efforts**, and to work together to make as much noise as possible on and around October 20.

We encourage you to make use of all IOF WOD resources, translate where necessary, and disseminate the materials through your networks.

WHY IS WOD SO IMPORTANT?

It's a **unique occasion** when people around the globe **unite to put the spotlight** on the immense **burden caused by osteoporosis** and musculoskeletal diseases. Health care professionals, medical authorities, individuals and policy makers all have a role to play in helping to **reduce the disease burden**.

DID YOU KNOW? FACTS ABOUT OSTEOPOROSIS THAT YOU CAN USE IN YOUR COMMUNICATION

- By **2050**, the worldwide incidence of hip fracture in men is projected to **increase by 310% and by 240%** in women.
- Urbanization and **ageing populations** are driving **rapid increases** in the osteoporosis disease burden.
- The majority of **fragility fracture patients** are **neither assessed**, nor **treated** by their health-care system hence there is failure to 'Capture the Fracture' and reduce risk of subsequent fractures.
- Osteoporosis accounts for **more days in the hospital** than **breast cancer, heart attack, diabetes** & other diseases.
- **1 in 5 women** with a **spinal fracture** will suffer **another one** within one year.
- **Loss** of independence after a hip fracture, approximately **60%** require assistance a year later and **20%** will require **long-term nursing care**.
- **Fracture risk up to 27%** higher than prostate cancer risk.
- **1 fracture** occurs every **3 sec**
- If you've suffered **1 fracture** you're **twice at risk** for another.
- **Aged 50+ 1/3 women 1/5 men**: will suffer an osteoporotic fracture worldwide.
- **9 million** fractures annually.
- **A prior fracture** is associated with an **86%** increased risk of any fracture.
- Only **1/3** of **vertebral fractures** come to clinical attention.
- **80% of people** who have had at least one osteoporotic fracture are neither **identified nor treated** for osteoporosis.
- **In men**, the **risk** of fracture is **up to 27% higher** than the risk of prostate cancer.
- Protect your future! If you're at risk, ask for a **bone health assessment**.

2018 CAMPAIGN

THE GOAL



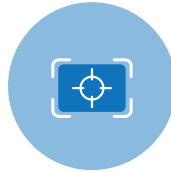
**CREATE
AWARENESS**



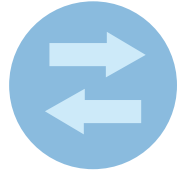
**BE MULTI-
CULTURAL**



**REACH A
BIGGER
AUDIENCE**



**FOCUS ON
THE BURDEN**



**CHANGE THE
PERCEPTION**

THE CONCEPT

When creating an international campaign, we often struggle to find an **international link**, given that cultures and people are all different, and we all interpret things in diverse ways. So, for this year, it was really important to create a concept that uses a **universal language** that impacts on people everywhere and that would **attract attention** and make the 'general public' **stop to read**.

One of the most powerful tools today in communication is **the use of emotion**, so for this year's campaign we tried to use it in different aspects as much as possible. The idea was born from the emotional link that everyone

has at some moment in their life with **board games**, which represent a **universal language** that speaks to all corners of the world. The game theme was used to show four key signs that can alert people to their possible risk of osteoporosis and broken bones – with imagery showing that **something is not correct with the game**. The wording for this campaign is also key. The rational is to grab the reader's attention by the visuals and then have a small top question that will intrigue them by responding with **"This is a Sign"** and a conclusion. This type of structure is more appealing for audiences that are not familiar with the disease.

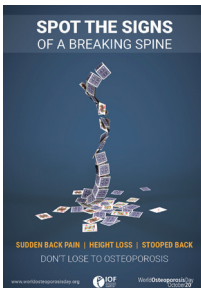
HOW TO ACCESS THE RESOURCES

4 POSTERS - Main target - General Population



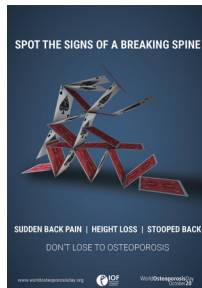
1 PATIENT BROCHURE

Patients/HCP's



2 FACT SHEETS

HCP's/Policy makers



1 INFOGRAPHIC

Patients/HCP's

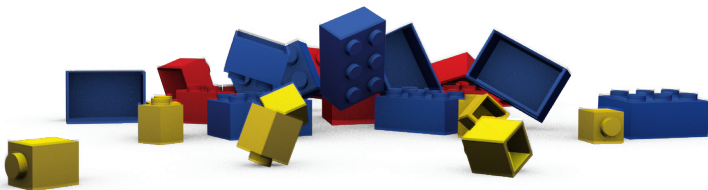


SOCIAL MEDIA VISUAL CONTENT

All resources are available to download on:

www.worldosteoporosisday.org/resources

The majority of materials will also be available in Spanish, French, Arabic and Chinese. Upon request, we can also prepare selected material for you, if a translation is provided and **if you are an IOF member society** please feel free to send an email to iramos@iofbonehealth.org to get material in your local language.



SOCIAL MEDIA PLATFORMS

Social media is one of the most powerful tools of communication these days! See which channels can be most helpful for your organization, and make sure to use them!

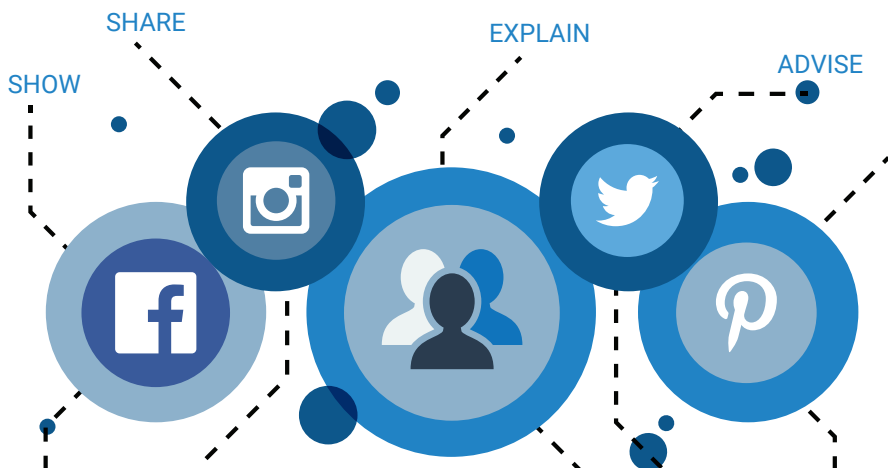
Facebook - is the **largest social network in the world**. Joining is **free**, it's **simple to use** and it allows users to connect with friends, family and other people and organizations. Users can share photos, videos, status updates and content from anywhere on the web.

Twitter - is about **following people known personally**, or **influencers** or **organizations** that are of interest. It is especially valuable to **amplify campaigns**, **engage participants** during events, be a space for online **networking** and an important source for gathering the latest (unfiltered) news.

Instagram - is a **photo sharing app**; where you can take pictures within the app or use photos that already exist in your camera roll. You can give your photo a title, which is helpful and fun. Photos can be instantly shared. **Images invoke all kinds of thoughts, emotions and perspectives** without words and you get to see the world through someone else's eyes.

YouTube - is the **second largest** social network after Facebook and specializes in sharing video content. This is a great platform to use when an organization begins to produce and share videos.

LinkedIn - is a **professional networking** website which is used for job searches, recruitment and connecting with colleagues and clients. It also represents another platform to **establish and grow an organization's presence** and support base.



SOCIAL MEDIA TERMS

Share: Users broadcast content on a social network to their connections, groups, or specific individuals. The more the content is shared the bigger the audience that will access to it. When you share a post all your followers will be able to see it.

News Feed: also known as a “homepage timeline”, which shows what a user’s friends and people they follow have shared.

Timeline: The timeline captures a user’s own activity, showing the latest content at the top

Tag: To create a link back to the profile of the person shown in the picture. Allows users to engage an individual, business or any entity with a social profile when they mention them in a post or comment.

Follow: In a social media setting, a follower refers to a person who subscribes to your account in order to receive your updates.

Hashtag #: is a word or phrase preceded by the hash or pound sign (#) to identify messages on a specific topic. Users can follow and search hashtags, so, in average you can and should use 2-4 per post.

Handle: A username is also identified as a handle, especially when triggered on most platforms by placing an asperand (@) before the profile name.

TOP HASHTAGS

#worldosteoporosisday

Key hashtags for Discussions

#osteoporosis
#bone
#bonehealth
#Healthybones
#healthtalk
#healthnews
#healthcare
#digitalhealth
#4patient

Popular Hashtags

#Workout	#age
#exercise	#doctor
#fitlife	#Womenhealth
#health	#wellnessjourney
#letsmove	#moveyourbody
#VitaminD	#liveinspired
#nutrients	#news
#calcium	#future
#epatient	#hcsm

SOCIAL MEDIA POSTS



Here are some suggestions of content that you can use for your posts in all social media platforms. Make sure to add a link to your website or to the WOD website (www.worldosteoporosisday.org).

#Osteoporosis doesn't play fair! Protect your #bones and take early action!
#WorldOsteoporosisDay



Have you broken a #bone after 50? This is a sign! Don't lose to #osteoporosis!
#WorldOsteoporosisDay

Do you have a family history of breaks? Make a smart move, talk to your
#doctor and prevent #osteoporosis! #WorldOsteoporosisDay

Is your mother getting shorter? This can be a sign! Don't lose to
#WorldOsteoporosisDay

99% of the calcium in the human body resides in the #bones! Protect your
bones and make sure you are getting enough #calcium!

Since you started to read this post, at least 1 fracture will occur #worldwide.
Do you know your risk for #osteoporosis ?

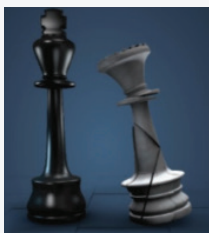


TIPS

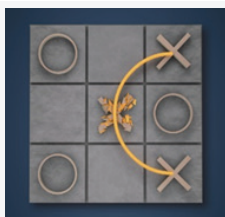
As a suggestion you can crop the image from the posters and other materials and add as a visual to your posts!



1 in 5 women with a spine fracture will have a new one within 1 year. Don't play against #osteoporosis! #WorldOsteoporosisDay



Fractures due to osteoporosis affect 1 in 3 women and 1 in 5 men over the age of 50 #worldwide. Why put yourself at risk? Make a smart move and talk to your #doctor! #WorldOsteoporosisDay



#osteoporosis
Height loss & stooped back may be signs of spine fractures. Play smart, prevent #osteoporosis!

SOME OF WOD 2017 AS INSPIRATION

COLOMBIA – ACOMM, Asociación Colombiana de Osteoporosis y Metabolismo Mineral



ACOMM organized a walk providing information on how to prevent and treat osteoporosis to the participants, including the 1 Min Risk-Test. They had a total of 475 participants!

Organize a community 'World Osteoporosis Day' walk or run and tell the media about it!

KUWAIT – KOS- Kuwait Osteoporosis Society



KOS held a public awareness event & info booth in a large shopping mall, including risk test & info about nutrition.

Organize an information event at a local shopping mall or health fair.

RUSSIA – OSTEORUS & RUSSIAN ASSOCIATION ON OSTEOPOROSIS



Teaching children about bone health and promoting intergenerational awareness of osteoporosis were the focus of several activities in Russia

Hold events in schools, libraries & sports clubs to reach the young.

SPAIN – SEIOMM, Sociedad Española de Investigación Ósea y Metabolismo Mineral



Sociedad Española de Investigación Ósea y Metabolismo Mineral (SEIOMM)
October 23, 2017 · 🌐

Entrevista que TVE hace al presidente SEIOMM el Día Mundial de la #osteoporosis <http://www.rtve.es/.../saber-v.../saber-vivir-20-10-17/4263258/>...

See Translation



... Last year, in Spain **SEIOMM** Presidents discussed osteoporosis on a prominent TV show.

Join a known TV show in your country. It will help your organization raise awareness of osteoporosis among a huge audience.

SINGAPORE – EMSS, Endocrine & Metabolic Society of Singapore



EMSS held the Osteoporosis Symposium for Medicine and Orthopedics for more than 130 Health Care Professionals.

Reach out to healthcare professionals with a World Osteoporosis Day seminar or workshop.

JAPAN – JOF - Japanese Osteoporosis Foundation



JOF created two videos, including an impactful movie trailer.

Create an impactful video! Great for sharing on social media and showing at events.

MORE IDEAS TO INSPIRE

The **World Osteoporosis Day wouldn't be the same** without the numerous activities that all the **240 National Societies** roll out in their countries to help raise awareness. We encourage you to leverage WOD and build on the momentum created by the global WOD campaign. Here are some ideas that can be used as inspiration for this year's events!

- **Partner with celebrities and influencers** with an interest in Health – They can advocate on their platforms. It **will create more awareness** to World Osteoporosis Day at generate **more traffic to your platforms**. (websites, social media)
- Organize **Fundraising events** for your society
- Organize or join a **running/marathon/walk**. This can be a good opportunity to get support from partners.
- Use WOD as an **occasion to announce** the implementation of a new Fracture Liaison service at your local hospital. You don't know what a Fracture Liaison Service is? Check the **Capture the Fracture Program** website to learn more about it! <http://www.capturethefracture.org/fracture-liaison-services>
- Organize a **bone-healthy breakfast**, lunch or dinner and invite local influencers, celebrities, politicians, etc.
- **Launch a social media campaign!** You can use all the resources available on the World Osteoporosis Day website to help with the communication! <http://www.worldosteoporosisday.org/resources>
- Circulate a **petition to collect signatures** for the IOF Global Patient Charter. (It is available as a downloadable document - <https://www.iofbonehealth.org/iof-global-patient-charter>)
- **Contact a local TV Show** and have a patient and someone from your organization discuss about the disease and the meaning of World Osteoporosis Day.
- Release a **news story in your local newspaper** about the World Osteoporosis Day and all the activities in which your organization is involved. There are a few free newspapers that are usually distributed in the public transports that are always available to communicate about these initiatives.

SHARE INFORMATION ABOUT YOUR EVENTS

We would love to be able to showcase all the amazing work that you are doing, whether you are organizing an event or campaign, publication or scientific meeting, make sure you submit the details and gain visibility on the World Osteoporosis Day map.

Submit here:

<http://worldosteoporosisday.org/events>

MEDIA: SPREAD THE WORD ON OCTOBER 20

IOF will issue a global World Osteoporosis Day release for October 20th via PRNewswire. The release will be shared in late September with IOF member societies so that they can adapt or translate the release for their local media, or simply use as inspiration for their own release.

Tips and ideas:

- **Reach out early to your national media** to inform them of World Osteoporosis Day and your planned activities.
- A direct pitch or outreach to targeted news media or magazines often works – **offer to provide an interview** with your organization's spokesperson.
- **Upon request**, IOF can provide a quote from the IOF President for any CNS press release.
- In a separate initiative, IOF will also be issuing **an important European policy report** in the lead up to World Osteoporosis Day which will include **impactful new facts** and **statistics** regarding **fracture burden in Italy, France, Germany, Spain, Sweden and the UK**. CNS in these countries will be informed and are encouraged to make use of the data in their media outreach.

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- CNS members are granted the right, without any fee or cost, to use, publish, distribute, disseminate, transfer, digitize, these resources for educational purposes and not for any direct or indirect commercial purpose or advantage. The content may be modified for local language, but must not in any manner be misrepresented. CNS are free to add local sponsor logos to posters and other materials however IOF requests that global official WOD partner logos remain on materials.
- WOD Official Partners are granted the right to use WOD materials according to their partnership agreement.
- The campaign material and WOD itself cannot be used in connection with the sale of products, for the promotion of a company or for any direct or indirect commercial purpose or advantage. The material can only be used in association with WOD initiatives. If you are not an IOF CNS member then you cannot adapt the material and must use it as it is provided.

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If you have any questions concerning rights to use the WOD logo and materials, please contact: info@iofbonehealth.org

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IOF SOCIAL MEDIA ACCOUNTS

IOF will have different content for all the social media platforms during October, so in c

 **WOD Facebook** www.facebook.com/worldosteoporosisday/

 **IOF Facebook** www.facebook.com/iofbonehealth/

 **IOF Latin America Facebook** www.facebook.com/IOF.America.Latina/




 **IOF Twitter** www.twitter.com/iofbonehealth

IOF encourages you to create and/or to keep your social media accounts

RESOURCES TIMELINE

MATERIAL TYPE	MONTH AVAILABLE
Posters	<ul style="list-style-type: none">• April
Brochures for the general public & HCPs; factsheet about vertebral fractures <ul style="list-style-type: none">• English• Other language translations	<ul style="list-style-type: none">• August• August onwards
Social media banners <ul style="list-style-type: none">• English	<ul style="list-style-type: none">• August
Infographic <ul style="list-style-type: none">• English• Other language translations	<ul style="list-style-type: none">• August• August onwards
Campaign video <ul style="list-style-type: none">• English	<ul style="list-style-type: none">• September
Press releases and supporting material: <ul style="list-style-type: none">• WOD press release - October 20	<ul style="list-style-type: none">• October
IOF Osteoporosis Compendium <ul style="list-style-type: none">• All languages	<ul style="list-style-type: none">• October

ase you want some inspiration, you can see and follow:

-  **IOF Instagram** www.instagram.com/iof_worldosteoporosisday/
-  **IOF YouTube** www.youtube.com/iofbonehealth
-  **IOF LinkedIn** www.linkedin.com/company/international-osteoporosis-foundation/

up to date, make sure you have new content, especially during October!









Our vision is a world without fragility fractures
in which healthy mobility is a reality for all.

IOF Global Patient Charter

Show your support for fracture prevention and improved care of osteoporosis patients worldwide. Sign the IOF Global Patient Charter at <https://www.iofbonehealth.org/iof-global-patient-charter>

For further information about osteoporosis, consult your local osteoporosis patient or medical society. A list is available at www.iofbonehealth.org

-  facebook.com/iofbonehealth/
-  twitter.com/iofbonehealth/
-  linkedin.com/company/international-osteoporosis-foundation/
-  instagram.com/worldosteoporosisday/
-  youtube.com/iofbonehealth/
-  pinterest.com/iofbonehealth/

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