what’s next?

2015 Progress Report
Dedicated to Betsy Love McClung RN, emeritus member of our Medical and Scientific Advisory Board, who lost her battle to cancer in August 2015. Betsy infused our work with a warm and deep caring for people.
Our Peer Educator network of passionate advocates for bone health is growing throughout the country. These individuals are making a real difference in the lives of people in their communities.

We are currently and will continue to focus on creating signature events run by the Peer Educators. We are particularly excited about expanding these events as they enable us to provide important preventive bone health information to consumers. We will continue to build on the success of this Peer-to-Peer strategy. With your support, we will have Peer Educators in every state in 2016!

I cannot express enough the gratitude we feel for having you on our side as we grow. The energy and support you give to the organization is what powers our operations to serve the public and help make them aware of the importance of bone health as a permanent part of their physical well-being.

May you enjoy days that are warm, cozy, and bright; and, best of all, good bone health.

Warmly,

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President of the Board
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Michael McClung, MD  |  Oregon Osteoporosis Center
American Bone Health Priorities

To Help People Understand
People are faced with conflicting and confusing information about bone health. Our esteemed Medical and Scientific Advisory Board helps sort through the science to provide common sense actions for people to take based on the evidence.

“I send American Bone Health BONESENSE articles to all my colleagues—the work they publish is so sensible.”
— Dave Dolton | Health Monitor Network

Peer-to-Peer Education
Our national network of trained Peer Educators use validated tools and resources to teach people simple steps to take to build and keep strong bones for life. Whether at a senior center, hospital, corporate venue or middle school, people learn best from their peers.

“People are so grateful when they finally understand. What we do is so meaningful.”
— Gina Enriquez | Board Member and Peer Educator

Signature Programs
We work with organizations to conduct special bone health events nationally through the Peer Educator Network. Nutrition, strength, balance and fracture risk are examples of screenings that give people personal feedback and a roadmap for better bone health.

“We support these events because they really make a difference for people.”
— Jennifer Berman | Schlesinger Market
2015 Publications

BONESENSE

• Don’t Fear Calcium
• Tests to Determine Secondary Causes of Bone Loss
• Fracture Risk in African Americans
• African Americans Need Less Vitamin D and Calcium
• Atypical Femur Fractures and Osteoporosis Medications
• Medications that Can Cause Bone Loss

All publications are reviewed and approved by the Medical and Scientific Advisory Board who volunteer their time and expertise to help us educate the public.

318,550 Reached – 68% increase over 2014

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<th>2014</th>
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<td>Social Media Reach</td>
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<td>Fracture Risk Calculator</td>
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<td>Website Visitors</td>
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<td>Volunteer Hours</td>
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<td>BoneSense Mailings</td>
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2015 Snapshot

Our Peer Educator Network...

110 new Peer Educators joined the team. Peer Educators have various backgrounds like nutrition, physical therapy, exercise, and education. All Peer Educators get over 9 hours of training and are sent education materials for the programs they deliver. Through our network, they held programs in 32 states and Peer Educators donated nearly 10,000 hours of service.

...Is Growing Nationally!
**2015 Signature Events**

**Event Details:**
- 3rd Annual - July 11
- 452 Adults Screened, Average Age 73
- 90 Peer Educators
- 6 States
- 10 Independent Living Facilities
- 2 Hospitals

The findings of this event were presented at the annual meeting of the American Society for Bone and Mineral Research in October, 2015.

<table>
<thead>
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<th>Age</th>
<th>Low</th>
<th>Moderate</th>
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<td>65–75</td>
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<td>41</td>
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<td>&gt;75</td>
<td>0</td>
<td>51</td>
<td>172</td>
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<td>Grand Total</td>
<td>23</td>
<td>192</td>
<td>237</td>
<td>452</td>
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**Findings:**
- 53% of participants are at high risk of having a fracture in the next 10 years
- 43% of participants are at moderate risk of having a fracture in the next 10 years
- 56% of Medicare age participants had not had a bone density test (covered benefit)
- 88% of high risk participants are not being treated for osteoporosis to prevent fractures
Event Details:
• 1st Annual – September 26
• 292 Adults Screened, Average Age 71
• 65 Peer Educators
• 8 States
• 17 Studios
• 11 YMCAs

Findings:
• 61% of participants had poor or fair balance
• 64% of those who think they have poor balance score poorly
• Only 46% of those with excellent balance are confident of their balance
• Most people who rate themselves only fair (64%) on the confidence survey, actually perform better than they thought they would
2015 Funding Picture

Where we got our funds
October 2014 - September 2015

- Registration Fees: 30%
- Corporate Sponsorships: 24%
- Grants: 24%
- Bone Density Testing: 13%
- Contributions: 9%

Where we used our funds
October 2014 - September 2015

- Professional Education: 39%
- Community Education: 22%
- Bone Density Testing: 17%
- Administration and Fundraising: 22%
- Contributions: 9%
2016 New Initiative
Bone Health Clinic Youth Educator Program

In 2016 we will train collegiate athletes as youth educators for middle school children.

Designed in partnership with Cal State East Bay Department of Kinesiology and Nutrition and headed by American Bone Health Ambassador, Clara Peterson, the first clinic will train students from schools including St. Mary’s, USF, Santa Clara University and Stanford.

The Middle School Outreach is targeted to begin in Spring 2016.
There’s More to Do

25% of Hip Fracture Patients Die Within a Year

“Until I lost 2 of the 7 women in my immediate family to the complications of a hip fracture, I didn’t take bone health seriously. My 45 year old sister with anorexia and my 76 year old mom both fell, broke a hip and died… one within a few weeks and one within a few months.

It’s time to raise awareness and talk about bone health! Until we collectively understand and take action, we won’t be able to prevent a hip fracture from happening to another family like mine.”

— Katherine K., Phoenix, AZ | Newly trained American Bone Health Peer Educator
In 2016, We Will Continue to Grow

We must...
- Have Peer Educators in all states
- Train 120 new Peer Educators
- Conduct 3 signature events nationally
- Test middle school pilot program

We could not accomplish so much without your time, talents and financial support. Thank you!

2016 Signature Events

March 20: Calcium Challenge
Interactive education in local grocery retail stores.

July 9: Freedom from Fractures™
Risk screening in independent living facilities.

September 24: Stepping Out Strong™
Balance and strength screenings at YMCAs.

If you would like to participate, please contact emely@americanbonehealth.org

We could not accomplish so much without your time, talents and financial support. Thank you!
What We Promote...

Independence and mobility for a long life.
Awareness of the risks for bone loss and fractures.
Engagement by kids during their bone building window.
Bone healthy nutrition.
Strength and balance exercise – done safely.
Proper posture and body mechanics.
Fall prevention steps to reduce fractures.
Effective diagnosis and disease management.
Access for all people.

Our Mission...
Educating people to build strong bones, prevent bone loss and reduce their risk of fractures, so they can live a long and healthy life.
Thank You to Our Sponsors

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Thomas Partners
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**AgNovos Healthcare**
AgNovos Healthcare is developing novel treatments for osteoporosis that increases bone strength in specific bones in women who have osteoporosis.

**Amgen**
Amgen is a human therapeutics company in the biotechnology industry. Amgen continues to be an entrepreneurial, science-driven enterprise dedicated to helping people fight serious illness.

**Global Healthy Living Foundation**
Global Healthy Living Foundation advocates and educates the community about the importance of diagnosis, early intervention, lifestyle improvement, and therapeutic compliance.

**Health Monitor Network**
Health Monitor Network provides timely and trusted health information and tools to the public. They ensure credibility and accuracy by having their content reviewed by top medical associations and physicians.

**Lilly**
Lilly unites caring with discovery to make life better for people around the world. Lilly focuses on improving health for people and strengthening communities.

**OsteoStrong**
OsteoStrong creates a safe environment to trigger natural adaptive responses to cause increases in bone density, muscle strength, balance, physical performance, and relieve joint and back pain.

**Hologic**
Hologic provides diagnostic equipment to advance greater certainty for their customers with cutting-edge technology that makes a real difference.

**Hager Sharp**
Hager Sharp is a communications company that concentrates their efforts in health, education, and safety.

**McKesson**
McKesson is a health care services company and the largest pharmaceutical distributor in North America, delivering one-third of all medications used every day.

**Zosano Pharma**
Zosano Pharma is a clinical stage pharmaceutical company that has developed a proprietary transdermal patch to deliver drugs through the skin.
American Bone Health
Charity Golf Tournament

Many thanks to our steering committee for their tireless work organizing the 7th annual charity golf tournament. We couldn’t have done it without them.

- Heidi Mayer, Tournament Director
- Michelle Bartel, Charles Schwab & Co, Inc.
- Geoffrey Cable, Destination Wealth Management
- Gun Bolin
- Kathleen Genovesio
- Brenda Davis
- Jacquie Guzzo

Special thanks to our Host Sponsor Charles Schwab & Co, Inc. and Premier Sponsor Destination Wealth Management.