

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.





2015 Was a Remarkable Year.

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,

A handwritten signature in black ink that reads "Karen McGuinn". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Karen McGuinn
President of the Board

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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

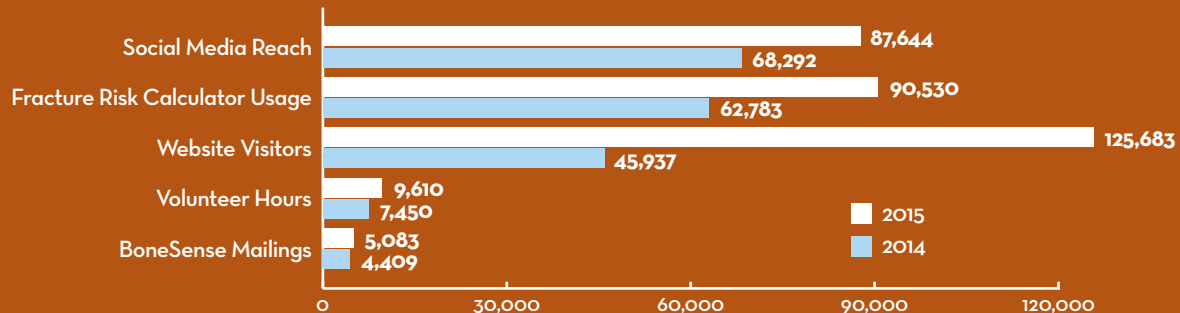
BONESENSE

- 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



Our Peer Educator Network...

...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



Distribution of Risk by Age

Age	Low	Moderate	High	Total
45-64	23	91	24	138
65-75	0	50	41	91
>75	0	51	172	223
Grand Total	23	192	237	452

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

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



STEPPING OUT STRONG

Strength and Balance Screening Event

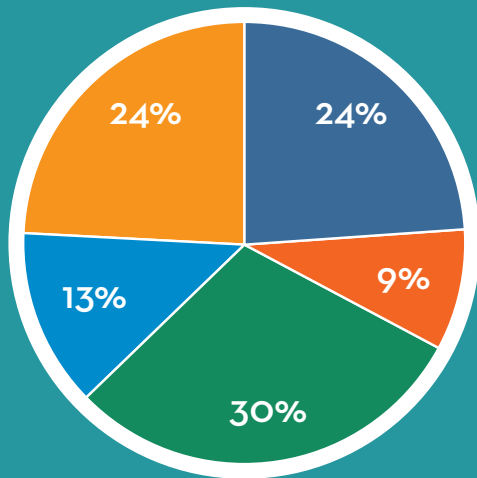
Findings:

- 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

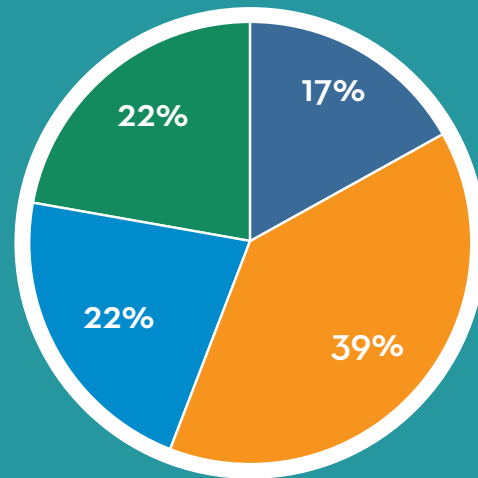
October 2014 - September 2015



- Registration Fees
- Corporate Sponsorships
- Grants
- Bone Density Testing
- Contributions

Where we used our funds

October 2014 - September 2015



- Professional Education
- Community Education
- Bone Density Testing
- Administration and Fundraising

A low-angle, upward-looking photograph of a massive, ancient tree. The tree's trunk is thick and gnarled, with large, exposed roots that are heavily covered in green moss. The canopy is dense with vibrant green leaves, creating a lush, textured background. The lighting is soft and filtered, suggesting a forest setting. A semi-transparent white rectangular box is centered over the middle of the tree trunk.

what's next...

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

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



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

advocates and educates the community about the importance of diagnosis, early intervention, lifestyle improvement, and therapeutic compliance.



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



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.



The Women's Health Company

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



Communications That Make A Difference

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



Empowering Healthcare

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 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
- Brenda Davis
- Kathleen Genovesio
- Jacquie Guzzo

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