



AMERICAN
BONE HEALTH

2013 Progress Report

*The Great
Wall of China
began with...*

*...one
of
these.*





Dear Friends,

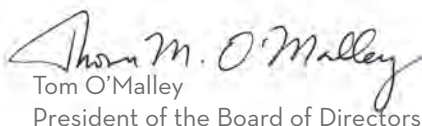
*We do bone health education...
...one person at a time.*

Over the years we have learned that the best way for people to take bone healthy steps to prevent fractures is to hear about them from a knowledgeable, friendly and caring individual. Our peer educators are doing this in a big way. They meet people where they are—whether it's a senior center, middle school, garden club or Pilates studio.

It's a very daunting task, given the numbers of Americans at risk for fractures. And as the population ages, we have an urgent need to step up the efforts.

We'll continue to build awareness with your support.

Thank you,


Tom O'Malley
President of the Board of Directors

Bone Health Education Grows by 30%

In 2011 we reached over 23,000 Americans in a variety of public education programs:



- Strong Bones for a Healthy Life™: Community Talks
- Healthy Bones, Health Kids: Community Talks
- Girls, Sports and Bone Health: Middle School Talks
- 骨质疏松症講座: Chinese Bone Health Day
- Bone Health Screenings with the FORE Fracture Risk Calculator™
- Bone Health Fairs
- Bone Safe Pilates Workshops
- Bone Safe Yoga Workshops
- Bone Safe Exercise Workshops
- Bone Health Hospital Series
- Posture, Strength and Balance Screenings
- All About Bones™

This is possible because of our growing number of trained peer educators. We now have educators in 23 states and counting. We expect aggressive growth in outreach in 2014 thanks to the support of donors, organizational partners and educators.

“It was wonderful talking with people at a local health fair. People are so grateful for our bone health information. I look forward to future events.”

Chei, Seaside, CA

“I’m honored to be a part of the team. The materials are effective and powerful and it’s gratifying to know that in a small way, I’m helping people living with osteoporosis.”

Teresa, Mountain View, CA



“In 2012 I became a volunteer for American Bone Health. I have had the opportunity to present the ABH educational material on Bone Health to several groups. It is a very rewarding experience to be able to shed light on a topic that affects everyone in some way. Thank you ABH for giving me this opportunity to share such quality and accurate information on Bone Health!”

Beth A. Kaplanek, RN, PMA®–CPT

“The team is amazing. I have learned, shared and grown. I wish had gotten involved sooner. Here’s to next year!”

Cheryl, Castroville, CA

“The information about bone health I share helps empower women to advocate for themselves and to talk to their physicians about osteoporosis.”

Dianne, Bonita Springs, FL

Charity Golf Tournament Raises Funds for Peer Educator Training



An amazing group of philanthropic golfers joined forces with Charles Schwab and Destination Wealth Management to raise money to support our Peer Educator Training Program. Because of their hard work and dedication, we raised over \$50,000 to train 40 new peer educators who will reach over 6,000 people with information on how to keep their bones strong and healthy for life.



**Mark Your
Calendars:
June, 13, 2014**

The 2014 Charity
Golf Tournament
is on its way!



Bone-Building Years Come into Focus

As work on the Athletic and Performance Energy Deficit Prevention Project proceeds, we find ourselves increasingly drawn to the plight of kids building strong bones. The



skeleton reaches nearly 80% of its growth by the time a child reaches 18 years. And the years between ages 9 and 14 are particularly critical.

More and more, we observe many children not getting as much physical activity as necessary to build strong bones and many are not meeting the nutritional requirements to optimize their skeletal development—particularly in the area of calcium (required to mineralize the growing skeleton) and vitamin D (needed to metabolize calcium).

As one of our pioneering peer educators put it: “If we can get children to build the best bone possible when they are young, we could wipe out osteoporosis in a generation!”

We just completed a community affairs program with Disney Radio to discuss bone health in children. Clara Peterson and Dr. Rebecca Demorest joined Kathleen Cody to talk with DJ Hugo about this important issue. To listen to the show, go to our YouTube page at www.youtube.com/AmBoneHealth.

At American Bone Health we educate the public in three principle life phases:

1. To optimize skeletal growth during the bone-building years;
2. To prevent bone loss in mid life; and,
3. To stop fractures as people age.

Watch for more resources to support children and their families in the months to come.

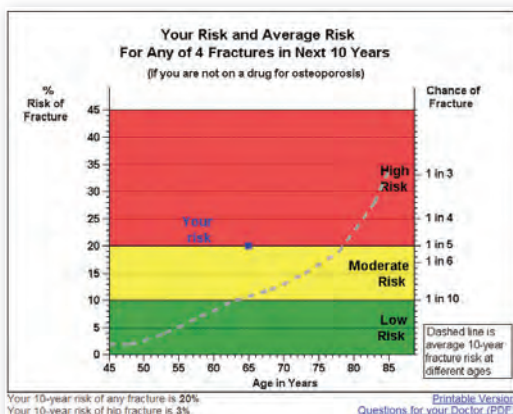
Field Moving Toward Fracture Risk

For years, we have relied on bone density testing to diagnose osteoporosis. More and more the field is moving toward a focus on the outcome of osteoporosis – fractures. To assess fracture risk, experts agree that a number of clinical factors need to be incorporated with bone density to provide a comprehensive picture for disease management.

Important clinical risk factors include age, gender, BMI, fracture and family history as well as medications and chronic medical conditions that contribute to bone loss.

American Bone Health is poised to help

The FORE Fracture Risk Calculator™, published in 2009, captures all of the evidence-based risks and communicates them in an easy to understand format that consumers and their physicians can understand.



In 2013, over 65,000 individuals used the FORE Fracture Risk Calculator—a 54% increase in use from 2012.

2013 Usage – 10 Year Risk of Hip Fracture

Low	24,113	37.9%
Moderate	20,104	28.2%
High	21,577	33.9%

Of those using the FORE Fracture Risk Calculator in 2013, 62% were at moderate or high risk of having a hip fracture in the next 10 years.



Our popular FORE Fracture Risk Calculator™ will soon be available for download in the Google Play and Apple store.

Prototype for Fracture Risk Screening

American Bone Health peer educators partnered with the Dairy Council of California and the California Dietetic Association and screened 631 members at 30 Sam's Club Stores in California.



More than half of those screened (61%) were at moderate or high risk of having a fracture in the next ten years. 91% of those found the bone health screening new and helpful and most would like to see the screening provided again!

San's Club Screenings: July 13, 2013

Ethnicity	Low	Moderate	High	Total
Asian	56	51	2	109
Black	13	20		33
Hispanic	87	62	4	153
Other	13	16	4	33
White	73	176	54	303
Grand total	242	325	64	631

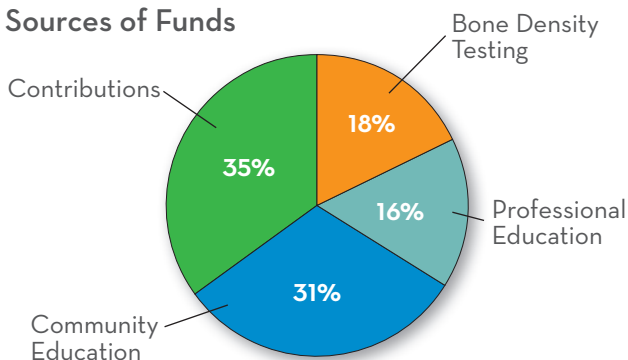
Age	Low	Moderate	High	Total
45-54	182	45		227
55-64	50	184	20	254
65-74	10	70	17	97
75+		26	27	53
Grand total	242	325	64	631

Patients on Treatment (Tx)

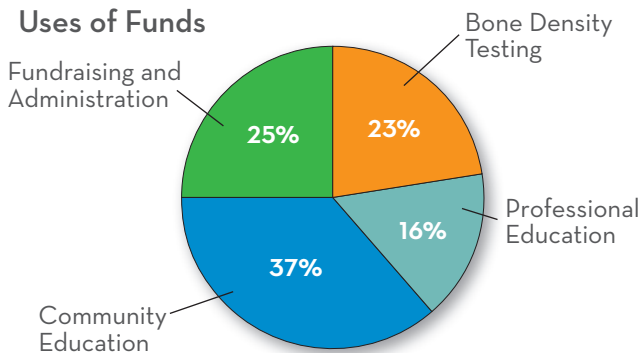
	Low Risk	Moderate Risk	High Risk	Total
No Tx	240	306	56	33
Tx	7	19	8	153
Grand total	242	325	64	631

12 Months Ended October 2012–September 2013

Sources of Funds



Uses of Funds





Outreach programs like the one sponsored by Sam's Club and Silk in partnership with the California Dietetic Association and the Dairy Council of California, are an important resource for the community to identify individuals at risk and educate them about ways to prevent bone loss and fractures.



Corporate Advisory Board Members

Our corporate partners help us design strategies for outreach and education for the public. Their unrestricted financial support of our work is very much appreciated.





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