



AMERICAN
BONE HEALTH™

2014 Progress Report

*Bone Health
begins with
Knowledge
and ends with
Action*



Dear Friends,

I'm committed to bone health!

It was 2005, I had just been diagnosed with osteoporosis. I wanted information and my doctor sent me to American Bone Health. They gave me

the resources and support that helped me in my search for answers. I learned so much and that led me to action.



I became an American Bone Health peer educator and dedicated myself to spreading the facts about bone health because I knew millions of others needed the same information. Now hundreds of passionate and caring individuals are helping us educate others.

Your donations help us train, equip and support community programs where we provide knowledge and encourage action for bone health.

I am proud of our work to get Americans involved in this important aspect of their health.

Warmly,

A handwritten signature in black ink that reads "Shelley Powers". The script is fluid and cursive.

Shelley Powers

President of the Board of Directors

Bone Health Education Grows by 30%

In 2014, we reached over 189,000 Americans in a variety of programs. We now have trained peer educators doing these programs in 30 states.

Community Talks

- Strong Bones for a Healthy Life™
- Healthy Bones, Health Kids
- Girls, Sports and Bone Health
- American Bone Health lecture series

Workshops

- Bone Safe Pilates
- Bone Safe Yoga
- Bone Safe Exercise

Screening

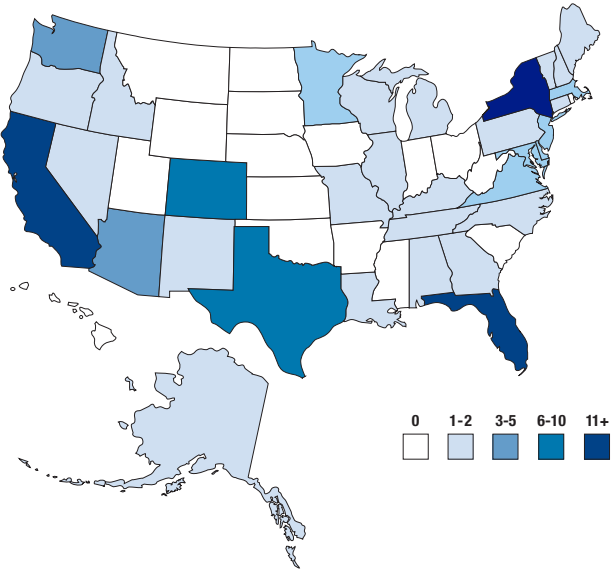
- Bone Health Screening with the FORE Fracture Risk Calculator™
- Freedom from Fractures™ Screening Awareness Event
- Posture, Strength and Balance



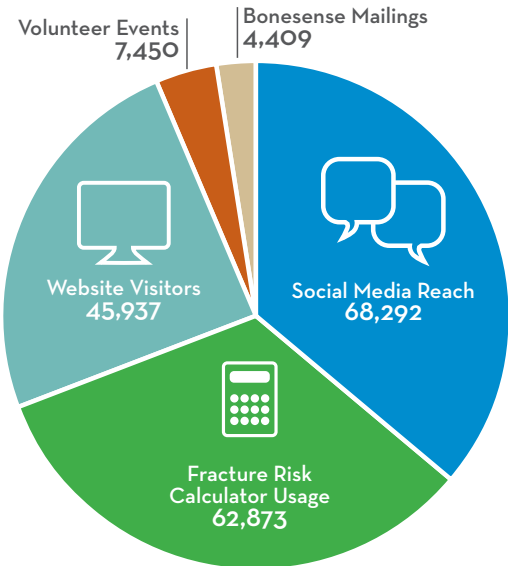
Peer Educator Locations

We delivered public programs in 28 states.

This year, the public education programs reached nearly 7,500 people in person.



Channels of Outreach





6th Annual Charity Golf Tournament Raises Funds for Athletic Energy Deficit Prevention

An amazing group of philanthropic golfers joined forces with Charles Schwab and Destination Wealth Management to raise money to support our program for girls on Athletic Energy Deficit.



**Mark Your
Calendars:
June 29, 2015**

The 2015 Charity
Golf Tournament
is on its way!

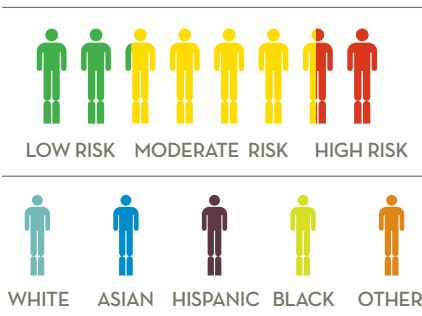
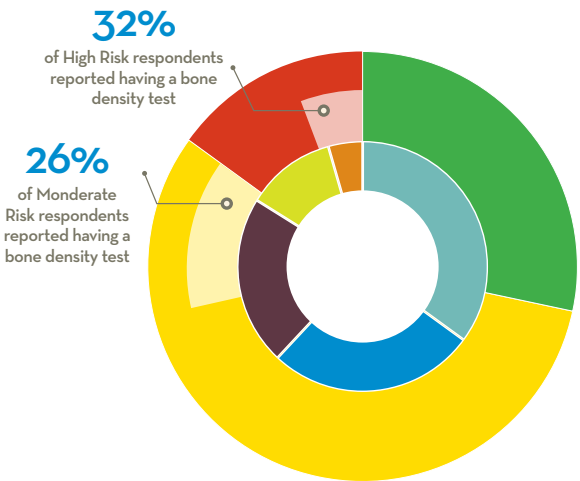


Walgreens Partners with American Osteoporosis Society to Raise Awareness and Monitor Bone Health

2nd Annual Freedom From Fractures™

On July 12, 2014, 138 American Bone Health peer educators screened 523 shoppers in 36 Walgreens stores from Santa Rosa to San Diego. Of those screened, nearly 75% were found to be at moderate or high risk for having a fracture in the next 10 years. All participants left the event with a plan to prevent bone loss and reduce their risks of having a fracture.

Screening Results



American Bone Health Key



Walgreens
AT THE CORNER OF **HAPPY & HEALTHY**®



In August, employees in 288 Walgreens stores in Northern California became bone health advocates to support American Bone Health.

Equipped with talking points about bone health and scannables, they collectively raised over \$42,000.



District Pharmacy Supervisor Ruth Conroy delivers the check to Kathleen Cody along with the store managers who promoted the campaign.



US Office on Women's Health Entrusts Program to American Bone Health

American Bone Health received the exclusive license to steward Best Bones Forever!, the bone health campaign developed by the U.S. Department of Health and Human Services' Office on Women's Health.

American Bone Health will build on the campaign's successes through social media, web-based activities and a new middle school outreach program.

Building strong bones begins in childhood. This program gives American Bone Health a vehicle to reach children and their parents.



2014 BONESENSE™ Publications

BONESENSE™ helps the public understand emerging research. The American Bone Health Medical and Scientific Advisory Board reviews all publications prior to release.

Nutrition

- Why strontium is not advised for bone health
- Is coffee and tea bad for bones?
- Kids and caffeine
- New study suggests concerns about milk for adults

Factors affecting bone health

- Sleep apnea and bone loss

Exercise

- Vibration platforms are not ready for bone health
- Are there benefits of weighted vests for bone health?

Diagnosis

- Heel ultrasound is not the best assessment for osteoporosis
- Understanding Athletic Energy Deficit for *Training and Conditioning Magazine*.



Volunteer!

Interested in joining our committee
for children's bone health?

Contact **Shelley Powers**
at **510.832.2663**

Calcium rocks UC Berkeley Hack-a-Thon

Welcome to the calc(ium)ulator! It checks how healthy your diet is! Also, click this tooltip for some (humerus) puns!



THE CALCIUMULATOR



Gender

F

Age

18

Pregnant

YES

CONTINUE

Computer science students worked through the night in a contest to develop the most engaging tool to demonstrate the American Bone Health Calcium Rule of 300™. Four teams vied for the top prize, but American Bone Health was the true winner. The talented students created Skely—who makes understanding calcium fun and informative.

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.



HAGER SHARP
Communications That Make A Difference

Lilly

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