Engage.
Educate.
Empower.

AMERICAN BONE HEALTH

2017 Progress Report

Letter from the President

Dear Friends,

Engage. Educate. Empower. These actions reflect our focus as an organization.

We are very thankful to you and to over 1500 Peer Educators and partners who help us deliver bone health tools and education to people around the country.

As we reflect on the year, we are delighted that our signature bone health events are gaining more and more visibility with the assistance of partner organizations and corporate underwriting.

We would not be able help others without the generous contributions of our individual and corporate donors and for that, we are grateful. With your support, we will ensure that all Americans can live a long, healthy and independent life.

Thank you for your support.

Brenda Davis, MS
President of the Board

"What I enjoyed the most about volunteering for the Stepping Out Strong events was being a part of something bigger than myself. I enjoyed getting out there within my community, teaching and empowering others through education, and giving them the ability to improve their bone health through simple daily exercises."

– Nasser H., Ontario, CA

Peer Educator Network!

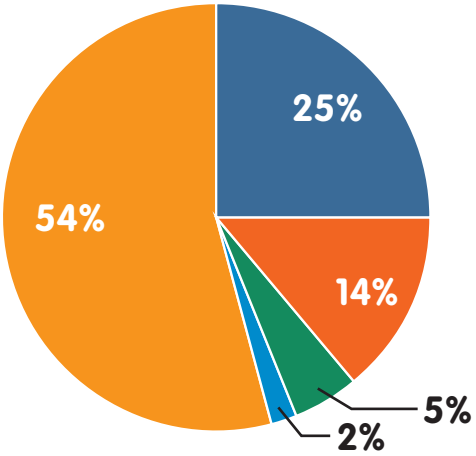
196 new Peer Educators joined our team in 2017!

This year marks 7 years since we launched our Peer Educator program. Thanks to caring volunteers, we have collectively reached over 1,125,000 older adults (that's the equivalent of 50 Madison Square Gardens)!

2010	86 Peer Educators	6,500 People Reached
2011	111 Peer Educators	8,450 People Reached
2012	144 Peer Educators	10,985 People Reached
2013	187 Peer Educators	23,000 People Reached
2014	460 Peer Educators	189,000 People Reached
2015	635 Peer Educators	318,550 People Reached
2016	860 Peer Educators	466,504 People Reached
2017	1,056 Peer Educators	660,694 People Reached

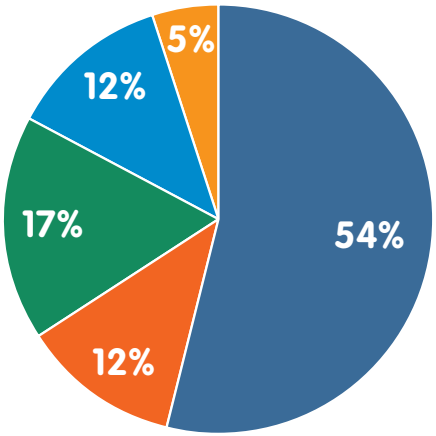
2017 Funding Picture

Sources of funds



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

Usage of funds



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

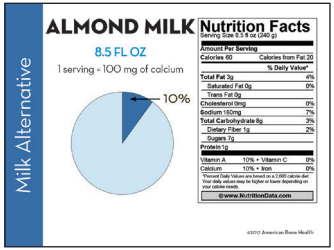
AMERICAN BONE HEALTH

2017 SIGNATURE EVENTS

The Calcium Challenge™

An in-store bone health nutrition event for shoppers

The American Dairy Council Northeast, Lactaid, and Cabot Cheese Cooperative helped us bring The Calcium Challenge to 65 ShopRite stores in Pennsylvania, New Jersey, Maryland, and New York during National Dairy Month in June.



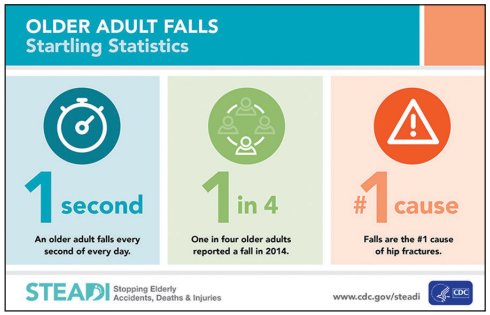
"I loved playing The Calcium Challenge card game with shoppers. Many were really surprised to learn about the many sources of calcium and how much they need every day."

- Phyllis, Philadelphia ShopRite

3rd Annual Stepping Out Strong™

September 22–28

Falls are the leading cause of injury in older adults. Since falls lead to fractures, we crafted this program to teach people some simple exercises to increase their strength and balance.



There is steady growth in outreach with this program. The average age of the participants was 64, with the youngest 23 and the oldest 97. The balance assessment conducted by the Peer Educators found that 41% were at risk of falling because of poor or fair balance. The program included practice of and take home materials for exercises to build into their daily routine.

2015 **9** Locations **4** States **129** Participants

2016 **10** Locations **4** States **181** Participants

2017 **18** Locations **5** States **488** Participants

"The event was very well prepared. We had more attendees than expected. I knew Teresa (Peer Educator) was amazing, but she was super-fabulous for this event!"

- Tracy,
Center Director Avenidas

Freedom From Fractures™

July 8–16

It only takes a moment for a fracture to rob someone of their independence. The 5th annual Freedom From Fractures screening and awareness week was the most successful to date. We were pleased with the number of men who participated in the events.

70% of those screened were at moderate or high risk of breaking a bone in the next 10 years.

84% of the high risk participants were not taking a medication that could reduce their risk of fracture.

35% of women age 65+ and **66%** of men age 70+ had not had a bone density test, a Medicare-covered benefit.

Thanks to our staff and interns, and a special thanks to the hundreds of dedicated Peer Educators who participated and the locations who hosted the events.

246 Peer Educators screened 929 people at 41 locations in 20 states and counseled them on how to reduce their chances of breaking a bone.

"The seniors have more awareness about the importance of getting enough calcium and the correct way of getting calcium. They are learning to read the food labels. They also know there is a DXA test covered by Medicare!"

– Jenny, Social Service Coordinator, Hillcrest Gardens, Livermore

AMGEN®

Thanks to an educational grant from Amgen, we had a companion CBS television campaign. The 30 second TV ad received over 11 million positive impressions for the campaign across four key US markets (San Francisco, Denver, Miami and Philadelphia). A digital campaign drove 1.4 million unique impressions in 13 markets.

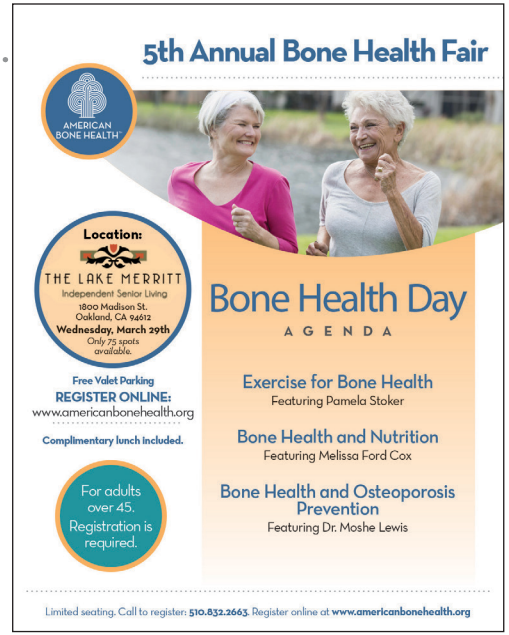
Bone Health Fairs

Bone Health Fairs are interactive 3-hour events that feature a nutrition expert, a physical therapist and a local osteoporosis physician. Participants get a complete picture about how to maintain strong bones for life.
We partnered with The Lake Merritt in Oakland, Panorama Orthopedics & Spine Center in Denver and O'Connor Hospital in San Jose.

THE LAKE MERRITT
Independent Senior Living

PANORAMA
Orthopedics & Spine Center

O'Connor Hospital
A Part of Verity Health | Together in Health



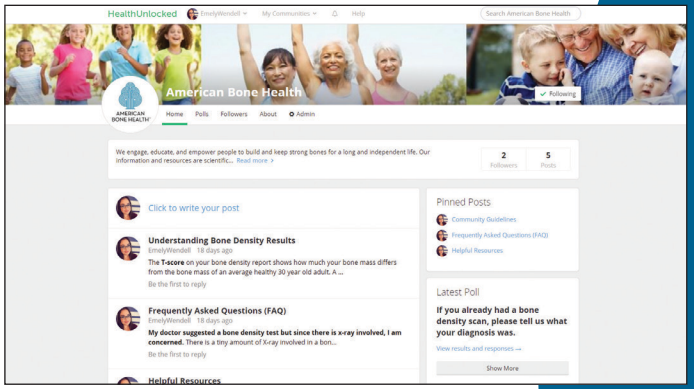
If you are interested in conducting a Bone Health Fair in your community, please call us at (510) 832-2663

New Bone Health Online Forum

Want to connect with others about bone health?

Been diagnosed with osteoporosis, but don't know who can relate?

Taking care of a parent with a fracture and looking for help?



Join American Bone Health's **HealthUnlocked** —a peer-to-peer support network where patients, caregivers and health advocates share their experiences safely online with guidance from American Bone Health. Chat with others about your conditions, symptoms, treatments, and health services.

#GivingTuesday

You helped us do it!

We more than TRIPLED our donations in our third year of participating. Thanks to our growing network of supporters, we are able to reach even more people in 2018.

Thank you!

Our Partners


Spencer Family YMCA
Aurora Center for Active Adults
Emeryville Senior Center
Panorama Orthopedics & Spine Center
Armory Park Center
Fortius Fitness and Physical Therapy
San Francisco Public Library
Coppell Senior Center
Coral Gables Senior Center
Sunnyvale Senior Center
Orange Beach Senior Center
Holiday Hills Estates
Sunday Streets Mission
Bantram Lakes
Valley Vista
JCCA - Evelyn Rubenstein Jewish Community Center of Houston
The Lake Merritt Independent Senior Living
Downtown Oakland Senior Center
OsteoStrong
San Dimas Senior Citizen/Community Center
Special Olympics
Avenidas
Dyckman Senior Center
Yavapai Regional Medical Center
The James B. Allen, Jr. Generations Center
Eden Housing Josephine Lum Lodge
Wallingford Community Senior Center
Community Hospital of the Monterey Peninsula
San Bruno Senior Center
Pension Dynamics Company LLC
Mon Valley YMCA
Stoney Brook of Hewitt

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