



GROWING TOGETHER

2018
Progress Report



Peer Educator Motivation

“I work as a medical scribe and I see a lot of older patients whose lives have changed after developing osteoporosis. Many of the women who I speak with share their stories and make me realize that this is a major public health problem. After my presentations, people are motivated to do more research and to prepare questions for their doctors.

As I strive to be a future physician, nothing makes me happier than being able to help someone take charge of their bone health.”

– Victoria K. from Issaquah, WA



Letter from the President

Dear Friends,

Engage. Educate. Empower.

These actions guide the strategy of American Bone Health and help us make a difference in the lives of many people.

Engage. With our focus in the community, we deploy Peer Educators using tools and resources that start a conversation about bone health.

Educate. With the support of our Medical and Scientific Advisory Board, we prepare materials to help people understand what it means for them.

Empower. With your help, we activate people by giving them simple and personal steps to take to reduce their chances of having a debilitating fracture.

We expanded our reach this year. Without the generous contributions and underwriting, we would not be able to fulfill our mission. For that, we are grateful.

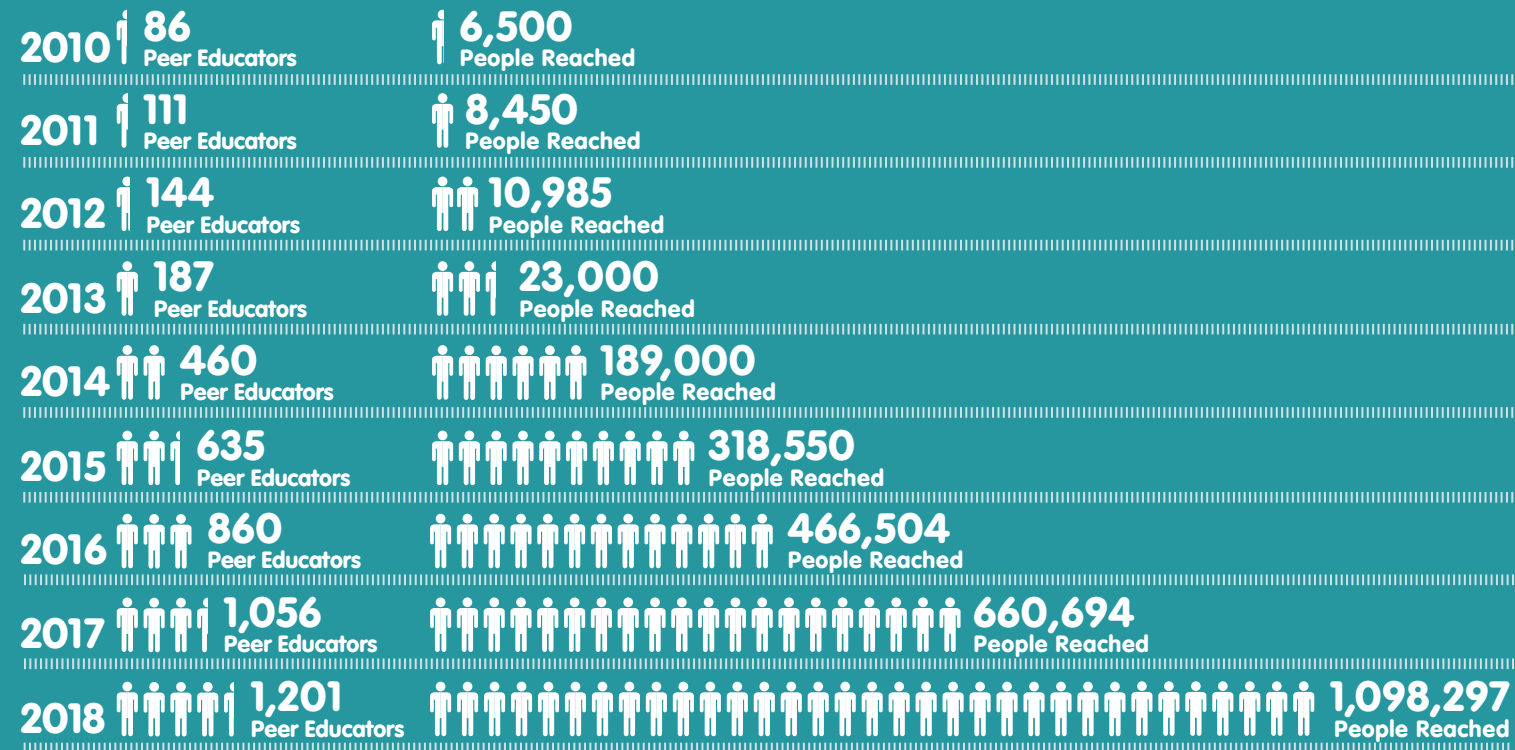
Thank you,

Brenda Davis, MS
President

The Multiplier Effect

Peer to peer education expands our national reach, locally.

Trained Peer Educators are the heart of our organization and the foundation of our educational outreach. Through online instruction and mentoring, volunteers deliver key bone health messages to people in their communities.



What We Do Matters to People

Consumers are faced with conflicting and confusing information about bone health. Since our founding in 1990, American Bone Health has given people information and tools they can use based on scientific evidence. We make the science practical so people can take action.

We deliver national programs in places where people congregate, tailored to individual communities. Our programs are effective in a variety of places like senior centers, hospitals, YMCAs, and churches. We meet people where they live, play and socialize.

We collaborate with partners to reach even more people in meaningful and effective ways.



How We Educate and Empower People

In addition to our basic bone health talk, **Healthy Bones for Life™**, our three Signature Programs deeply dive into important aspects of bone health and fracture prevention.



Freedom From Fractures™ covers how age, gender, medical conditions, medications and family history can affect the risk of fractures and how to prevent them.



The Calcium Challenge™ helps individuals better understand the role of nutrition and bone health, including calcium, vitamin D, magnesium and protein.



Stepping Out Strong™ employs a balance confidence survey and a balance test to give a baseline assessment of fall risk.

People leave our events with a roadmap for better bone health. Whether it's to calculate their personal fracture risk, daily calcium intake or a worksheet to prevent falls, our materials give people key messages and prepare them with questions to discuss with their health care provider.

Results from 2018 Signature Programs

Calcium Challenge



14 States 69 Locations

"I would love to do this again. The information is so important and good!!"

— Sue P., MS, RD Holmdel, NJ

Lactaid
BRAND



Stepping Out Strong



15 States 30 Locations

"I just want to let you know that the volunteer did an awesome job! Seniors asked questions and shared stories!"

— South Berkeley Senior Center

What We Learned from Freedom From Fractures

Freedom From Fractures National Awareness Event

2018 AWARENESS CAMPAIGN REPORT

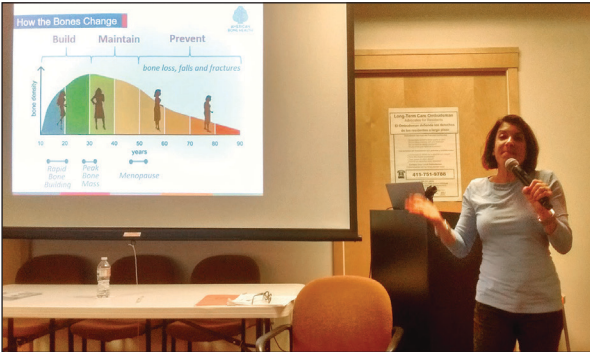
2 Million Preventable Fractures Happen Each Year

American Bone Health Peer Educators around the country gave presentations on how medical conditions, medications and family history can affect the risk of fractures and how to prevent them.

48 Locations in **15** States
46 Peer Educators



“Presenter knew what she was talking about. Very knowledgeable.”



“This class taught me informations that I was not aware of!”



Age and Fracture Risk

Age is the principal driver of fracture risk. Of those adults 75+, 70% are at high risk of having any of four osteoporotic fractures in the next ten years.

Risk Level	Age Range		
	54-64	65-74	75+
Low	48%	16%	6%
Moderate	39%	40%	24%
High	13%	45%	70%

Fracture Risk and Treatment

Most individuals at high risk of having a fracture are not on treatment. Only 17% of high risk people reported that they are taking a treatment for osteoporosis. Our challenge is helping people understand the risk of future fractures and the benefits of treatment and prevention strategies.

Risk Level	Not on Treatment	On Treatment
Low	92%	8%
Moderate	82%	18%
High	83%	17%
Grand Total	439	80

Freedom From Fractures was supported with an educational grant from Amgen.



Our Newest Partnership Expands: Bone Health Workshops

We have combined our signature events into one three-hour Bone Health Workshop and look forward to expanding with partner organizations.



THE LAKE MERRITT
Independent Senior Living

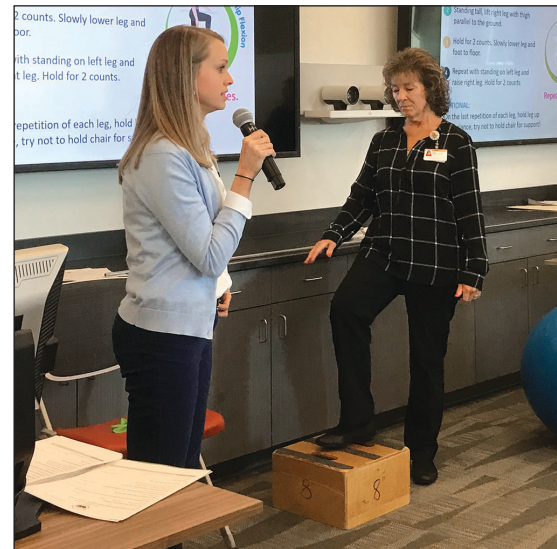
In 2018, our longest running Bone Health Workshop at The Lake Merritt Independent Senior Living in Oakland, California featured Wendy Katzman, PhD PT; Zoë Watt, and Aaron Pardini, MD, FACE. Supported by The Lake Merritt and an educational grant from Hologic.

HOLOGIC[™]
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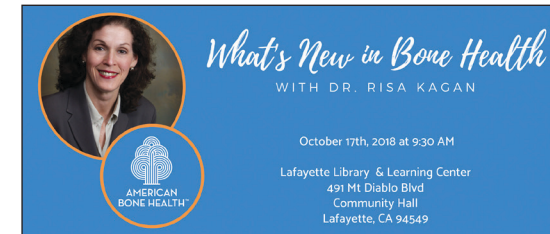
Our newest partner in Winston-Salem, North Carolina featured Anne Lake, DNP, ONP-C, FNP-C, CCD, Jordan Chandler, PT, and Caroline Thomason, RD LDN. Supported with an educational grant from Medtronic.

Medtronic



Other Notable Activities from Our Supporters

What's New in Bone Health with
Dr. Risa Kagan



Our past Board presidents Amy Anderson, Marlene Cowan, Joffa Dale, Patty Frazer, Karen McGuinn, Tom O'Malley and Lynn Trowbridge sponsored a lecture on Bone Health by Dr. Kisa Kagan, a member of our Medical and Scientific Advisory Board.

"Because of the information my husband learned from American Bone Health, he prevented a fracture that probably saved his life."

— Joann

New Mexico Senior Olympics



American Bone Health Peer Educator and students from Central New Mexico Community

College conducted balance testing.

Supported with an education grant from Juvent.



"I enjoy sharing the information I have learned as a peer educator with others. We can all be more proactive in supporting our bones as we age and I appreciate learning how to do that effectively."

— Brookes McIntyre,
Peer Educator

Delta Phi Lambda – Sorority Partnership & Bone Health Initiative

Delta Phi Lambda

Delta Phi Lambda Sorority is working with American Bone Health to train sisters at over 18 chapters about bone health so they can educate their communities.

Bone Health Initiative



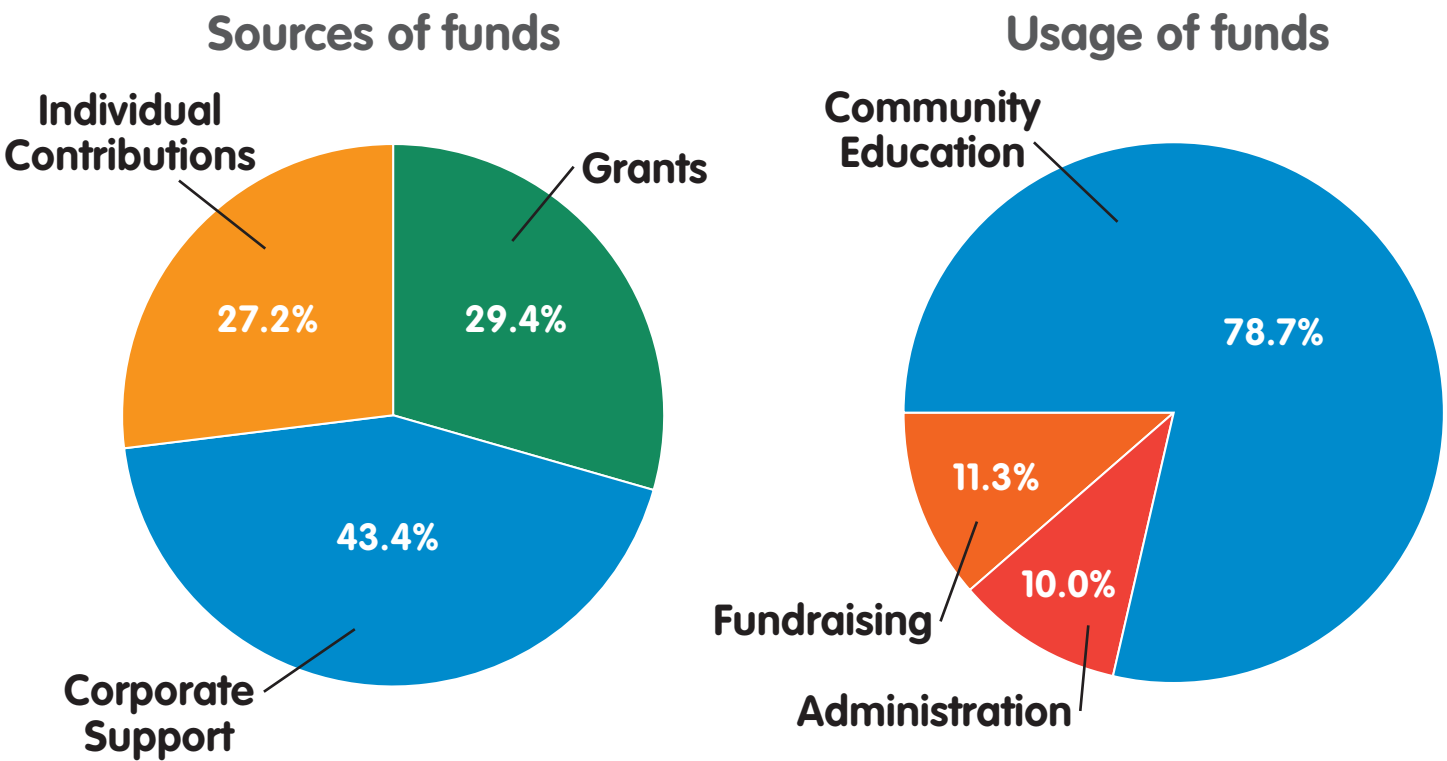
Bone Health Initiative is a student organization at UC Berkeley raising awareness for bone health and various bone-related diseases. In 2018, BHI engaged in various outreach community events focused on fracture prevention, nutrition, and strength and balance at local venues.



Our Community Partners

A Body of Work	Desert Foothills Family YMCA	Newark Senior Center	South County Family YMCA
Ann Arbor Senior Center	Downtown Oakland Senior Center	North Berkeley Senior Center	Southeast Seattle Senior Center
Avenidas	Drevna Physical Therapy Associates	OASIS Albuquerque	Spectrum Crestview Senior Living
Baylor Scott and White: Baylor	Dumont Senior Center	OsteoStrong Carrollton	St. Louis Activity Center
University Medical Center	El Camino Hospital	Park Place of West Knoxville:	St. Paul's Senior Day Program
Bella Vita Senior Living	Emeryville Senior Center	Independent Living	Staenberg-Loup Jewish Community
Bethel Lutheran Church	Faith Presbyterian Church	Passmore Center	Center
Billerica Council On Aging	Five Points Center for Active Adults	PINNACLE Senior Center	Sunnyvale Senior Center
Blanchard Community Library	Fortius Fitness & Physical Therapy	Reisterstown Senior Center	Taunton YMCA
Bonita Springs YMCA	Gracedale Nursing Home	Renaud Spirit Center	The Hill Y in Westminster
Brandon Senior Center	Hammon Senior Center	Rhoda Goldman Plaza	The Silver Center
Buttonwood Senior Center	Inspira-LIFE	Salinas YMCA	The Villa at San Mateo
Catonsville Senior Center	Issaquah Valley Senior Center	Salud Consulado de Mexico	The Thrive Center
CHEER at Greenwood	Jim & JoAnn Fonteno Senior	San Bruno Senior Center	Trail Ridge Senior Living
Chinese Community Center	Education Center	San Francisco Recreation & Park	Trini Mendenhall Community Center
Community Hospital of the	Lafayette Library	- Eureka Valley	Tuttle Adult Center
Monterey Peninsula	Lake Merritt Independent	Recreation Center	Ventura Family YMCA
Christiana Care John H. Ammon	Senior Living	San Francisco Senior Center	Waco Family YMCA
Medical Education Center	Lauderdale Lakes Senior Center	Santa Clarita Senior Center	Wake Forest Baptist Health
Comal County Senior Citizen Center	Little Rock Athletic Club	Sea Country Senior and	West Bloomfield Parks and Recreation
Agoura Hills Recreation Center	Lompoc Valley Medical Center	Community Center	West Hills Village
Coover Senior Center	Lourie Center	Seymour Center	Westford Council On Aging
Coppell Senior Center	Manzano Mesa Multigenerational	ShopRite of Jersey City	Weston Community Center
Coral Gables Adult Activity Center	Center	ShopRite of Montague	Wilson Senior Center
Cornerstone Baptist Church Country	Margaret Schweinhaut Senior Center	ShopRite of Sioux Falls	Woodland Terrace
Club Manor Senior Living Daniel	Middlebury Senior Center	ShopRite of West Chester	Yavapai Regional Medical Center
Cantor Senior Center	MountainBrook Village	Silver Lining at Old Bridge	YMCA Eatontown
	Neil Orchard Senior Activities Center	Simi Valley Senior Center	
	New Hanover County Public Library	South Berkeley Senior Center	

Sources and Uses of Funds



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