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
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.

<table>
<thead>
<tr>
<th>Year</th>
<th>Peer Educators</th>
<th>People Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>86</td>
<td>6,500</td>
</tr>
<tr>
<td>2011</td>
<td>111</td>
<td>8,450</td>
</tr>
<tr>
<td>2012</td>
<td>144</td>
<td>10,985</td>
</tr>
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<td>2013</td>
<td>187</td>
<td>23,000</td>
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<tr>
<td>2014</td>
<td>466</td>
<td>189,000</td>
</tr>
<tr>
<td>2015</td>
<td>635</td>
<td>318,550</td>
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<tr>
<td>2016</td>
<td>860</td>
<td>466,504</td>
</tr>
<tr>
<td>2017</td>
<td>1,056</td>
<td>660,694</td>
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<tr>
<td>2018</td>
<td>1,201</td>
<td>1,098,297</td>
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</tbody>
</table>

2019 1,270 Peer Educators 2,014,000 People Reached

2020 1,545 Peer Educators 2,522,000 People Reached

2021 1,844 Peer Educators 3,438,460 People Reached

2022 2,000 Peer Educators 3,798,000 People Reached

2023 2,200 Peer Educators 4,092,000 People Reached

2024 2,400 Peer Educators 4,400,000 People Reached

2025 2,600 Peer Educators 4,700,000 People Reached

2026 2,800 Peer Educators 5,000,000 People Reached

2027 3,000 Peer Educators 5,300,000 People Reached

2028 3,200 Peer Educators 5,600,000 People Reached

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

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

“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.

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Low</th>
<th>Moderate</th>
<th>High</th>
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<tbody>
<tr>
<td>54-64</td>
<td>48%</td>
<td>39%</td>
<td>13%</td>
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<tr>
<td>65-74</td>
<td>16%</td>
<td>40%</td>
<td>45%</td>
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<tr>
<td>75+</td>
<td>6%</td>
<td>24%</td>
<td>70%</td>
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<table>
<thead>
<tr>
<th>Risk Level</th>
<th>Not on Treatment</th>
<th>On Treatment</th>
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<tbody>
<tr>
<td>Low</td>
<td>92%</td>
<td>8%</td>
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<tr>
<td>Moderate</td>
<td>82%</td>
<td>18%</td>
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<tr>
<td>High</td>
<td>83%</td>
<td>17%</td>
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<tr>
<td>Grand Total</td>
<td>439</td>
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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.

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.

Wake Forest® Baptist Health

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 by the Lake Merritt and an educational grant from Medtronic.

Medtronic

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

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

What’s New in Bone Health

With Dr. Risa Kagan

October 13, 2022 at 10:30 AM
Lathrop Plaza, 1101 Market Street, Suite 200, Oakland, CA 94612

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

American Bone Health Peer Educator and students from Central New Mexico Community College conducted balance testing. Supported with an education grant from Juvent.
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

Delta Phi Lambda

A Body of Work
Jon-Arbor Senior Center
Avenues
Bay Scott and White, Bay University Medical Center
Bella Vita Senior Living
Bethel Lutheran Church
Billerica Council On Aging
Blanchard Community Library
Bondi Springs YMCA
Brandon Senior Center
Butterworth Senior Center
Caterina Senior Center
CHEER at Greenwood Chinese Community Center Community Hospital of the Monterey Peninsula
Christie Care John H. Amnon Medical Education Center
Comal County Senior Citizen Center
Agoura Hills Recreation Center
Coover Senior Center
Coppell Senior Center
Coral Gables Adult Activity Center
Cornerstone Baptist Church
Country Club Manor Senior Living
Desert foothills Family YMCA
Downtown Oakland Senior Center
Dowen Physical Therapy Associates
Dumont Senior Center
El Camino Hospital
Emmanuel Senior Center
Faith Presbyterian Church
Five Points Center for Active Adults
Fortis Fitness & Physical Therapy
Graceland Nursing Home
Hamms Senior Center
InSPAra Life
Isaiah Valley Senior Center
Jim & Judy Forman Senior Education Center
Lake County Library
Lake Merritt Independent Senior
Lakeside Lakes Senior Center
Leland Center
Lomita Valley Medical Center
Lourie Center
Marzani Mesa Multigenerational Center
Margaret Schweinhaut Senior Center
Middlebury Senior Center
Mountain Brook Village
Neil Orchard Senior Activity Center
New Hanover County Public Library
Oakland East Bay Senior Center
Oasis StrongCarrollton Park
Park Place of West Knoxville
Pinecrest
Pinnacle Senior Center
Reisterstown Senior Center
Renew Sport Center
Rhoda Goldman Plaza
Salena YMCA
Salud Comunitas de Mexico
San Bruno Senior Center
San Francisco Recreation & Park
Saratoga Recreation Center
San Francisco Senior Center
Santa Clara Senior Center
Santa Cruz Senior and Community Center
Seymour Center
Skypill of Jersey City
Skypill of Montclair
Skypill of South Orange
Silver Living at Old Bridge
Silver Living at Westfield
Silver Living at West Bloomfield
South Berkeley Senior Center
South County Family YMCA
Southeast Seattle Senior Center
South Bloomfield Senior Living
St. Louis Activity Center
St. Pauls Senior Day Program
Staenberg-Loup Jewish Community Center
Sunnymeade Senior Center
Taunton YMCA
The 49 Y in Westminster
The Silver Center
The Villa at San Mateo
The Thrive Center
Trail Ridge Senior Living
Trinity Handshel Community Center
Tuttle Adult Center
Ventura Family YMCA
Waaco Family YMCA
Wake Forest Baptist Health
West Bloomfield Parks and Recreation
West Hills Village
Westford Council On Aging
Winston Community Center
Wilson Senior Center
Woodland Terrace
Yavapai Regional Medical Center
YMCA Eatontown

Newark Senior Center
North Berkeley Senior Center
OASIS Albuquerque
OsteoStrong Carrollton
Park Place of West Knoxville
Peabody
Pinecrest
Pinnacle Senior Center
Raiesterstown Senior Center
Renew Sport Center
Rhoda Goldman Plaza
Salena YMCA
Salud Comunitas de Mexico
San Bruno Senior Center
San Francisco Recreation & Park
Saratoga Recreation Center
San Francisco Senior Center
Santa Clara Senior Center
Santa Cruz Senior and Community Center
Seymour Center
Skypill of Jersey City
Skypill of Montclair
Skypill of South Orange
Silver Living at Old Bridge
Silver Living at Westfield
Silver Living at West Bloomfield
South Berkeley Senior Center
South County Family YMCA
Southeast Seattle Senior Center
South Bloomfield Senior Living
St. Louis Activity Center
St. Pauls Senior Day Program
Staenberg-Loup Jewish Community Center
Sunmeyer Senior Center
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The Silver Center
The Villa at San Mateo
The Thrive Center
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Westford Council On Aging
Winston Community Center
Wilson Senior Center
Woodland Terrace
Yavapai Regional Medical Center
YMCA Eatontown
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<td>Administration</td>
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![Corporate Support Logos]
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