

PARTNERING for Better Bone Health



2019 Progress Report



AMERICAN
BONE HEALTH™



Community
programs and
events held:
570

People
who attended
community
programs:
17,100+

People
who used the
American Bone
Health Fracture
Risk Calculator:
82,370



Letter from the President of the Board

Dear Friends,

We have good news to share: partners from industry, community organizations and other nonprofits are stepping up to help us make a difference in our efforts to raise bone health awareness.

In 2019, we boosted our efforts to reach more people by joining forces with other organizations and institutions to get the word out.

Our small, but mighty staff and team of volunteers worked with hospitals, senior centers, YMCAs and most notably, Susan G. Komen to make sure that people know that their bone health is important.

Can you believe that 62% of American Bone Health survey respondents indicated that being unaware of the importance of bone health was the largest barrier to people protecting their bone health?

Osteoporosis and low bone mass is a serious chronic condition affecting 53.6 million Americans. This disease must be identified and managed to avoid disabling fractures in our aging population.

And without your generous contributions, we would not be able to fulfill our mission to engage, educate and empower people to build and keep strong bones for life. For that, we are both inspired and grateful.

Thank you,

Brenda Davis, MS

President, Board of Directors

From One of Our 2019 Partners



"In 2019, Susan G. Komen partnered with American Bone Health to help educate and empower breast cancer survivors, those living with breast cancer and their supporters about bone health.

Our mutual goal was to inspire women to take steps to strengthen their bones, in preparation for the 3-Day walks and beyond.

American Bone Health contributed helpful content for our stakeholders. This enjoyable collaboration was a natural fit and has motivated our participants to include bone health in their healthcare plan."

Carrie Stovall

*Vice President,
Peer to Peer Fundraising
Susan G. Komen*



Thank You

*to the many partners
who make a difference
in communities around
the country.*

5-Star Residences of Dayton, Denver, CO
Ability Rehabilitation, Winter Park, FL
Amgen Wellness Walk, Thousand Oaks, CA
Avenidas, Palo Alto, CA
BE Fit Physical Therapy Clinic,
White River Junction, VT
Bernalillo Senior Center, Albuquerque, NM
Borealis Community Yoga, Medford, MA
Boys and Girls Club, Oakland, CA
Brandon Senior Center, Brandon, FL
Cal State, East Bay, Hayward, CA
Christiana Health Care, Wilmington, DE
Community Hospital of the Monterey
Peninsula, Monterey, CA
Delta Phi Lambda, Cincinnati, OH
Dover Community Senior Center, Dover, NH
Dress for Success Triangle, Raleigh, NC
EHS Pilates, San Francisco, CA
Emeryville Senior Center, Emeryville, CA
EPARQ at UC San Diego, La Jolla, CA
Five Points Senior Center, Raleigh, NC
Granite Reef Senior Center, Scottsdale, AZ
Innovation Summit, Washington, DC
Jim & JoAnn Fonteno Senior Education
Center, Houston, TX
Kessler Rehab Center, Clifton, NJ
Komen Affiliate, Charlotte, NC
Komen Affiliate, Cincinnati, OH
Liberty Science Center, Jersey City, NJ
Live Fit Gym & Wellness, San Francisco, CA
Mapleton YMCA, Boulder, CO
Mennonite Home, Lancaster, PA
Methodist Richardson Medical Center,
Richardson, TX
Middlebury Public Library, Middlebury, CT
Mount Sinai Hospital, Queens, NY
National Senior Olympic Games,
Albuquerque, NM
NE Georgia Medical Center, Barrow, GA
NE Georgia Medical Center, Brazelton, GA
NE Georgia Medical Center, Gainesville, GA
O'Fallon Family YMCA, O'Fallon, MO
Oasis Institute, St. Louis, MO
Osher Life Long Learning at Duke,
Durham, NC
Peoples Congregational Church,
Washington DC
Presbyterian Health Care,
Albuquerque, NM
Resources for Seniors, Cary, NC
Rossmoor, Walnut Creek, CA
San Bruno Senior Center, San Bruno, CA
San Mateo Senior Center, San Mateo, CA
Sertoma, Raleigh, NC
Shakopee Recreation Center,
Shakopee, MN
Silicon Valley Boomer Summit, Oakland, CA
South Berwick Senior Center,
South Berwick, ME
St Paul's Lutheran Church, Millersville, PA
Sunnyvale Senior Center, Sunnyvale, CA
Susan G. Komen, Dallas, TX
The Lake Merritt, Oakland, CA
The Villas at San Mateo, San Mateo, CA
Triangle Yoga, Chapel Hill, NC
Wake Baptist Health, Winston-Salem, NC
Waltonwood, Raleigh, NC
Waltonwood, Ashburn, VA
Weekley Family YMCA, Houston, TX
What's Next Boomer Summit,
New Orleans, LA
YMCA of Central Texas, Waco, TX

Our 2019 Signature Programs



Calcium Challenge™ teaches people about nutrition for healthy bones. Participants learn their daily requirements and the best food sources for meeting them.



Freedom From Fractures™ covers how age, gender, medical conditions, medications and family history impact the risk of fractures. Participants learn what their risk is and how to reduce it.



Stepping Out Strong™ uses a balance confidence survey and balance test to give a baseline assessment of fall risk. Participants learn simple exercises to improve strength and balance.



Best Bones Forever!™ engages middle school children (age 9-14) in activities to learn about bone-healthy nutrition, physical activity and risky habits that can harm bone development. Cal State East Bay Department of Kinesiology and three Boys and Girls Clubs in Oakland, CA helped pilot this program.



Boys and Girls Club, Oakland



RISK RESULTS BY AGE

Risk Level	Ages 45-64	Ages 65-74	Ages 75+	Total
LOW	513	145	37	695
MODERATE	282	383	69	734
HIGH	167	355	252	774
Total	962	883	358	2,203

46% of those age 45-64 were moderate or high risk:

- 37% \leq 127 pounds
- 31% report secondary condition
- 23% report parent hip fracture
- 22% report low trauma fracture
- 10% report >2 alcohol drinks per day

84% of those age 65-74 were moderate or high risk:

- 31% \leq 127 pounds
- 24% report secondary condition
- 22% report parent hip fracture
- 15% report low trauma fracture
- 9% report >2 alcohol drinks per day

WHAT PEER EDUCATORS TOLD US

"I like to help people, and when I educate about bone health, teach and make people aware of things they didn't know or hadn't thought about, I feel I'm making a difference!"

Penny
California

"My audience were residents of a Senior Living community. They loved the information and felt it was one of the best presentations I've done (I've done several of them, but this was far better received than other past presentations)."

Sue
Virginia

"People really feel empowered to discuss bone health with their doctor. They feel good when they realize they are already doing some of the 'steps' and motivated when they learn there are things they can do to take charge."

Melissa
Florida

For more details on any of the American Bone Health programs, visit www.AmericanBoneHealth.org

LINKING BONE HEALTH AND BREAST HEALTH



American Bone Health volunteers educated and empowered participants to improve their bone health at Susan G. Komen events.



We delivered bone health tips and fracture risk assessments to people who joined the fight against breast cancer by walking in Susan G. Komen fundraising events, nationwide.

In 2019, we teamed up with Susan G. Komen, the world's leading breast cancer charity, to educate and empower women with tools and information to improve their bone health.

Through a media and educational campaign, American Bone Health spread bone health messages to Komen's active and engaged community of cancer survivors, their supporters and loved ones.



The digital campaign won merit recognition in the 2019 Digital Health Awards!

- The media campaign included insightful emails and blogs written by members of our Medical and Scientific Advisory Board and a series of informative articles available on a dedicated Susan G. Komen web page.
- The educational campaign included learning experiences at the 3-Day walks with an interactive Q&A game, a personal bone health quiz, and the American Bone Health Fracture Risk Calculator.

99,000

total impressions of the Healthy Living digital, pre-event campaign featuring American Bone Health content.

17,050

estimated attendance at events.

1,157

participants took the bone health quiz or American Bone Health Fracture Risk Calculator.

38.8%

of those who used the American Bone Health Fracture Risk Calculator learned they are at moderate or high risk of having a fracture in the next 10 years.



Bone Health Workshops combine the best of American Bone Health's signature programs into a 3-hour learning event.

- Topics: Osteoporosis, nutrition and exercise.
- Host Partners: Hospitals and active senior living and learning facilities.
- Audience: 50-120 patients, residents and community members per workshop; age 45+.
- Speakers: Faculty of host institutions and local experts present easy-to-understand content and provide actionable take-aways produced by American Bone Health.

In 2019, we partnered with:

- Presbyterian Hospital (Albuquerque, NM)
- Northeast Georgia Medical Center (Barrow, Braselton and Gainesville, GA)
- Mount Sinai (Queens, NY)
- E-PARC (San Diego, CA)
- Oasis Institute (St. Louis, MO)
- The Lake Merritt (Oakland, CA)



Jimmy Sease, PT demonstrates strength exercises at a NE Georgia Medical Center workshop, Barrow, GA.



**OVERALL,
PARTICIPANTS
RATED THE
BONE HEALTH
WORKSHOP
4.7 OUT OF 5**

A Few Key Results

(based on responses to pre- and post-event surveys)

What we learned about the participants prior to the workshop. (average age 69):

- Nearly all (79%) had been diagnosed with either osteoporosis or low bone density.
- Most (72%) had gotten a bone density test (DXA scan).
- Typically, less than half correctly answered bone health-related questions.

What participants learned:

- Almost all (93%) said that because of this workshop, they learned new ways to protect their bone health.
- Nearly all (86%) said they learned new exercises to increase their strength and balance.
- Most (75%) said they learned about fall dangers in their homes.

"Very informative. I appreciated the physical therapy lecture and exercises I can do to improve my balance...Before the workshop I had no idea how much calcium I was getting per day."

Carla C.

"Great workshop - well worth taking a Saturday morning to attend."

Gigi K.

"Great to show actual exercises, rather than just showing a slide. Thank you!"

Kathleen R.

Other Work in the Community

- National Senior Olympic Games hosted 13,712 senior athletes in Albuquerque, NM in June. American Bone Health shared information on bone health in the Athletes Village.
- New Mexico Senior Olympics Health Fair featured balance testing and presentations at regional events in Las Cruces and Albuquerque led by uber-Peer Educator, Brookes McIntyre. We love their slogan: *"You don't stop playing because you grow old, you grow old because you stop playing."*
- Power Up Your Body Challenge for middle school children at the Liberty Science Center in New Jersey featured Peer Educators Rebekah Rotstein and Ola Stacha-Fleming as judges in May.
- Mexican Consulate in San Bernardino, CA with Peer Educator Teresita Rojas.



National Senior Olympic Games



Teresita Rojas at the Mexican Consulate

Our Delta Phi Lambda Sorority Partnership Continues to Grow



Delta Phi Lambda Sorority boosted its support of American Bone Health in 2019 with creative fundraisers and volunteering at events. Sisters at 19 chapters completed the American Bone Health Peer Educator program, so they can educate their communities to prevent bone loss and broken bones.



Delta Phi Lambda Sorority sisters at the Susan G. Komen More Than Pink Walk in Cincinnati, OH, helped walkers learn about their bone health by taking the American Bone Health Fracture Risk Calculator and Bone Health Quiz.

Donor Honor Roll

Everything that American Bone Health does is enhanced by the generosity of our corporate and individual supporters who invest in osteoporosis and fracture prevention every year. The list below celebrates our leadership donors who gave \$500 or more during 2019.

\$5,000+

Agnovos
Amgen
Cabot Cheese Cooperative*
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Hologic, Inc.
The Lake Merritt*
Lilly & Co
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Linda and James Murphy
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Radius Health, Inc.
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Susan G. Komen
The Uplands Family Foundation
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\$1,000-\$4,999

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\$500-\$999

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Dr. Fred Singer
The University of Connecticut, courtesy of Delta Phi Lambda, Rho Chapter
Gloria Valdespino
Kathy Williams EdD and Dr. Ron Williams

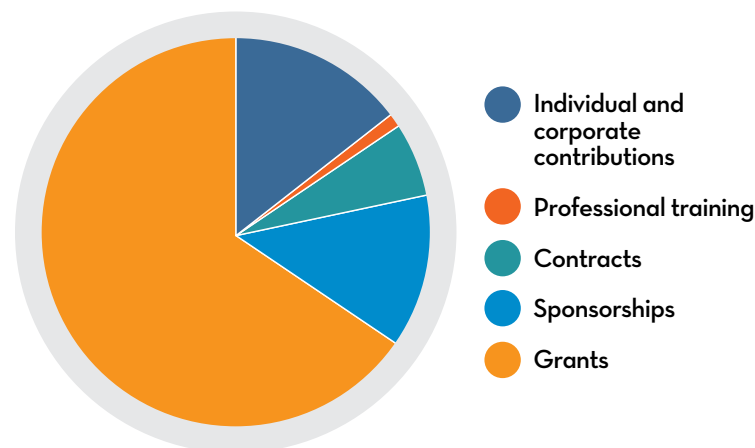
For a full list of donors, please visit:
<https://AmericanBoneHealth.org/donors/>

*Indicates the gift was in-kind.

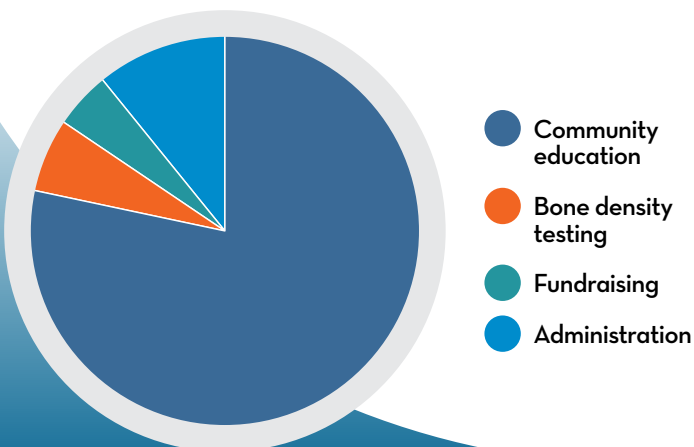
Sources and Uses of Funds

82% of all funds raised are used for community education programs.

Where We Get Our Funding



How We Use Our Funding



American Bone Health Boards

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**In 2020 we are celebrating
30 years of our mission to prevent
osteoporosis and fractures.**

Stayed tuned for more details!



www.AmericanBoneHealth.org

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