



# CONNECTIONS

2021 PROGRESS REPORT







# 2021

## A YEAR OF MAKING NEW CONNECTIONS

As the ongoing pandemic continued to keep people apart, American Bone Health found new ways to bring people together. It was a year of connections.

We connected with new audiences to provide important education about bone health.

We connected with more volunteers, community groups, nonprofit organizations, and industry partners to boost our efforts to reach more people.

And we helped more people connect their personal health history to their risk factors for weakened bones and fractures, thanks to new tools, resources and programs that we developed and launched.

We did a lot to be proud of in 2021, despite the challenges we faced.

We expanded our virtual program offerings for case managers who see clients living with HIV, a population at increased risk of weakened bones and fractures.

We updated the American Bone Health Fracture Risk Calculator™ to incorporate diabetes as a risk factor.

We obtained feedback from over 5,000 consumers on their knowledge and attitudes about bone health to help shape our programs and resources

In this 2021 Progress Report, you'll read about the progress we've made and continue to make. Thank you for supporting us on our mission to engage, educate and empower people to build and keep strong bones for life.

**Paul Cline**

President, Board of Directors

**Cheryl Hostinak**

Executive Director

## CONNECTING WITH COMMUNITIES



— Kathlene Camp, Peer Educator

Thank you to our volunteers, interns, and Peer Educators who form the backbone of American Bone Health.

Peer Educators are vital to providing bone health education as they lead many of our programs and connect us to the communities that we serve.

Our interns help connect us to partner organizations and our constituents, and as students preparing for careers in public health, they connect us to the next generation serving on the front lines of bone health care and advocacy.

Your efforts make it possible for American Bone Health to drive positive change in communities across the United States!

“Participating in American Bone Health educational programs has provided a wonderful opportunity to complement the conversation with care providers to support bone health interventions and action steps.”

## CONNECTING WITH KNOWLEDGE

In order to accommodate attendees from all over the country, and with an abundance of caution given the ongoing pandemic, American Bone Health continues to provide its signature educational programming on virtual platforms. Our free events are available for live viewing, and replays are available for registered attendees for a limited time after each event. We will resume in-person activities with our community organization partners where requested and as local conditions allow, and we will continue to make our programming as widely available as possible.

We continue to review the content of our educational programs and update them as needed. We also look for opportunities to introduce new programs designed to reach new audiences with culturally appropriate content.



# DIGITAL HEALTH AWARDS



## SPRING 2021



### **Merit Medal for Your Bone Health Plan Emails**

Digital Health Media/Publications: Other/Miscellaneous Digital Health Media/  
Publication category

## FALL 2021



### **Silver Medal for Spine Health Workshop**

Web-Based Digital Health: Webinar Series category



### **Gold Medal for “You and Osteoporosis: An Animated Patient’s Guide to Bone Health and Osteoporosis”**

Web-Based Digital Health: Web-Based Resource/Tool category  
*Created in partnership with Mechanisms in Medicine*

## NEW RESOURCES

- “You and Osteoporosis: An Animated Patient’s Guide to Bone Health and Osteoporosis” (youandosteoporosis.com)
- Cancer Survivor’s Guide to Bone Health
- Your Bone Health Plan educational email series for people who complete the American Bone Health Fracture Risk Calculator™

## NEW PROGRAMS

- BoneSense® Speaker Series™
- Best Bones Forever™ virtual program
- Why Healthy Bones Matter™ for People with Breast Cancer
- BoneSafe™ Basics for Movement Professionals
- Fracture Risk Calculator revised to include diabetes as a risk factor
- On-Demand Spine Health Workshop
- Bone Health and HIV case manager training

# HEALTHY BONES TAMPA BAY COALITION

Launched in January 2020, Healthy Bones Tampa Bay is a nonpartisan interdisciplinary coalition formed to help people build strong bones and prevent osteoporosis-related fractures through evidence-based programs that promote bone health.

## 2021 ACHIEVEMENTS

114

Members

69

Organizations



Developed and launched HIV Case Manager training in partnership with Suncoast Health Council and with funding from the Florida Department of Health



Florida Women's Leadership Caucus Osteoporosis Awareness Month Proclamations



University of Tampa School of Public Health Social Marketing Survey and Focus Groups



I have a personal connection to their work and have a great appreciation for their mission. I have seen first-hand how osteoporosis affected my grandmother and my mother. I feel there is a great need to spread awareness and knowledge of osteoporosis and bone decomposition. By improving the experiences of the community in Tampa, by providing them with the knowledge to prevent and protect themselves, I feel I am helping those like my grandmother and mother.??



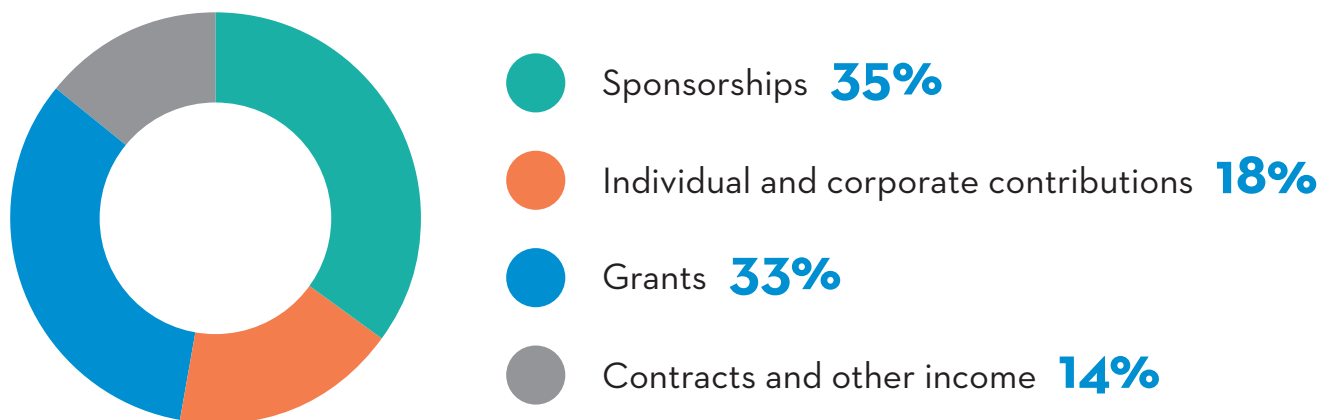
Claire Schumer, Intern

## USE OF FUNDS SUMMARY

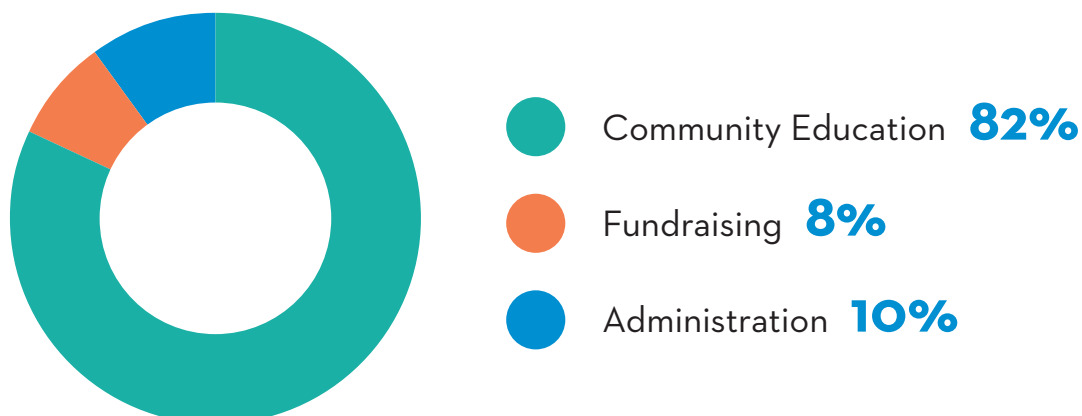
**82%** of all funds raised are used for community education

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### Where we **get** our funding



### How we **use** our funding







## CORPORATE ADVISORY BOARD

Everything that American Bone Health does is enhanced by the generosity of our corporate supporters who invest in bone health and fracture prevention every year. Our corporate advisors are industry leaders working with us to meet our mission of educating the public about bone health and fracture prevention. We are grateful for the support from our Corporate Advisory Board members listed below.

Medtronic  
Alexion  
UCB  
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Medimaps  
Ultragenyx  
Echolight  
AgNovos

# HIV CASE MANAGER PROGRAM OVERVIEW & SPOTLIGHT



Amanda K. of Metro Health

## **What did you learn from the Bone Health & HIV Health Educator Training Course?**

The Bone Health & HIV Educator Training course was very informative. I didn't realize that HIV medications alone can cause bone density loss in my clients.

## **Why is it important for someone living with HIV to understand their bone health?**

It is so important for someone living with HIV to understand their bone health due to the fact that the medications they are taking, over time, can lead to bone loss and the development of osteoporosis.

## **How did the Bone Health & HIV Health Educator Training Course affect your ability as a case manager to educate your clients?**

The Bone Health and HIV Educator Training Course helped me understand the importance of discussing bone health with clients and encouraging them to discuss further with their doctors for proper bone density testing.

## **What has been the impact of this training course on the attitudes and behaviors of your clients regarding their bone health?**

My clients who have experienced bone density issues now better understand why it's happening and the importance of having testing done to ensure their bones are healthy. My clients also love the toolkits we've been able to provide!



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