

CRUCIAL CONVERSATIONS

2022 PROGRESS REPORT



AMERICAN
BONE HEALTH™



DEAR FRIENDS,



This 2022 Progress Report reflects the accomplishments of American Bone Health under the leadership of Paul Cline, President of the Board of Directors, and Cheryl Hostinak, Executive Director. With their attention to understanding and serving the needs of communities across the country with regards to bone health, they helped shepherd the organization through, and out of the Covid-19 pandemic.

As an organization, we served a record number of constituents through our virtual and renewed in-person events. We trained 270 new volunteers. And through our strategic partnership with organizations like Susan G. Komen, delivered our content and personalized materials to a diverse group of partners.

Early this year, Cheryl resigned as the Executive Director of American Bone Health, leading to the appointment of Lisa Qualls as her replacement.

Shortly thereafter, Paul's term as Board President and member of the board expired; vacating his position and board seat. As the Vice President, I assumed the role of President of the Board.

Both Cheryl and Paul left big shoes to fill. On behalf of the entire American Bone Health Board of Directors and staff, we would like to thank Paul and Cheryl for their years of dedicated service and wish them great success in their future endeavors.

We also want to thank you for your continued support and look forward to helping you and others build and protect strong bones.

A handwritten signature in black ink, appearing to read 'Evan Davis'.

Evan Davis

President, Board of Directors



At American Bone Health, our work often comes down to starting conversations. Important conversations.

- *We empower patients with information that helps them start conversations with their health care providers about bone health and how to prevent weakened or broken bones.*
- *We are always developing new relationships with organizations with the ability to spread our message among their community members about the importance of learning about one's fracture risk factors.*
- *We also engage with new and long-time supporters, asking them for their best gift to help cover essential costs and enable us to reach even more people, setting them on a path to better bone health.*

Whatever they may be, we are grateful for the opportunity to create these conversations that are changing lives by increasing knowledge and improving behaviors related to bone health. For, we understand the alternative—the painful impact of low bone density and broken bones.

While American Bone Health continued to reach people virtually in 2022, we happily returned to in-person events, where our team of staff members and volunteer Peer Educators talked with thousands of people about bone health facts and myths.

In this Progress Report, you will see the results of all of our efforts and the perspectives of some of the individuals involved.

Thank you for your interest and support.

A handwritten signature in black ink, appearing to read 'Lisa Qualls'.

Lisa Qualls

Executive Director

COMMUNITY CONVERSATIONS



Delta Phi Lambda members bring spirit and positivity to their volunteer work with American Bone Health.

Thank you to our volunteers, interns, and Peer Educators who form the backbone of American Bone Health. In 2022, our volunteers spent time in communities talking with people about peak bone mass, fracture risk factors, nutrition for healthy bones, health conditions and their treatments that impact bone density, bone-safe exercises, and more.

270 COMPLETED OUR
people PEER EDUCATOR
TRAINING

Here is what a few Peer Educator volunteers had to say about their experience with American Bone Health:

“Serving as a volunteer for American Bone Health has been an invaluable experience. In 2022, we hosted an educational booth at the 22nd Annual Share The Health Fair to demonstrate the importance of bone health and improve healthcare literacy in the Winston-Salem community. As a medical student interested in orthopedic surgery, being able to support others in maintaining strong and healthy bones is an important skill that I will carry forward throughout my entire career. I am grateful for the opportunity to contribute to the mission of this organization.”

— Bryce W. Polascik, BS

MD Candidate, 2025 | MS3 | Wake Forest University School of Medicine

“Delta Phi Lambda’s partnership with American Bone Health provides opportunities for members to improve their own understanding and community awareness and prevention of osteoporosis, a disease that affects many women of Asian descent. Through serving and sharing this education with the community, our members are offered unique ways to share their talents and commit to volunteerism.”

— Susan McPhie,

Delta Phi Lambda Philanthropy Manager

“I learned that breaking a bone shouldn’t be a common occurrence and can easily be prevented [and that] I’m...in the prime years to increase my bone density. Since the event, I’ve been taking calcium to help increase my bone density since I realized my diet doesn’t provide me enough...This is such a fun and wonderful opportunity to get volunteer hours, meet new people, and educate yourself as well as others on an issue that may affect you or someone you know in the future.”

— Kyle Synder,

Third Class Petty Officer

PARTNERSHIPS

SUSAN G. KOMEN



American Bone Health administered on-site bone health education and screening activities at six Susan G.

Komen walks/races across the country, helping event participants learn about risk factors for weakened bones and fractures and how to keep their bones strong for life. Screenings consisted of using one or more of these tools:

- Free, online *Bone Health Quiz* (for people under 45) to explain people's risk factors for weakened bones and fractures
- Free, online *American Bone Health Fracture Risk Calculator™* (for people 45+) to estimate a participant's 10-year fracture risk
- On-site ultrasound test to determine the bone density of people at moderate or high risk of a fracture
- Handouts and spin wheel game with prizes for people who answered questions correctly



Trained American Bone Health Peer Educators helped Susan G. Komen event participants understand the connection between bone health and breast cancer.



American Bone Health sent ultrasound test results directly to participants' providers to help start conversations about bone health and fracture risk factors.



Event participants enjoyed the spin wheel game of bone health knowledge, which volunteers used to engage players in conversations about bone health.

Race for the Cure – Columbus, Ohio | More than Pink Walk – Orange County, California
Race for the Cure – Detroit, Michigan | Race for the Cure – Houston, Texas
More than Pink Walk – Denver, Colorado | Susan G. Komen 3-Day – San Diego, California

SUNCOAST HEALTH COUNCIL



In 2021, as part of their Quality Management System, Suncoast Health Council made it mandatory for their Ryan White funded case managers to complete the online training course on bone health and HIV that American Bone Health developed with support from

Suncoast that year. This continued into 2022 when new Ryan White funded case managers completed the training and are now better prepared to talk with their clients living with HIV about their bone health.



UNIQUE WEBSITE VISITORS: **over 605,000**



Over 22,000 FRACTURE RISK CALCULATOR COMPLETIONS



NUMBER OF PEOPLE WHO SIGNED UP FOR BONE HEALTH PLAN EMAIL CAMPAIGN:

over 12,000

COMMUNITY PARTNERS:

- Seniors in Service, *Tampa, FL*
- MorningStar of Kirkland WA, *Kirkland, WA*
- Tampa General Hospital, *Tampa, FL*
- Tobacco Free Florida-Gulfcoast North AHEC, *Wesley Chapel, FL*
- Monmouth Medical Center, *Lakewood, NJ*
- MorningStar of Denver CO, *Denver, CO*
- Osteoporosis Foundation of New Mexico, *Albuquerque, NM*
- University of Nevada, Reno - Sanford Center for Aging, *Reno, NV*
- Aegis Living, *Issaquah, WA*
- Suncoast YMCA Pinellas, *Tampa, FL*
- University of North Texas Health Science Center, *Fort Worth, TX*
- University of Tampa, *Tampa, FL*
- New Salem Missionary Baptist Church, *Temple Terrace, FL*
- Boys & Girls Clubs of Central Florida, *Orlando, FL*
- Cedars-Sinai, Community Health Improvement, *Los Angeles, CA*
- University without Walls DOROT, *New York City, NY*
- DOROT, INC, *New York, NY*



LIVE VIRTUAL PROGRAMS

The free programs offered by American Bone Health are grounded in evidence and conducted by proficient Peer Educators. Utilizing Peer to Peer education stands out as the most efficient approach to inform, motivate, and enable individuals to adopt bone-boosting decisions. Participating in our online programs at American Bone Health is both effortless and rewarding. Joining these programs is a straightforward process that offers seamless access to valuable resources and knowledge-testing opportunities. Upon enrollment, participants will gain access to a wealth of downloadable materials and resources designed to enhance your understanding of bone health. Our commitment to providing a user-friendly experience ensures that you can conveniently engage with our educational content while benefiting from comprehensive support.



PROGRAM SURVEY RESPONSES

The most eye-opening information that I learned today was...

"importance of using the hip hinge"

"what my food sources of calcium are"

"not to round the back"

"the types of treatments available to prevent bone fractures"

"importance of checking height measurement"

ESTIMATED REACH OVER 1,200 PEOPLE

IN-PERSON EDUCATIONAL ENGAGEMENT

5 Susan G. Komen races

1 Susan G. Komen 3-Day walk

Share the Health Fair, hosted by Wake Forest University School of Medicine, Winston-Salem, North Carolina

ON-DEMAND PROGRAM



Spine Health Workshop 2022 Registrations:

526

HEALTHY BONES TAMPA BAY COALITION

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

2022 ACHIEVEMENTS

114

Members

69

Organizations

- ✓ Conducted Ryan White Case Manager training in partnership with Suncoast Health Council and funding from the Florida Department of Health
- ✓ University of Tampa School of Public Health Social Marketing Survey and Focus Groups
- ✓ In-person Coalition Meeting
- ✓ Hillsborough County School District bone health screening pilot program
- ✓ Silver Health Fair Market - Metro Inclusive Health

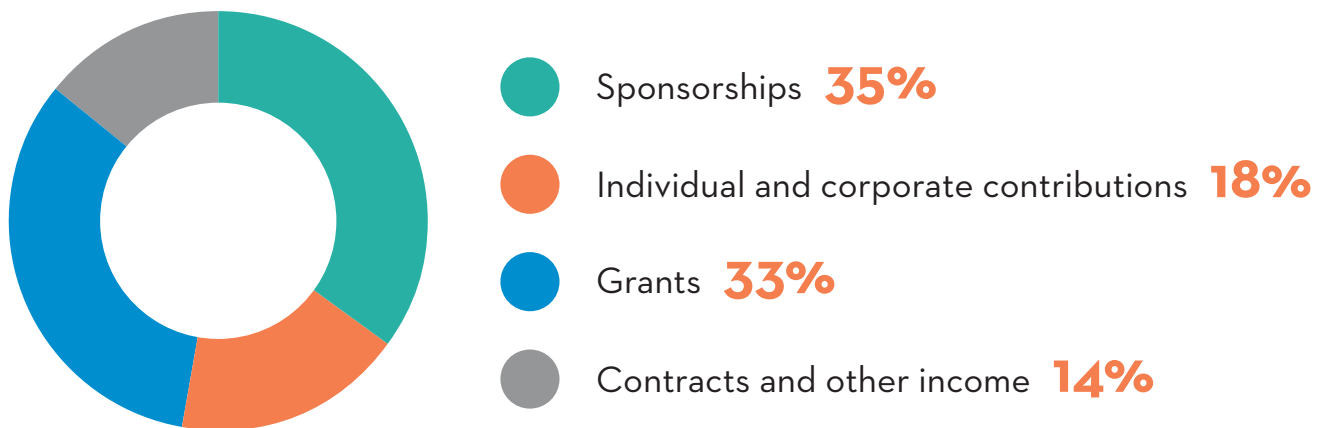
NEW RESOURCES AND PROGRAMS

- Rare Bone Disease Encyclopedia
- BoneSense® Speaker Series™ - Hypophosphatasia
- Best Bones Forever!™ in-person program
- Bone Health Quiz
- Bone Health Plan email campaign for people who complete the Fracture Risk Calculator™
- Bone Health Fact Sheet
- Bone health and breast cancer webinar

USE OF FUNDS SUMMARY

82% of all funds raised are used for community education

Where we **get** our funding



How we **use** our funding





DONORS

We express our sincere appreciation to all the gracious supporters and extend special recognition to the esteemed donors who generously contributed \$1,000 or more during the 2022 calendar year.

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