

# A YEAR OF CHANGE



**From left to right (top):**  
Brenda Davis, former  
Board Chair, Paul Cline,  
President, Board of Directors.  
**From left to right (bottom):**  
Kathleen Cody, former  
Executive Director,  
Cheryl Hostinak, current  
Executive Director as of  
January 2021.

# Letter from the President



Dear Friends,

As we look back on this challenging year, let's celebrate how American Bone Health rose to the occasion to meet its mission.

In March, we had no idea how long COVID-19 would affect our lives, but our retiring Executive Director Kathleen Cody and the amazing staff knew that our essential programs had to continue.

Those who were most at risk of COVID-19 were also those who are most likely to attend our programs, so it was vital to help them avoid fractures that could result in a hospital stay or a move to a nursing home.

American Bone Health transitioned into virtual programs, enabling more people all over the country to improve their personal bone health knowledge. Our small but mighty staff and team of volunteers worked with our valued hospital and community partners to host events and get the word out about bone health.

We've also seen great support from our individual and corporate donors to continue our mission to engage, educate and empower people to build and keep strong bones for life. The power of that support cannot be overstated. We are all so grateful.

Sending best wishes for a brighter 2021,

A handwritten signature in black ink, appearing to read 'Paul Cline', with a long, sweeping horizontal line extending to the right.

**Paul Cline**  
President, Board of Directors

# Letter from the Executive Director

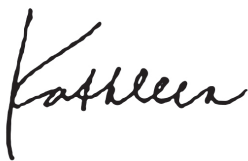
Thank you for your support throughout the years.

With the help of so many people we collectively took the organization through many significant changes. We are a powerful voice for bone health, both in this country and around the world.

I was fortunate to work with many smart and dedicated people over the years. Former and current members of the Board of Directors and our Medical and Scientific Advisory Board, staff and volunteers, and particularly Peer Educators who graciously gave their time to help us.

Thank you to the individual and corporate donors who believed in us and our idea that community-based engagement could make a difference for so many. I value the collaborations that furthered our mission. American Bone Health is positioned to tackle the challenges that remain as we work to prevent bone loss and debilitating fractures for all Americans.

With warmth and great fondness,

A handwritten signature in black ink that reads "Kathleen". The script is fluid and cursive, with a large initial 'K'.

**Kathleen Cody, MBA**  
Executive Director  
May 23, 2001 – December 31, 2020



# Thank You!

Thank you to our generous community partners that have hosted events whether in-person or changed to virtual in light of the global pandemic. Because of you, American Bone Health was still able to have educational programming during a time when our country was facing uncertainty.

We really appreciate you!

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## **Tampa General Hospital**

Tampa Bay, FL

## **African American Health Program**

Rockville, MD

## **Canton Summit on the Park Canton Club 55+**

Canton, MI

## **City of Albuquerque**

Albuquerque, NM

## **Osteoporosis Foundation of New Mexico**

Albuquerque, NM

## **Insight Wellness Works**

Tampa Bay, FL

## **People's Congregational Church**

Washington, DC

## **Mt. Sinai Health System**

New York, NY

## **Penn State Health**

State College, PA

## **Southern Maine Agency of Aging Agewell**

Scarborough, ME

## **The Lake Merritt, Independent Senior Living**

Oakland, CA

## **Resources for Seniors, Cary Senior Center**

Cary, NC

## **Seniors in Service**

Tampa, FL

## **Cabot and Osher Lifelong Learning Institute**

Duke University  
Durham, NC

# Peer Educators

Our Peer Educators form the backbone of American Bone Health. These trained volunteers represent American Bone Health on the front lines in their communities and nationally by facilitating our various programs.



Peer Educators are vital to providing bone-health education as they lead many of our programs. American Bone Health has relied on the generosity of our volunteer Peer Educators to carry out programs in the wake of the global pandemic and shifting to all virtual programming.

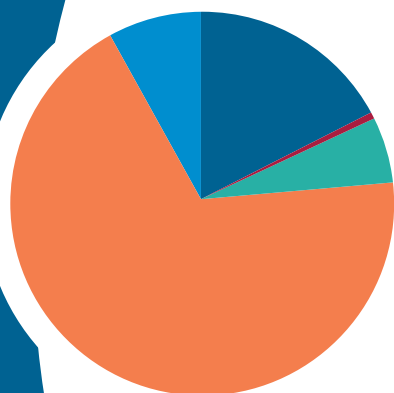
Thank you to all the American Bone Health Peer Educators for your daily work to recognize the importance of healthy bones!

For more information on American Bone Health's Peer Educators, please visit [AmericanBoneHealth.org](https://AmericanBoneHealth.org).

# Use of Funds

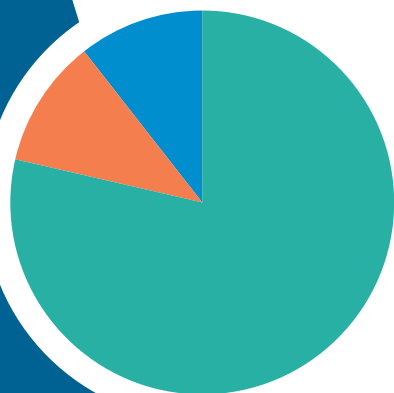
**80%**  
of all funds  
raised are used  
for community  
education programs

## Where We Get Our Funding



- Sponsorships
- Individual and corporate contributions
- Grants
- Contracts and other income
- Professional training

## How We Use Our Funding



- Community education
- Fundraising
- Administration

# 2020 Attendees

Total attendance: 445,248 • Total programs: 71



1 event



7 events



3 events



17 events



1 event



9 events



20 events



13 events





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.

### **The Coalition Goals**

- Reduce fractures in the region by 20% by 2025.
- Ensure that health equity and access to education, screening and diagnosis.
- Create opportunities for children to optimize their peak bone mass.

The Coalition has nearly 100 members representing the diversity of the community including 1) individuals from community-based organizations, 2) individuals who provide health care and other services; and 3) individuals from organizations who could provide funding and other resources for consumer activities.

### **Five Committees**

- Community Education
- Clinical Education Advisory
- Health Equity and Access
- Health Policy and Advocacy
- Coalition Development

Collaborative efforts among health care agencies, local and state government entities, civic organizations and area nonprofits have the power to improve bone health as a quality of life measure for all Greater Tampa Bay Area residents.




# WE NEED YOUR HELP!

HELP ENSURE ACCESS TO IMPORTANT SCREENING SERVICES FOR TAMPA BAY


## SUPPORT BONE HEALTH POLICY TODAY!

When: October 14TH, 2020 3:00PM  
Where: Facebook Live [REGISTER NOW! https://bit.ly/3d4ldBN](https://bit.ly/3d4ldBN)


**FEATURED SPEAKERS**




**Janet Cruz**  
Florida Senator




**Nancy Powers Perry**  
Legislative Director  
Rep. John Larrick




**Jackie Toledo**  
Florida Representative  
Tanya Beckett



**Kathleen Cody**  
Executive Director  
American Bone Health



**Tanner French**  
Partner  
Capitol Counsel



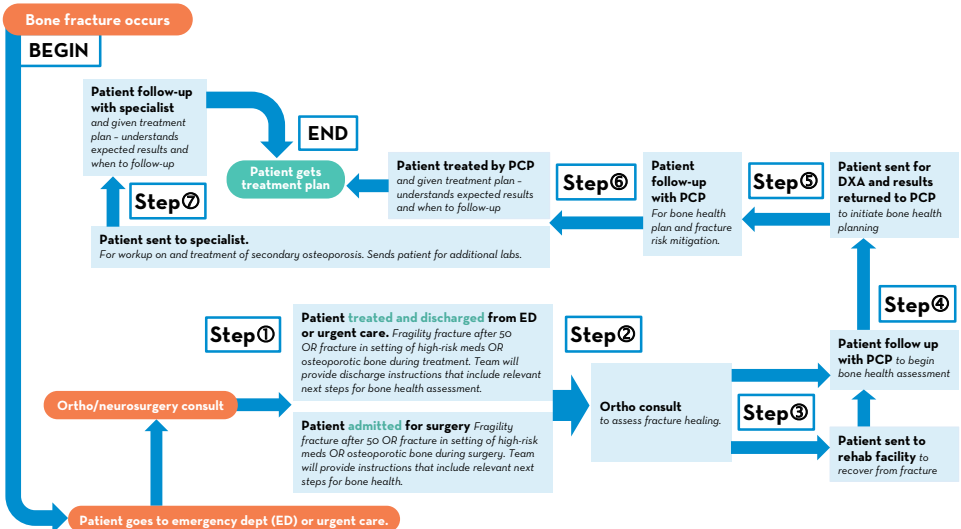
**Stephan R. Winn**  
Assistant Director  
Florida Osteoporosis Medical Association

**HEALTHY BONES TAMPA BAY**

Bone Health Policy Briefing is hosted by: Healthy Bones Tampa Bay, American Bone Health, Task Force Osteoporosis Coalition, Capitol Counsel, Florida Osteoporosis Medical Association, Echovest Medical, Lucille Maraghe & Heale.

The health policy committee organized a legislative briefing to raise awareness of the need for bone density testing.

## FRACTURE PATIENT PATHWAY



A committee of doctors and health professionals outlined the ideal pathway for fracture patients to identify and close gaps in care.

# Workshops

American Bone Health collaborates with health systems and hospitals to host workshops that consist of multiple sessions, each covering a different aspect of bone health and typically featuring expert staff members as guest speakers. These leading facilities promote the workshop series to their local communities. In 2020, all workshops were online, virtual programs.

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## Attendees Say:

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

- That there is risk calculator to assess my risk.
- Confirmed what I have been telling providers! They should take this session.
- Osteoporosis alone is not an indicator of fracture risk.
- Relationship risk of other medical conditions/meds to risk of fracture.
- I have poor balance, and now I know exercises to improve it.
- The occurrences or frequencies of falls and the resulting health concerns such as death, inability to continue daily activities, etc.
- Other important vitamins for bone health other than vitamin D.
- The amount of calcium you should take at one time.
- You can have fracture and not know it especially if no pain or symptoms.
- Men are also likely to suffer decreased bone density as they age.
- Medicare will pay for test every 2 yrs after 65 yrs of age.
- Diet can affect bone density.

## Spine Health Workshop

Mount Sinai Health System

- Introduction to Spine Health
- Eating for Healthy Bones
- Posture Power

**502 attendees**

**Average rating by attendees: 4.2 out of 5**

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## Bone Health Workshop

Penn State Health

- Introduction to Bone Health
- Eating for Healthy Bones
- Stepping Out Strong
- Posture Power

**182 attendees**

**Average rating by attendees: 4.4 out of 5**



## Bone Health Workshop

Tampa General Hospital (June and November)

- Introduction to Bone Health
- Eating for Healthy Bones
- Stepping Out Strong

**84 attendees**

**Average rating by attendees: 4.8 out of 5**

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# 2020 Freedom From Fractures™

American Bone Health is committed to forming partnerships and increasing outreach to underserved communities with culturally competent resources and programs.

- In 2020, Freedom From Fractures™ consisted of 12 live virtual events held through an online presentation platform.
- Nine Peer Educators delivered the standard English program with 1 Peer Educator holding 2 events and another Peer Educator holding 3 events. The tailored African American presentation was spearheaded by Peer Educator Ama Lee with the collaboration from Dr. Nicole Wright and Ventrice Shillingford-Cole, MPH and consisted of 9 live virtual events with 107 attendees.
- Freedom From Fractures™ was translated into Chinese and delivered by a Chinese outreach agency with 443,685 people reached during the live online event and online rebroadcast.

## Asian-American Outreach

- From January - September 2020, completed the Bone Health Fair Virtual education program in New York, Los Angeles, and Houston.
- The American Bone Health Freedom From Fractures program was translated to Chinese.
- People reached during Bone Health Fair Live Online: 329,128.
- People watched Bone Health Fair Online (replay): 114,557.

**AMGEN®**



# Why Healthy Bones Matter™

## Committed to increasing programs for Black communities

- Black people in the U.S. are less likely to receive bone density screening.
- Despite having lower rates of osteoporosis and fewer hip fractures, Black women have worse outcomes than White women.
- Black women are less likely than White women to receive treatment for osteoporosis, even after having a fracture.
- Chronic diseases that are prevalent in Black communities—such as hypertension, diabetes, cardiovascular disease and dementia—can adversely affect bone health.

### The Black Community:

- Experience about 300,000 falls a year resulting in hospital visits.<sup>[i]</sup>
- Are less likely to be screened for osteoporosis, to receive treatment, and are more likely to have chronic conditions that are bad for bones.
- Have a higher risk of high blood pressure, diabetes, heart disease and dementia—all of which adversely affect bone health when compared to White population.
- Despite having lower rates of broken hips, have a 24% higher risk of death, 19% higher risk of long-term nursing home stays and 245% higher risk of Medicaid dependency<sup>[ii]</sup> than Whites.
- Are 20-50% less likely to receive bone density screening<sup>[iii],[iv]</sup> than Whites.



[i] NC, Chen L, Curtis JR, Brown CJ, Shikany JM, Saag KG. Racial Disparities Exist in Outcomes Post Major Fragility Fractures. J Am Geriatr Soc. 2020 Apr 26. doi:10.1111/jgs.16455. Online ahead of print.  
[ii] Data are from the National Electronic Injury Surveillance System (All Injury Program, NEISS-AIP, operated by the US Consumer Product Safety Commission with CDC's NCIPEC (National Center for Injury Prevention and Control)  
[iii] Neuner JM, Zhang X, Sparapani R, Laud PW, Nattinger AB. Racial and socioeconomic disparities in bone density testing before and after hip fracture. J Gen Intern Med. 2007  
[iv] Gillespie CW

In **2020** we conducted **9 events** and reached **107 people**

“**Very important outreach to the Black community**”  
– 7/25/20 Attendee

“**Good program – well paced and questions answered thoroughly**”  
– 8/25/20 Attendee

“**Great presentation. Slides were more colorful than the ones I get. Team did a terrific job**”  
– 9/20/20 Attendee

# 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 supporters who gave \$1,000 or more during the 2020 calendar year.

- 
- Agnovos\*
  - Amgen\*
  - Mr. Morrie Berson
  - Doug Bonetti
  - Caregiver Action Network
  - Kathleen Cody and Steve Argyris
  - Joffa and Ellen Dale
  - Brenda Davis
  - Evan Davis
  - Delta Phi Lambda Sorority, Inc.
  - Echolight Medical, LLC\*
  - Hologic, Inc.
  - Rosalind and Sung-Hou Kim
  - Teresa Maldonado Marchok
  - Medimaps\*
  - Medtronic\*
  - Mai Nguyen
  - Pfizer, Inc.
  - Ronald J. and Grace C. Ruggiero
  - Carl Sanders, Esq.
  - Dolores Shoback, M.D. and John Imboden, M.D.
  - The Uplands Family Foundation
  - UCB\*
  - Ultragenyx Pharmaceuticals\*

# Linda Murphy

## Planned Giving

Many years ago, I made a decision to include American Bone Health in my estate planning through the American Bone Health Legacy Society. For decades, American Bone Health has provided significant support for research, patient education and advocacy in their effort to promote bone health and prevent bone fractures.

As a member of the Legacy Society, I will continue to support their efforts to advance that goal.

Decades ago, having just been diagnosed with osteopenia, a friend encouraged me to connect with American Bone Health. As I learned more about managing my own bone health, I became deeply aware of the wider public health implications of the disease. With a background in health care finance and public health, I joined the American Bone Health Board of Directors in 2004. I had a front row seat in which to view the remarkable staff in action, orchestrated by recently retired Executive Director Kathleen Cody. I soon realized how wisely the budget was managed and how effectively a national group of volunteers was utilized. I understood how important it is to support community-based organizations that keep operating costs to a minimum.

I have been especially impressed with the expertise of the members serving on the Medical and Scientific Advisory Board. We are so fortunate to have access to world class research in all areas of bone health!

As my knowledge of bone health has grown, I have improved my personal health regime, too. I now schedule a DXA scan every two years, have amended my medication and diet—remembering my three glasses of milk a day—and have added weight-bearing and balance exercises. Fortunately, my diagnosis has never progressed beyond osteopenia.

***I hope that you too will embrace the important work of American Bone Health and that, further, you will want your support to continue long after you are gone! Please strengthen our community of supporters by joining the Legacy Society and including American Bone Health in your estate plan.***



# American Bone Health Boards

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## Board of Directors

Paul Cline  
Cheryl Hostinak  
Katherine Sharp, PhD MPH  
Mai Nguyen  
Evan Davis  
Shelley Powers  
Eric Hall, MBA  
Carl Sanders, Esq.  
Sandra Coburn, CFA  
Lillian Yvette Jenkins  
Kelcy Walker Pope, DrPH

## Medical and Scientific Advisory Board

Shirin Hooshmand, PhD  
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David B. Karpf, MD  
Wendy Kohrt, PhD  
Nancy E. Lane, MD  
Joan McGowan, PhD  
Sabrina E. Noel, PhD, RD  
Dolores Shoback, MD  
Aimee Shu, MD  
Frederick Singer, MD  
Laura L. Tosi, MD  
Sally Warner, PhD  
Nancy F. Woods, PhD RN

## Memorials

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*The 2020 American Bone Health Progress Report is dedicated in memory of **Michael Arnaud** (1962-2021). Michael had been a champion of the mission of American Bone Health since 2005. He graciously gave his time and talents in support of bone health.*

*American Bone Health would like to recognize the work of **Bruce Ettinger, M.D.** Dr. Ettinger passed away on June 15, 2020. He was an adjunct research scientist at the Kaiser Permanente Northern California Division of Research and an emeritus clinical professor of medicine and radiology at the University of California, San Francisco. He contributed greatly to the research and study of osteoporosis throughout his career. He began working with American Bone Health in 2002 when we received a grant from the Administration for Aging (and Kaiser) to put together an American Bone Health osteoporosis awareness campaign for women. He was also a founding member of the Medical and Scientific Advisory Board in 2005 and was the author of the American Bone Health Fracture Risk Calculator.*

**AmericanBoneHealth.org**

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