



# Osteoporosis Awareness and Prevention Month

## Social Media Toolkit

May 2024

## May is Osteoporosis Awareness and Prevention Month!

Join the Bone Health & Osteoporosis Foundation (BHO) in raising awareness about bone health and osteoporosis during [Osteoporosis Awareness and Prevention Month in May!](#)

Osteoporosis is a common condition that affects millions of people worldwide. In fact, approximately 54 million Americans have low bone density or osteoporosis. It is a progressive disease that weakens bones, making them more fragile and susceptible to fractures. Osteoporosis Awareness and Prevention Month is observed every May to educate people about bone health and the importance of taking preventative measures.

This toolkit provides a collection of social media posts and graphics that you can use to help raise awareness. By using these resources to spread the word about osteoporosis, we can help prevent this disease from taking a toll on people's lives. Let's work together to promote good bone health and prevent serious broken bones!

## 40 Patient Stories to Commemorate 40 Years



We are excited to share that 2024 marks the 40th anniversary of the Bone Health & Osteoporosis Foundation! Our mission has never been more critical given the fact that osteoporotic fractures are responsible for more hospitalizations than heart attacks, strokes, and breast cancer combined.

People's experience with osteoporosis varies greatly, but the good news is that it is manageable disease. In commemoration of our 40th anniversary we will be highlighting the stories of 40 inspiring osteoporosis patients via inspirational videos throughout the year, starting in May. Follow along to learn about the many ways that this condition affects people from all walks of life.

[Click here](#) to visit the Osteoporosis Awareness and Prevention Month page.

## Help us spread the word!

Tag BHO in your posts so we can share/amplify!    

Facebook: [@bonehealthandosteoporosisfoundation](#)  
X (formerly Twitter): [@bonehealthBHO](#)  
LinkedIn: [@bonehealthandosteoporosis](#)  
Instagram: [@bonehealthandosteoporosis](#)

Use the following hashtags:



#OsteoporosisAwareness  
#OAPM2024  
#BeBoneStrong  
#40FacesOfOsteoporosis  
#FacesOfOsteoporosi

### Additional tips:

- Personalize posts or copy and paste the suggested text we've provided.
- Encourage your social media followers to get involved and spread the word!
- Share and repost BHOFF content throughout the month.

**Don't miss these items and events! In addition to the suggested social media posts, you can share info about these initiatives as well:**

- [Free Webinars](#)
- [Bone Talk Podcast](#)
- [Support Groups](#)
- [Your Path to Good Bone Health](#)
- [Informational Resources and Guides](#)
- [Patient Registry](#)

## Suggested Social Media Posts

[Click here](#) to download a zipped folder of the accompanying graphics.

May is Osteoporosis Awareness and Prevention Month! Help me raise awareness and get involved by visiting <https://www.bonehealthandosteoporosis.org/awareness-month>! #OsteoporosisAwareness #BeBoneStrong #OAPM2024



Starting in May, and throughout the year, BHOFF is commemorating its 40<sup>th</sup> anniversary by sharing 40 patient video stories to raise awareness about bone health and osteoporosis. Learn more here:

<https://www.bonehealthandosteoporosis.org/awareness-month>! #BeBoneStrong #OsteoporosisAwareness



Osteoporosis is a bone disease that occurs when the body loses too much bone, makes too little bone, or both. As a result, bones become weak and may break from a fall or other causes. Osteoporosis means “porous bone.” Learn more: <https://www.bonehealthandosteoporosis.org/awareness-month>! #BeBoneStrong #OAPM2024 #OsteoporosisAwareness



Childhood and young adulthood are bone-building years! Weight-bearing exercise, a healthy diet rich in calcium, and getting enough vitamin D are important for reaching peak bone mass. Learn more and help spread awareness about bone health: <https://www.bonehealthandosteoporosis.org/awareness-month> #OsteoporosisAwareness #BeBoneStrong #OAPM2024



**Did you know?**

Children and young adults who have higher peak bone mass reduce their risk of osteoporosis later in life.

**May is Osteoporosis Awareness and Prevention Month**

Learn more and get involved:  
[bonehealthandosteoporosis.org/awareness-month](https://www.bonehealthandosteoporosis.org/awareness-month)

**40<sup>th</sup> ANNIVERSARY**  
**BHOF**  
Bone Health & Osteoporosis  
FOUNDATION

Women can lose up to 20% of bone mass in the first 5-7 years post-menopause. Learn more and find resources to promote bone health during May's Osteoporosis Awareness and Prevention Month: <https://www.bonehealthandosteoporosis.org/awareness-month> #BeBoneStrong #OAPM2024 #OsteoporosisAwareness



**40<sup>th</sup> ANNIVERSARY**  
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**Did you know?**

Menopause can increase the risk of osteoporosis due to decreased estrogen levels. In fact, women lose up to 20 percent of their bone density in the five-to-seven years after menopause.

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[bonehealthandosteoporosis.org/awareness-month](https://www.bonehealthandosteoporosis.org/awareness-month)

Calcium is a key building block of bones, while vitamin D helps with calcium absorption. Learn more and help spread awareness about bone health: <https://www.bonehealthandosteoporosis.org/awareness-month> #OsteoporosisAwareness #BeBoneStrong #OAPM2024



**Did you know?**

It's so important to prioritize our bone health from a young age! One way to do that is by ensuring we get enough calcium and vitamin D.

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Did you know that men older than 50 are more likely to break a bone due to osteoporosis than they are to get prostate cancer? Learn more and find resources to promote bone health during May's Osteoporosis Awareness and Prevention Month: <https://www.bonehealthandosteoporosis.org/awareness-month> #BeBoneStrong #OAPM2024 #OsteoporosisAwareness



**Men Get Osteoporosis Too**

**Did you know?**

About 1 in 4 men over age 50 will experience an osteoporotic fracture in their lifetime.

Learn more and get involved:  
[bonehealthandosteoporosis.org/awareness-month](https://www.bonehealthandosteoporosis.org/awareness-month)

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**May is Osteoporosis Awareness and Prevention Month**

There are two types of osteoporosis exercises that are important for building and maintaining bone density: weight-bearing and muscle-strengthening exercises. Learn more and help raise awareness: <https://www.bonehealthandosteoporosis.org/awareness-month> #BeBoneStrong #OAPM2024 #OsteoporosisAwareness



## Exercise & Physical Activity

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**May is Osteoporosis Awareness and Prevention Month**

An estimated 54 million Americans have osteoporosis or low bone mass! Learn more and help raise awareness during May's Osteoporosis Awareness and Prevention Month: <https://www.bonehealthandosteoporosis.org/awareness-month> #BeBoneStrong #OAPM2024 #OsteoporosisAwareness



## Numbers Don't Lie

**Did you know?**

Studies suggest that approximately 1 in 2 women and up to 1 in 4 men age 50 and older will break a bone due to osteoporosis in their lifetime.

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Tune in to the latest episode of Bone Talk! Angie Asche, MS, RD, CSSD, joins BHOF CEO Claire Gill to discuss how physical activity and nutritional intake directly affect bone health. As a registered dietitian, Angie has worked with hundreds of high school, college, and professional athletes nationwide, educating them on how best to fuel their bodies and achieve top physical performance. Listen here:

<https://www.bonetalk.org/podcast-episodes/sports-dietitian-reveals-her-playbook-for-better-bone-health>

**May is Osteoporosis Awareness and Prevention Month**

# Sports Dietitian Reveals Her Playbook for Better Bone Health

**BONE TALK**

**Claire Gill**  
Host and CEO of the Bone Health & Osteoporosis Foundation

**Angie Asche, MS, RD, CSSD**  
Registered Dietitian & Founder of Eleat Sports Nutrition®

**40th ANNIVERSARY**  
**BHOF**  
Bone Health & Osteoporosis FOUNDATION

*We would like to extend a special thank you to Sunsweet Growers for sponsoring this episode of Bone Talk.*

Learn more and get involved:  
[bonehealthandosteoporosis.org/awareness-month](http://bonehealthandosteoporosis.org/awareness-month)  
[bonetalk.org](http://bonetalk.org)