

# Osteoporosis Awareness & Prevention Month

## Social Media Toolkit

### May is Osteoporosis Awareness and Prevention Month!

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

Osteoporosis Awareness and Prevention Month is a time to take steps toward stronger bones, healthier communities, and increased understanding of a disease that often goes unnoticed until someone breaks a bone. Osteoporosis and low bone mass affect an estimated 54 million Americans and leads to more than two million broken bones every year.

This social media toolkit offers ready-to-use posts and graphics you can share to raise awareness, start new conversations, and encourage others to take charge of their bone health. Every post you share is a step toward prevention, education, and support. Let's take those steps together.



### Walk a Mile a Day in May: Take Steps to Raise Awareness

This May, take steps—literally—to help raise awareness about osteoporosis, support those affected, and promote better bone health for all.

Through our #WalkAMileADayInMay and #TakingStepsTogether initiative, we invite you to walk, stairstep, run, or hike your way through the month to help spread the word and build a stronger community. Whether you're walking in honor of a loved one, for your own health, or simply to be part of something meaningful, your steps matter!


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

### Help us spread the word!

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

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

Use the following hashtags:

  
#OsteoporosisAwareness  
#OAPM2025  
#WalkAMileADayInMay  
#TakingStepsTogether  
#BeBoneStrong

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

## Example 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 #OAPM2025 #WalkAMileADayInMay #TakingStepsTogether #BeBoneStrong



May is Osteoporosis Awareness and Prevention Month! Join us in the #WalkAMileADayInMay challenge to celebrate and promote bone health. Help me raise awareness and get involved by visiting <https://www.bonehealthandosteoporosis.org/awareness-month>! #OsteoporosisAwareness #OAPM2025 #TakingStepsTogether #BeBoneStrong



**BHOF**  
Bone Health & Osteoporosis Foundation

## May is Osteoporosis Awareness and Prevention Month

### Walk a Mile a Day In May

**Benefits of Walking 20 Minutes a Day**

- ✓ Strengthens muscles
- ✓ Supports bone density
- ✓ Helps prevent falls
- ✓ Reduces stress
- ✓ Keeps joints mobile
- ✓ Promotes better posture
- ✓ Improves balance
- ✓ Builds endurance

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

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 #OAPM2025 #WalkAMileADayInMay #TakingStepsTogether #BeBoneStrong



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Good bone health starts in childhood!

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

In the U.S., more than two million broken bones are caused by osteoporosis annually. Learn more about osteoporosis and steps you can take to help raise awareness during May's Osteoporosis Awareness and Prevention Month! <https://www.bonehealthandosteoporosis.org/awareness-month>  
#OsteoporosisAwareness #OAPM2025 #WalkAMileADayInMay #TakingStepsTogether #BeBoneStrong



## A Few Shareable Osteoporosis Facts

- » Osteoporosis is responsible for an estimated two million broken bones per year, yet nearly 80% of older Americans who suffer bone breaks are not tested or treated for osteoporosis.
- » A woman's risk of fracture is equal to her combined risk of breast, uterine and ovarian cancer.
- » A man is more likely to break a bone due to osteoporosis than he is to get prostate cancer.
- » 24 percent of hip fracture patients age 50 and over die in the year following the fracture.
- » Six months after a hip fracture, only 15 percent of patients can walk across a room unaided.
- » Every year, of nearly 300,000 hip fracture patients, one-quarter end up in nursing homes and half never regain previous function.
- » Women lose up to 20 percent of their bone density in the five-to-seven years after menopause.
- » People with osteoporosis cannot feel their bones getting weaker, and many people do not know they have osteoporosis until they break a bone.
- » Eating a healthy diet and exercising regularly can help slow or stop the loss of bone mass and help prevent fractures.