



# the OSTEOPOROSIS report

July - September 2021

## NOF Updates and Timely News

### NOF Rebrand

Please mark your calendars for October 20 (World Osteoporosis Day) at 12:00pm ET when **NOF will make a major announcement**. Via a webinar, you'll hear from NOF's CEO, Board Chairman and President about the results of our 18+ month rebrand process to determine how we can grow and innovate to meet the bone health needs of all of our audiences.

We are excited to share our news with you and to continue working together to bring an end to osteoporotic fractures.

[Click here to learn more and register.](#)

### This Autumn, Don't Fall



### NOF "In the News"



ALC member, Dr. Mark Olson's [Osteoporosis reforms will save money, improve care](#) opinion column ran in *The Spokesman Review* online on July 28.

Dr. Andrea Singer's blog, [Beyond the pandemic, another major threat to older Americans looms](#), was featured in *The Hill* on August 1.

On August 28, more than 100 publications shared this advertorial [Bone health goes beyond calcium, studies show](#).

[Osteoporosis in Men is a Serious Condition](#) was showcased on August 30 in 75+ media outlets. The title says it all!

There's no time like the present to remind everyone that each year approximately one third of adults age 65+ will fall - many of whom will suffer broken bones due to osteoporosis. Falling is the leading cause of fatal and non-fatal injuries among our country's older population, and it can lead to great personal and financial costs.

Even though many believe that falls are unavoidable as you grow older, falling is not a normal part of the aging process. Falls can be prevented by taking precautions like simple lifestyle adjustments, strength and balance exercises, medication management and regular vision exams.

Below are a few of NOF's many resources to help you learn more about preventing falls.

### **Fall-proofing Practices**

In addition to indoor and outdoor hazards, certain lifestyle behaviors can increase your risk of falling. Our [Falls Prevention Guide](#) offers advice you can easily implement to address preventable pitfalls in your outdoor activities and every room of your home.

### **25 Easy "To-Dos" to Prevent Falls**



[NOF's 25 Ways to Prevent Falls](#) is an easy-to-use checklist to help you quickly transform your home into a safe, fall-proof haven.

### **Fracture Prevention for Daily, At-Home Activities**

If you have osteoporosis, performing daily activities with caution and care is just as important as healthy eating and choosing the right exercise routine, NOF's [Fracture Prevention for Daily Activities](#) flyer offers postures and video tutorials to make sure you're performing every day activities

On September 2, *The New York Times* featured this must-read story [Your Lifetime Health Checkup Roadmap](#), which includes critical information on bone density testing.

See slide 2 of this MSN Health and Fitness story, which ran on September 6: [Most Common Health Problems After Age 50, Say Doctors](#).

[The #1 Best Food to Eat for Calcium, Says Science](#): milk and non-fat milk, respectively, according to the National Osteoporosis Foundation and the National Institutes of Health. Learn more from this September 20 MSN Health and Fitness story.

A TRENDS WISE story from September 22 reminds us that [Sardines are not just fish...you will not believe their health benefits...most notably bone building](#).

## **Connect with NOF**

### **Ask the Expert**

Jennifer L. Tripken, EdD, CHES, Associate Director, Center for Healthy Aging, National Council on Aging

### **Please tell us about the National Council on Aging's (NCOA) Mission**

The mission of the National Council on Aging is to improve the lives of millions of older adults, especially those who are struggling. Our vision is a just and caring society in which each of us, as we age, lives with dignity, purpose and security. The Center

correctly.

### **Osteoporosis in Men is a Serious Condition**

As many of you know, osteoporosis is a chronic, debilitating disease that can lead to serious bone fractures. While it is commonly thought of as a women's health concern, a new study finds that many men also suffer its worst effects.

[Read this enlightening press release to learn more about osteoporosis and men.](#)

### **Voices of Osteoporosis: Stories of Hope and Inspiration**



Diane Walker shares an engaging story of moving ahead despite missing an initial red flag for a bone density test. After being diagnosed with osteoporosis 10 months ago, Diane took action to gain important knowledge about bone health and now looks forward to building and maintaining a healthier future in order to live life to the fullest and spread bone health awareness with others.

Diane shares "the good news is that whatever your age, you can take simple steps to maintain or improve your bone health - from nutrition and exercise to regular discussion with your healthcare providers about bone health."

[Read Diane's inspirational story here.](#)

### **Voices of Osteoporosis Podcasts**



for Healthy Aging at NCOA supports the expansion and sustainability of evidence-based health promotion and disease prevention programs in the community through collaboration with national, state and community partners to help older adults live healthier lives. The Center for Healthy Aging houses the National Falls Prevention Resource Center and the National Chronic Disease Self-Management Education Resource Center, funded by the Administration for Community Living (ACL).

**As a member of the Coalition to Strengthen Bone Health under the National Bone Health Policy Institute, please share why it is so important to work with NOF and other as part of the Coalition.**

We believe that falls prevention is a team effort and we all have a role to play in reducing older adult falls. NOF's work to prevent osteoporosis and broken bones closely aligns with NCOA's work to reduce falls in older adults. Many risk factors for falls intersect with osteoporosis and fracture risk and many of the interventions to improve bone health can also be interventions for falls prevention. From promoting a healthy lifestyle to influencing change at a policy level, we share a similar goal to improve the lives of older adults and working together, we can achieve more and have a greater impact.

**Most recently - in late September NCOA launched Falls Prevention Week. Will you tell us about this critical initiative?**

Every September, on the first day of autumn, NCOA, through the Falls Free(R) Initiative, promotes National Falls Prevention Awareness Week. States and

## Learning Resilience with Mark McEwen

NOF Trustee, Barbara Hannah Grufferman, is joined by longtime friend, Mark McEwen, to talk about the power of resilience when it comes to matters of the body and mind. You'll be inspired by all that Mark has done and how he's overcome his own health challenges. You'll also hear about Barbara's personal story and the events that motivated her to connect with NOF. Both Barbara and Mark share insights about how they approach challenges with the goal of leading impactful, fulfilling lives.

[Listen to the podcast here.](#)

## How to Keep Muscles Strong as You Get Older

In this episode of BoneTalk, Barbara Hannah Grufferman teamed up with Shona Hendricks, a sports scientist and head of athlete success at CoachParry.com. Shona also leads live, online strength training classes and is creator of the Running Through Menopause training framework.

Unfortunately, losing muscle mass is part of aging. It happens to all of us and accelerates as we hit our 50s. The good news is that there are things we can do to mitigate and even reverse muscle loss.

[Listen to the podcast to learn more.](#)

## Call to Action: Join NOF's Patient Registry

NOF wants to hear from you about how we can best help you live a fulfilling, vital life and improve your bone health. Please visit NOF's [Healthy Bones, Build Them for Life Patient Registry](#) to learn more.



*Welcome to NOF's Free Online*

communities are encouraged to host and promote falls prevention education and screening activities to raise awareness about the impact of falls among older adults and offer practical falls prevention solutions.

The initiative began in 2008, with bipartisan sponsorship of the first annual National Falls Prevention Awareness Day resolution in the U.S. Senate. This one-day observation expanded to a full week in 2020 and is now known as National Falls Prevention Awareness Week. Each year, NCOA provides technical assistance and resources to aid states and communities in observing this important public health campaign. NCOA also develops tools and educational materials to help older adults understand their falls risk and take steps to reduce it.

### Are there NCOA resources you'd like to share with *The Osteoporosis Report* readers?

NCOA is proud to share our [2021 Falls Prevention Awareness Week Toolkit](#) and the many resources developed to support states and communities observing the initiative, including the [Falls Free CheckUp](#), a 12-question screening tool to assess falls risk. This year, NCOA highlighted the important role emergency medical services, such as fire departments, play in falls prevention. New resources related to this endeavor include:

[-Fire & Falls Webinar Series: Engaging Firefighters and EMS for Falls Prevention](#)

[-Partnering with Fire & Emergency Medical Services to Prevent Falls](#)

[-How Your Local Fire Department Can Help with Falls Prevention](#)

## Community

NOF works to ensure that those affected by osteoporosis have a safe peer-to-peer community to turn to for support. NOF's online support community offers a virtual place to meet others, ask questions and share experiences relating to bone health and osteoporosis.

Please note that this community is not intended to provide medical advice and should NOT be relied upon for any type of diagnosis or treatment recommendations.

[Visit our online community to learn more and join.](#)

## Advocacy Updates



### National Bone Health Policy Institute

The National Bone Health Institute has been busy sharing Medicare policy recommendations to cut costs and improve care. On September 1, NOF's press release (featured above) highlighting the Milliman Report's findings about men's health was posted on the [Fox News](#) website and shared by dozens of publications nationwide.

The study results not only remind us, but verify, that it's not just women who are at risk for osteoporotic fractures.

### Help NOF Officially Proclaim May as National Osteoporosis Month

We also have many falls prevention resources available on our website, including:

[-Falls Prevention is a Team Effort article](#)

[-6 Steps to Prevent Falls in Older Adults](#)

[-Falls Prevention for Older Adults](#)

[-Falls Prevention Programs: Saving Lives, Saving Money Infographic](#)

[-Falls Prevention Conversation Guide for Caregivers](#)



## NOF Partners

### HealthWell Foundation



HEALTHWELL  
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HealthWell Foundation recognizes the unmet needs of frontline healthcare workers during the public health crisis and the importance mental health as on their ability to cope with the devastating impact the COVID-19 pandemic has had on the patients they serve.

In an effort to assist as many healthcare workers as possible,

We need your help! In late spring, the Milliman Report's state-based data addressed the differences in the economic and clinical impact of fractures suffered by Americans on Medicare. With this top of mind, NOF needs your support to help reinforce May 2022 as National Osteoporosis Month - a dedicated time to raise awareness for osteoporosis and its impact.

[This toolkit](#) includes a sample introductory statement and sample resolution you can edit to include your state's data. [The Milliman Report](#) provides state-specific information and critical numbers to assist you in completing the Proclamation. Follow the link above to find a map of the U.S. Then, simply click on your state to access your state-specific data.

The more Americans who join us in showing their support for May as National Osteoporosis Month, the closer we will come to making a difference in the fight to lessen the impact of osteoporosis.

## Volunteer Spotlight

Meet two devoted supporters who partner with NOF year-round to help promote good bone health.

Please check out [NOF's Volunteer Spotlight](#) to meet our volunteers and learn more about their involvement.

HealthWell has opened a fund to provide co-payment assistance for behavioral health treatments for frontline healthcare workers who have been impacted by the COVID-19 public health crisis. Through the COVID-19 Frontline Health Care Workers Behavioral Health Fund, HealthWell offers up to \$2,000 in financial assistance for a 12-month grant period to eligible health care workers to assist in covering their out-of-pocket treatment-related copayments for prescription drugs, counseling services, psychotherapy, and transportation needed to manage COVID-19 related behavioral health issues.

Visit their [COVID-19 Frontline Health Care Workers Behavioral Health Fund](#) to learn more.

## Medical Fitness Network



NOF and the Medical Fitness Network have partnered to provide a health insurance resource that helps connect osteoporosis patients with qualified fitness and healthcare providers.

[www.medicalfitnessnetwork.org](http://www.medicalfitnessnetwork.org)

## Menopause Cheat Sheet

### Menopause Cheat Sheet

before, during and after the pause

Bone Health Ambassador, NOF trustee and award-winning author, Barbara Hannah Grufferman, is founder and editor of the Menopause Cheat Sheet, a weekly newsletter for women 45+, which delivers science-backed information about menopause and healthy aging, featuring a monthly spotlight on bone health and osteoporosis. Subscribe to Menopause Cheat Sheet [here](#).

## NeedyMeds



For almost 25 years, national nonprofit NeedyMeds has been helping patients meet their healthcare costs, including, but not limited to, medications. NeedyMeds offers assistance free and anonymously through their website ([NeedyMeds.org](http://NeedyMeds.org)) and toll-free helpline (1-800-503-6897). However you decide to reach out to NeedyMeds, be sure you do! They're happy to help!

## Patient Access Network (PAN) Foundation

The logo for the Patient Access Network (PAN) Foundation features a colorful arc (blue, green, yellow, red) above the text "PAN Foundation" in a blue, sans-serif font.

NOF is an Alliance Partner of the Patient Access Network (PAN) which provides educational resources to osteoporosis patients who request support from PAN for medical expenses.

[www.panfoundation.org](http://www.panfoundation.org)