

[BHOFF Updates and Timely News](#)

Osteoporosis Awareness and Prevention Month Highlights

Osteoporosis Awareness and Prevention Month 2022 was a great success with an array of activities and educational opportunities to help raise awareness about the importance of bone health. “Exercise to Maximize Bone Health” was the theme. [You can view all of the resources and materials on our website.](#) Below are some additional highlights from the month.

Ad Campaign with Iris Apfel

BHOFF was delighted to feature social influencer and style icon, Iris Apfel, in a digital ad campaign on Facebook and Instagram beginning in May 2022 and running through mid-June. The ads, featuring stunning photos of Ms. Apfel, provided courtesy of Ruvén Afanador for Zenni Eyewear, featured key messages about the importance of paying attention to your bone health. Ms. Apfel joined BHOFF’s Ambassadors Leadership Council at the beginning of the year and has been discussing her own journey with osteoporosis and the importance of bone health through her social media posts and media interviews. [You can view a sample of the ad campaign here.](#)

The NYC Ballet’s Tiler Peck’s Osteo-a-Gogo

[BHOFF "In the News"](#)



[Osteoporosis Awareness and Prevention Month 2022: Exercise to Maximize Bone Health](#) press announcement was shared by Manhattan Week on April 18.

BHOFF’s CEO, Claire Gill, is featured in this April 21 story entitled [A Picture Tells A Thousand Words.](#)

BHOFF extends our sincere thanks to the Sunsweet team for the press release below, which was picked up by more than 50 outlets. [Sunsweet Supports Building Better Bones this May in Honor of National Osteoporosis Month](#)



BHOF is so grateful to have had the lovely and very talented American ballet dancer, [Tiler Peck](#), choreograph and perform a lively dance in honor of Osteoporosis Awareness and Prevention Month. [Check out Tiler's Osteo-a-Gogo dance](#), which is guaranteed to get you up and dancing for healthy bones all year round.

Special thanks to Amgen for their support of BHOF's OAPM campaign.

Osteoporosis Awareness and Prevention Month Webinars



Each week in May featured an energizing, engaging webinar on a variety of bone health topics for various age groups. Please see the webinar overviews and links below.

May 9: Walking/Running for Bone Health

FarmWeek Online showcases the importance of calcium in this Osteoporosis Awareness and Prevention Month story entitled [April showers bring May dairy powers](#) (May 6).

Birminghammedicalnews.com's [The Challenge of Osteoporosis](#) (May 13) is an excellent consumer-friendly story.

Claire Gill is quoted in this May 25 [Falling Can Be Fatal](#) feature published in PBS Next Avenue.

[Sticks, Stones, and Brittle Bones: Osteoporosis Awareness Month](#) story ran on May 30, and was the perfect story to close out the month.

Leading foodservice publication Food Management's [Viewpoint: Helping college-age students invest in bone health, dodge osteoporosis years later](#) addressed the importance of reaching young adults. Penelope Wasserman authored this engaging piece.

Check out this informative article about osteoporosis prevention in the June/July issue of [Today's Dietician](#).

On June 26, Buffalo Healthy Living shared an extremely important feature on [Why You Need to Get Tested for Osteopenia or Osteoporosis](#).

Presenter: Barbara Hannah Grufferman, Be Bone Strong Team Captain, BHOF Trustee and Bone Health Ambassador

<https://vimeo.com/707893959>

May 17: Mindful Movement for All Ages

Presenters: Support Group Leaders in Washington, DC, Justine Bernard, PT, DPT and Lisa Grimmer, PT, DPT

<https://vimeo.com/710891343>

May 23: Bone Healthy Advice: Exercise, Nutrition, Mindfulness

Presenter: Penelope Wasserman, Founder of Million Dollar Bones and Managing Consultant at Changing Tastes

<https://vimeo.com/712991063>

May 31: De-Stressing in Nature for Bone Health

Presenter: Matthew Weinburke, DrPH, MPH, MCHES®, REHS

<https://vimeo.com/715685685>

Advocacy Updates



Several States Officially Proclaim May as Osteoporosis Awareness and Prevention Month

BHOF's Chief Medical Officer, Dr. Andrea Singer, worked with USA Today's Media Planet on a piece showcasing the importance of the fact that **Calcium and Vitamin D Are Key to Keeping Bones Healthy** (June 30).

Ask the Expert: Penelope Wasserman



Please tell us a bit about your background and your interest in bone health.

My interest in bone health started over two decades ago when I opened a Pilates studio and began teaching. I loved working with special populations, and soon I developed a specialty in bone health along with the exercise modifications necessary to prevent fractures. A few years after I started teaching, I got what I thought would be a simple baseline bone density test and found out that I also had osteoporosis. I became a National Osteoporosis Foundation Support Group leader and started working on prevention along with

Eight states have introduced, passed legislation or made gubernatorial proclamations calling for engagement to generate awareness about the critical importance of bone health throughout the lifespan. [Learn more about this essential initiative here.](#)

Education Updates

International Osteoporosis Foundation Lift-Off Campaign Announcement



In cooperation with the European Space Agency and celebrated astronaut Samantha Cristoforetti, this innovative bone health awareness campaign offers a wonderful opportunity to encourage a bone-healthy lifestyle to a broad audience. The campaign will be executed over the next five months, leading up to World Osteoporosis Day on October 20, 2022. The International Osteoporosis Foundation has created a [series of 12 videos](#) – which are also shared on the [IOF dedicated webpage](#).

OsteoBoston Webinar

On June 7, BHOF's CEO, Claire Gill, shared valuable information on "resources for building strong bones, and where the future of clinical practice is evolving" in this [educational webinar hosted by OsteoBoston](#).

The Importance of Exercise for Bone Health Podcast

management. My personal fitness routine changed as I had to use the same modifications that I was teaching my clients, so we were all working together to stay safe and strong.

What would you like people to know about your work as an osteoporosis exercise specialist?

My in-person teaching ended with the Covid lockdowns, and I turned my focus to disease education and prevention, although I was able to keep a marvelous Zoom practice for homebound people with osteoporosis and taught gentle classes each day for free on Instagram. We all felt isolated, and I wanted to make sure people could get some safe movement in their daily routines and know they weren't alone. A lot of my former clients are older, single women. I also wanted to find a way to make eating bone-healthy foods easier to do for everyone.

We understand that you developed the Million Dollar Bones program. How does the program work?

It's dedicated to the prevention of osteoporosis at the time in life when it will have the greatest positive impact, the teen years, and it focuses on mindfulness, nutrition and exercise. It is a multi-sensory approach that is fun, doesn't take too much time, and appeals to all generations.

Ideally, teens will teach their older and younger family



Regular exercise is integral to healthy living and good bone health. While many of us have good intentions, exercise can fall off the list of our daily routines. In this episode of Bone Talk, BHOFF's CEO, Claire Gill, speaks with [Barbara Hannah Grufferman](#), a nationally recognized advocate for positive living, about how to get back on track with an exercise program. Listen and enjoy [The Importance of Exercise for Bone Health](#) podcast.

Visit BHOFF's Resource Library

It is incredibly important to stay bone healthy all year long. In addition to BHOFF's Osteoporosis Awareness and Prevention Month resources and webinars, please take a look at our [Resource Library](#) where you will find online brochures and videos on bone health basics.

Connect with BHOFF

Join the BHOFF Patient Registry

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

Connect with Patients/Caregivers via BHOFF's Online Community

BHOFF's vibrant online 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. [You can visit our online community here to learn more.](#)

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members about healthy habits that will help their bones stay strong. The program includes lessons that are easily shared on social media through video flashcards, along with recipes and breathing exercises to reduce stress. The website is up for you to learn more. Now, with Covid receding, I'm again giving live presentations and workshops customized for specific organizations and audiences. The beautiful thing about in-person teaching is that participants can connect at a personal level, which motivates them to take on healthy habits that make sense for them as individuals.

Please share the achievement of which you are most proud.

I turned 60 this year, and sometimes life feels like it's slowing down and speeding up simultaneously. I don't know about achievements, but I am proud of some accomplishments. I am most proud of my two sons, Tony and Gabe. Both are talented musicians, and I love how they are being true to themselves and following their dreams. I'm also very proud of my affiliation with BHOFF. It means a great deal to be recognized as a BHOFF leadership ambassador, and I want to do a good job. I don't want people to have to suffer the pain and challenges that come with osteoporosis. This is what's driving my latest effort around food for healthy bones. Please stay tuned to learn more! I will be sharing an exciting announcement in the near future.

Your generosity throughout the year helps support BHOF's mission of preventing osteoporosis and broken bones, promoting strong bones for life, and reducing human suffering through programs of public and clinician awareness, education, advocacy and research.

Click below to donate today!



BHOF Partners

HealthWell Foundation



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

In an effort to assist as many health-care workers as possible, HealthWell has opened a fund to provide copayment assistance for behavioral health treatments for frontline health-care 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 Healthcare Workers Behavioral Health Fund](#) to learn more.

Medical Fitness Network



BHOF 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.medfitnetwork.org

Menopause Cheat Sheet

Menopause Cheat Sheet

before, during and after the pause

Bone Health Ambassador, BHOF trustee and award-winning author, Barbara Hannah Grufferman, is founder and editor of 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](#).

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