

World Osteoporosis Day

October 20, 2022

Toolkit



October 20th is World Osteoporosis Day. Join BHOFF and organizations across the globe in raising awareness and resources to promote better bone health!

Approximately 54 million Americans have low bone density or osteoporosis. This October, the Bone Health and Osteoporosis Foundation (BHOFF) will commemorate **World Osteoporosis Day** by sharing information, tools and resources to raise awareness about osteoporosis and promote good bone health.

Show your support during the month of October, and ESPECIALLY on October 20, to help us raise awareness! We've prepared this user-friendly toolkit with everything you need to get information about osteoporosis, find support, share on social media, and participate in the Osteo-a-Gogo awareness dance campaign. Check out the information below and let's spread awareness far and wide!

[Click here](#) to learn more and download materials for World Osteoporosis Day.

Help us spread the word!



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

Facebook: [@bonehealthandosteoporosisfoundation](#)

Twitter: [@bonehealthBHOFF](#)

LinkedIn: [@bonehealthandosteoporosis](#)

Instagram: [@bonehealthandosteoporosisfoundation](#)



Use the following hashtags:

#WorldOsteoporosisDay

#BeBoneStrong

#OsteoporosisAwareness

#OsteoAGogo



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.

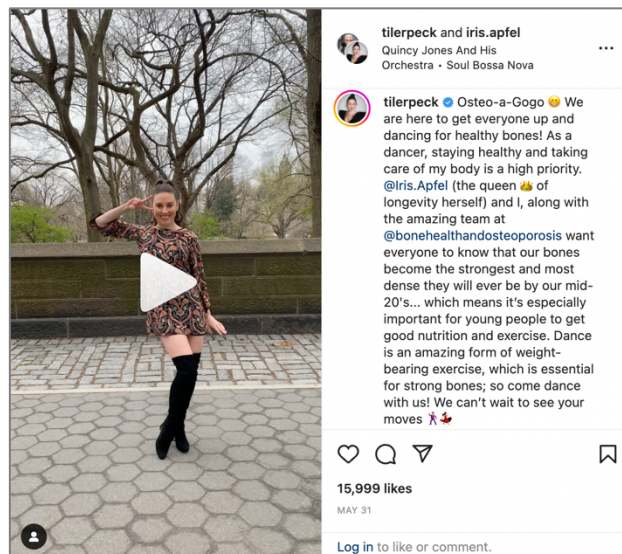
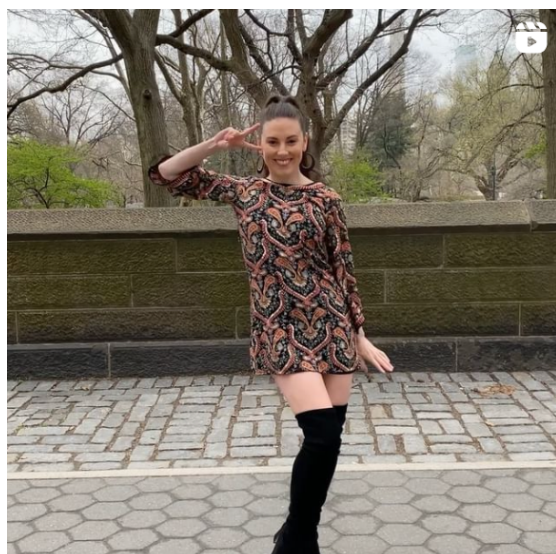
Don't miss these items and events! In addition to the suggested social media posts, please share these items as well:

Osteo-a-Gogo

Raise awareness and dance your way to good bone health! Create and share your own version of the Osteo-a-Gogo!! Choreographed by NYC Ballet Principal Dancer Tiler Peck, the Osteo-a-Gogo is a short, fun dance sure to inspire you – and those of all ages – to boogie for a good cause. Show us your moves!! And don't worry about getting it perfect. The most important thing is to get moving, so do it at your own pace with your own personal touch. And remember, if you're trying something new or have questions about doing certain movements, always talk to your healthcare provider first.

[Click here](#) for instructions.

[Click here](#) to view Tiler Peck do the Osteo-a-Gogo.



Webinar on World Osteoporosis Day

Ask the Expert – Creating an Exercise Plan for Healthy Bones

Thursday, October 20, 2022

12PM Eastern Time

Join us on World Osteoporosis Day as BHOF's CEO Claire Gill interviews exercise expert Amy Van Liew about the most frequently asked questions we receive on exercise for bone health. We'll discuss how exercise, physical activity and safe movement all play an important role in building and maintaining bone health throughout our lives.

Speaker: Amy Van Liew, Founder, Be Healthy Enough

Moderator: Claire Gill, CEO, Bone Health & Osteoporosis Foundation

[Click here](#) to register for the webinar.

Suggested Social Media Posts

For Use on Facebook, Twitter, LinkedIn and Instagram

[Click here](#) to download social media graphics.

October 20th is World Osteoporosis Day! Help me raise awareness and get involved by visiting <https://www.bonehealthandosteoporosis.org/world-osteoporosis-day/>! #OsteoporosisAwareness #BeBoneStrong #WorldOsteoporosisDay



Childhood and young adulthood are bone-building years! Learn about ways to help your kids maximize their bone health and prevent osteoporosis later in life.

<https://www.bonehealthandosteoporosis.org/preventing-fractures/nutrition-for-bone-health/peak-bone-mass/> #OsteoporosisAwareness #BeBoneStrong #WorldOsteoporosisDay



There are two types of exercises that are important for building and maintaining bone density, weight-bearing and muscle-strengthening exercises. Learn more:

<https://www.bonehealthandosteoporosis.org/patients/treatment/exercisesafe-movement>

#OsteoporosisAwareness #BeBoneStrong #WorldOsteoporosisDay



The foods you eat can affect your bones! Learn about foods that are rich in calcium, vitamin D and other nutrients that are important for your bone health.

<https://www.bonehealthandosteoporosis.org/patients/treatment/nutrition> #OsteoporosisAwareness

#BeBoneStrong #WorldOsteoporosisDay



Have you broken a bone after age 50? Without treatment, one fracture can lead to another. Get tested, get treated! Talk to your doctor!

<https://www.bonehealthandosteoporosis.org/patients/communication-with-your-doctor/>

#OsteoporosisAwareness #BeBoneStrong #WorldOsteoporosisDay



Email Outreach

Use [this email template](#) to send your contacts an email about World Osteoporosis Day. This pre-made template gives you a starting point for your email and can be tailored to your own programs and efforts.

Additional Resources

Videos

We will share videos from the BHOFF resource library to raise awareness about bone health, bone loss, treatment options, and management:

- [What is Osteoporosis?](#)
- [Testing & Diagnosis](#)
- [Peak Bone Mass](#)
- [How Much Calcium Do You Need?](#)
- [Safe Movement & Exercise](#)

Flyers/Brochures

- [Yoga Flyer](#) and [Pilates Flyer](#)
- [Safe Movement Brochure](#)
- [Calcium-Rich Food List](#)
- The Bone Basics Series:
 - [Bone Basics Overview](#)
 - [Who Gets Osteoporosis?](#)
 - [Medications](#)
 - [Vertebral Fractures](#)
 - [Patient Resources Guide](#)