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# Jumping Jack Challenge

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## WHAT IS IT?

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The National Osteoporosis Foundation (NOF), the leading health organization dedicated to the prevention of osteoporosis and broken bones and promoting strong bones for life, is asking kids, parents and extended family and friends to take the Jumping Jack Challenge beginning May 1<sup>st</sup> (National Osteoporosis Month) to help raise awareness and resources to promote bone health. Visit [www.nof.org](http://www.nof.org) for more information.

## HOW DO I PARTICIPATE?

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1. Videotape yourself, your kids, your family or friends doing 10 jumping jacks in less than 10 seconds! Be as creative as you like.
  - If you have osteoporosis or other conditions that prevent you from jumping – do *Stepping Jacks* – step side-to-side raising your arms above your head as you would for jumping jacks.
2. Share the video via YOUR social media with the hashtag **#JumpingJackChallenge** and ask your family, friends and colleagues to take the Jumping Jack Challenge too
3. Your friends, family and colleagues can accept the challenge and repeat steps 1-2 above to keep the viral campaign going OR make a donation to NOF to help raise awareness about skeletal health. Why? Because it's essential to build strong bones when you're young and maintain bone strength throughout your lifetime

## SUGGESTED SOCIAL MEDIA POSTS TO ACCOMPANY YOUR VIDEO

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### *Facebook & Instagram:*

It's National Osteoporosis Month. I just took the #JumpingJackChallenge to raise awareness about bone strength and to support NOF –[www.nof.org](http://www.nof.org). I now challenge (TAG FRIENDS) to do it. Accept the Jumping Jack Challenge or make a donation to NOF!

*\*Consider the Facebook and Instagram live options for posting too – for increased distribution.*

*Twitter:* Take the #JumpingJackChallenge – build strong bones in kids and stay strong throughout your life. Visit [www.nof.org](http://www.nof.org) to learn more.

## WHY JUMPING JACKS?

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NOF's [position statement on evidence-based guidance and a national implementation strategy](#) to help children and adolescents achieve optimal bone health, or what is known as “peak bone mass,” found strong evidence supporting a positive effect of calcium intake and physical activity on bone accumulation and growth. Jumping jacks are a recommended activity for building strong bones and helping to achieve Peak Bone Mass early in life.