



the OSTEOPOROSIS report

January-March 2021

NOF Updates and Timely News

National Osteoporosis Month 2021 is just around the corner. Stay Tuned! Details will follow soon.

Vaccine Education and Equity Project's "Count Me In" Campaign

**COVID-19 VACCINE
EDUCATION and
EQUITY PROJECT**

As part of NOF's work with the Vaccine Education and Equity Project, we have some valuable resources from the "Count Me In" campaign. This initiative was developed to provide individuals and organizations with information and tools to build confidence in authorized COVID-19 vaccines and to motivate the public to collectively fight the pandemic. The campaign features an online photo wall and spotlight stories highlighting individuals from all walks of life who are stepping up to share their reasons to be "counted in" for the COVID-19 vaccine. Materials and stories can be viewed at www.covidvaccineproject.org/CountMeIn. Additional resources are available at www.covidvaccineproject.org/resources.

Protecting Your Fragile Spine During the Coronavirus Pandemic Webinar

Earlier this month, Dr. A. Orlando Ortiz hosted a patient/caregiver-focused webinar entitled

Osteoporosis "In the News"



NOF continues to serve as a resource for stories about osteoporosis and bone health. Below is a sample of stories that featured NOF during the first quarter of 2021:

March 21: Over50Feeling40 addresses a "purposeful" nutrition practices. **National Nutrition Month – important food tips for postmenopausal women**

Feb. 23: Cooking with Kathy Man offers a thorough review of best dietary recommendations and other tips to help prevent osteoporosis. **Update on Osteoporosis - What You Should Know About Dietary Recommendations and the Latest Therapeutics**

Feb. 16: Endocrinology Network showcases survey results from

Protecting Your Fragile Spine During the Coronavirus Pandemic. This educational event shared what patients/caregivers need to know to prevent spine fractures, tips on how to manage safe movement and exercise at home and when/how to avoid crowded areas that may present a higher risk for contracting COVID-19. To watch the webinar, please click here <https://vimeo.com/525111508>.

NOF thanks Medtronic for their support of this educational activity.

Health Virtues of Calcium and Vitamin D



Calcium and vitamin D are absolutely essential to building strong, dense bones when you're young and to keeping them healthy as you age. They are the two most important nutrients for bone health.

Calcium is a mineral that is critically necessary not only for bone health but also for enabling our blood to clot, muscles to contract and heart to beat. An estimated 99 percent of calcium in our bodies is in the bones and teeth. Every day, we lose this essential mineral through skin, nails, hair, sweat, urine and feces. Our bodies do not produce calcium. This is why it is an absolute "must" to get enough of this mineral by carefully selecting the foods that we eat. When we don't get the calcium our body needs, it is taken from our bones. This is fine once in a while but if it happens too often, bones weaken and are broken more easily.

Your body needs vitamin D to absorb calcium. If you do not get enough vitamin D, you are at greater risk of bone loss and broken bones. You can get small amounts of vitamin D from a few

NOF and IOF highlighting how the pandemic has impacted the diagnosis and treatment of osteoporosis internationally. *Please note that this story was picked up by more than a dozen additional outlets.* **COVID-19 Pandemic Has Slowed Diagnoses, Treatment of Osteoporosis**

Feb. 10: Prevention Online shares consumer-friendly information on how to incorporate vitamin D into your diet. **Think You're Low in Vitamin D? Here's What to Consider Before Taking a Supplement**

Jan. 27: Over50Feeling40 makes good bone health a priority in the New Year. **One of My 2021 Resolutions: Strengthening My Bones**

Jan. 22: NOF's CEO, Claire Gill, was quoted in this *Newsmax* story, which was picked up in several additional outlets. **5 Lifestyle Steps for Better Bone Health**

Connect with NOF

Ask the Expert: QandA from NeedyMeds



Carla Dellaporta, Director of User Engagement at NeedyMeds shares invaluable insight about this vital

foods, such as fortified milk, liver and fatty fish (e.g., wild mackerel, salmon, sardines and tuna). Your skin can make vitamin D from the sun, but getting too much sun can be harmful, and sunscreen blocks out vitamin D.

NOF's [Calcium and Vitamin D](#) overview shares excellent information on the importance of these vital nutrients in addition to how much you need, what the best sources are and details about supplements.

[Your Guide to a Bone Healthy Diet](#) is another valuable calcium and vitamin D primer.

Exercise



Now that your body is pumped with key nutrients, it's time to spring into action. There are plenty of bone healthy exercises that you can do outside to get a bit of much-needed vitamin D. Think about options like hiking, jumping rope and tennis.

Please visit the [Exercise and Safe Movement](#) section of our site to learn about weight-bearing and muscle-strengthening exercises as well as preventing falls. In addition, everyone should be reminded that there are things that one can do to promote good posture, strength, movement, flexibility and balance. Check out [Osteoporosis Exercise Examples](#) to learn more.

Please consult your healthcare professional before beginning any new exercise routine. Once you've gotten the green light, determine [how much exercise you need](#).

NOF's Patient Resources Flyer

This handy, one-page flyer highlights "must-know info" about osteoporosis and shares links to patient support and NOF's social media channels. Feel

organization dedicated to helping those in need.

NeedyMeds' Mission

NeedyMeds, a national nonprofit founded more than two decades ago, connects people to educational and healthcare savings programs free and anonymously through a website (NeedyMeds.org) and helpline (1-800-503-6897). Our website gets an average of 12,000 visitors every weekday; we assist approximately 4,500 callers each month.

Who does NeedyMeds support?

We support anyone having difficulty affording healthcare expenses – whether they are uninsured, underinsured or insured.

What are the top challenges this audience faces?

Those that turn to NeedyMeds are not only struggling to afford their healthcare expenses, they are also struggling to find a reputable resource to turn to for assistance. In the past year, we also have more individuals, families, caregivers, and healthcare professionals turning to us to help those impacted by the pandemic.

How does your organization help?

NeedyMeds helps by maintaining, updating, and expanding our listing of healthcare savings programs and by improving the way users access that information. We work continuously to make NeedyMeds.org more user-

free to forward to friends and family. View the flyer here: <https://cdn.nof.org/wp-content/uploads/NOF-Patient-Resources.pdf>

Nutrition Thought Leader, Heidi Skolnik, Talks About Bone Health and Diet



Listen to this engaging, educational podcast that focuses on how to incorporate foods that are rich in calcium, vitamin D and other nutrients critical for bone health into our daily meals. Listen to the podcast here: <https://www.bonetalk.org/podcast-episodes/nutrition-for-bone-health>.

NOF's Voices of Osteoporosis: Stories of Hope and Inspiration



"It's never too late - or too early - to focus on bone health," explains Sarah Purcell. Ms. Purcell shares a moving and motivating account of her learning to live a fulfilling and active life while managing her osteoporosis. Read her story here: <https://www.bonetalk.org/articles/its-never-too-late-or-too-early-to-focus-on-bone-health>.

If you are interested in sharing your inspirational insights about living with osteoporosis, please send an email to info@nof.org with Voices of Osteoporosis in the subject line. Please include a short description – approximately 100 words -- of your story. NOF will then contact you directly.

Calls to Action

friendly and expand – and invest in – our helpline staff to meet increased call volume. (We also have Spanish-speaking counselors.) We pride ourselves on the information we share being anonymous and free. Confidentiality is guaranteed and there is no cost for our assistance.

What are the most utilized resources/services you provide?

Through our website and helpline, we connect people with healthcare savings resources of which the most popular are:

- Prescription Assistance Programs that provide free brand name medications.
- Free/low-cost or sliding scale database for convenient locations for medical, dental, mental health, or substance addiction clinics.
- Diagnosis Based Assistance programs that help patients afford medical needs associated with a specific diagnosis*.
- NeedyMeds Drug Discount Card offers users up to 80% off the cash price of medications and over-the-counter drugs and medical supplies written as prescriptions.

Users can search for savings associated with specific diagnoses – such as osteoporosis – in many categories such as the asterisked one above.

And, to ensure our users are well-informed healthcare consumers we also offer educational resources such as

Join NOF's Patient Registry

Healthy Bones,
Build Them for Life®
PATIENT REGISTRY

*Translating Your
Journey to Progress*



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

Join NOF's Free Online Community



NOF works to ensure that those affected by osteoporosis have a safe peer-to-peer community to turn to for support. The NOF 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. Visit <https://www.nof.org/patients/patient-support/osteoporosis-support-community/> to learn more and join.

Advocacy Update

Milliman Report/Update Summary

NOF's [Bone Health Policy Institute](#) is excited to share the news that the release of our Economic and Human Impact of Osteoporosis report -- commissioned by NOF and conducted by the actuarial firm, Milliman -- will be available in April. The report highlights state-based fracture reports that are available for advocacy use in home states with the goal of encouraging policy makers to

diagnosis information pages (such as osteoporosis), brochures, webinars, newsletters, toolkits and more.

2021 has just begun. What does the year ahead look like for NeedyMeds?

As there are still so many people affected by the pandemic, we will continue to expand our COVID-19 Resource Center for those experiencing financial hardships and trouble affording their healthcare expenses due to the pandemic. We are adding a new benefit for our drug discount card users: affordable or low-cost lab testing. We will also be launching the Plans for Passing website to help with the harrowing task of getting affairs in order when the end is near.

As NeedyMeds looks to the year ahead, we look to what we have accomplished in the past: educating ourselves about populations struggling with healthcare expenses and healthcare-related choices and connecting them with the resources they need.

Fundraising



2020 was a challenging year for all of us. Dealing with the pandemic changed many of our routines and shifted our focus, in many cases, away from our well-being. NOF asks for your support in 2021 to help move our mission

increase awareness and action regarding the tremendous impact and cost of osteoporosis.

Coalition to Strengthen Bone Health

NOF is grateful to announce that the Coalition to Strengthen Bone Health is now 17 members strong! In early 2021, The Society for Women's Health Research and The Black Women's Health Imperative joined. Visit <https://www.bonehealthpolicyinstitute.org/coalition> to view the full list of members to date.

Help NOF Make a Difference! Join the Ambassadors Leadership Council



An NOF Ambassador is a well-informed, passionate individual who cares deeply about those who suffer from osteoporosis. Ambassadors are adept at making an impact and sparking positive change in their field, sector, or community. NOF invites you to nominate yourself or others to join this dedicated group that is committed to making changes and improving the lives of those living with osteoporosis. Visit <https://www.nof.org/ambassadors-leadership-council/> to learn more.

Your tax-deductible gift directly supports NOF's mission to fight osteoporosis.

Donate

of better bone health forward.

Each year more than 300,000 people over age 65, three-quarters of them women, are hospitalized with a hip fracture. We must do more with fall prevention and with osteoporosis education for physicians and the public.

Medicare reimbursements for bone density tests have been sharply reduced, limiting patient access and diagnosis and treatment of serious bone loss. We need YOU to join our efforts to bring about needed changes. You can see that we need to unite and take action. We need your support to drive the important work of the NOF. Your generous support makes our work possible — at a time when we have so much more to do on your behalf!

Bone health is critical — it is one of the keys to staying independent and living the life you enjoy — day after day, year after year. **Please support NOF today!**



NOF Partners

Medical Fitness Network



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

www.medicalfitnessnetwork.org

Menopause Cheat Sheet



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](#).

Patient Access Network (PAN) Foundation

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

expenses.

www.panfoundation.org

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